Using Social Media to Promote Your Research

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Why should you try using social media?

- Because you care about communicating your research
- Promote your work
- Connect with others - find role models and be a role model
- Participate larger conversations with science-based reasoning
Overview

1) Review pros and cons of different social networks

2) Walk through setting up and optimizing your Twitter account

3) Review best practices and how to get more followers
What platform should I use? Twitter

Yes!

- Great for sharing links to journal or news articles
- Connect with colleagues and students
- Get publicity -- journalists are on Twitter!
What platform should I use?

Facebook

Maybe...

- Biggest social network
- Algorithm limits who sees your posts
- If you use Facebook for personal sharing, use the same account for work updates and make those posts public
- Do join Groups related to your specific field of study
- Don’t start a professional “Page” or separate account
What platform should I use?

Instagram

Maybe...

- Do you have great photos?
- Pro: Can be a great way to reach people who aren’t on other social networks
- Con: Can’t include links
What platform should I use? LinkedIn

Yes!

- Upload a version of your CV
- Post about your awards and accolades
- This is primarily used as a job-finding resource
What platform should I use? Snapchat and others

Maybe...

- Think about your audience -- can you reach them on this network?
- Think about your time. It’s better to be active on one than not active on many platforms.
Twitter: Getting Started

Start a free account

Choose a handle

- Keep it professional — use your name if possible
- The shorter the better
- Examples: @ProfBrianCox @AstroKatie @tressiemcphd @neuronina
- You CAN change handles but it’s preferable to choose one you can keep long term
Twitter: Getting Started

Upload a profile photo

- Accounts without photos are assumed to be fake
- Choose a professional looking photo that you like
- You can use a photo of a logo or an inanimate object -- but keep it in line with your brand

Add a cover photo

- Choose a photo of your lab or your team or something generic like a sunset over the NYC skyline
Twitter: Getting Started

Write a bio

- Include your title and university affiliations
- Use Twitter handles of institutions when possible
- Feel free to include some personal details
- People will use this when they are trying to find you on Twitter or figure out whether they want to follow you
Twitter: Getting Started

Send a tweet!

- Take a photo -- a selfie, with the person sitting next to you, or of the room
- Write a short message about what you learned
- Include the handles of everyone involved @QC_News, @gc_cuny and @coralieNYC
- Use hashtag #CUNYProud
- Retweet someone else’s tweet from the event
Pro Tips:

Use handles to make sure someone sees your tweet

Google is the best way to find accounts on any social platform

HT or h/t means “hat tip” or “heard through”
What You Should Tweet

- Compliment people!
- Slice of life photos and observations from your work/research
- Use photos whenever possible
- Links to published work
- Links to interesting articles in your field
- Retweet others – add your own comment
- Some personal thoughts/updates – start with pets
The @UlijnGroup is having a #nano meeting in the elevator this morning! #nanoscience #ASRCresearch @GCsciences

Congrats ASRC Neuroscience Initiative Director Patrizia Casaccia for landing a $9.17M R35 grant from the NIH’s @NINDSTranslate to research the connection btw glial cell function, neurological diseases & mental disorders.
bit.ly/2w28hda @GC_CUNY @SinaiBrain #Neuroscience

We are extremely proud of Nadeesha Wijeratne of the @UlijnGroup @ASRC_GC for her successful dissertation defense regarding peptide mediated co-assembly of porphyrins & their use as sustainable energy harvesting materials. Congratulations! @GC_CUNY #Nanoscience #PhDlife
How to Get More Followers

- Engage, engage, engage
- Post daily
- Follow accounts of others
- Follow your best practices for posting, you will see occasional spikes
- Start with your friends
  - Follow the people in this room! Search #CUNYProud
Pro Tip: #Hashtag411

- Hashtags are essentially search terms
- Use them sparingly, max of 3 per tweet
- Make sure your tweet is still readable
- DO use trending hashtags, this can help your tweet get seen
- DON’T use hashtags for generic words
- Also -- use for humor!

#ASRCresearch
#IlluminationSpace
#CityofScience
#CUNYProud
#PhDLife
#PhDChat
#AcademicChatter
Pro Tips:

The difference between an @message and a tweet that starts with a handle:

@Message: Seen only in timelines of people who follow both of you.

Example: @coralienyc Thanks for the shoutout!

Tweet that starts with a handle: add . to make it show up in everyone’s timelines like a regular tweet

Example: .@coralienyc says to tweet 3X a day
Pro Tips: Who to follow

Twitter lists of scientists and science organizations:


@QC_News
@GC_CUNY
@ASRC_GC
@sum_research
@CUNY
@sebcredible
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