

# **INTRO TO SOCIAL MEDIA FOR RESEARCHERS**

November 3, 2017




## Intro to Social Media


# Why use social media?

- Share your work with a broader audience
- Connect with other researchers
- Get feedback
- Show human side of being a scientist








**UC San Diego**   
@UCSanDiego

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- Win Tickets to Nathan Ea...
- Reviews
- Win Tickets to TEDxUCS...
- Community


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Those who change the world  
see things very differently.  
[ucsd.edu/breakthingsdown](http://ucsd.edu/breakthingsdown)




Liked Following Share

Posts

**UC San Diego** shared Center for Microbiome Innovation at UC San Diego's live video.  
November 1 at 9:10am · 



1,590 Views

Center for Microbiome Innovation at UC San Diego was live.  
November 1 at 2:55pm · 

Tune in here to join in the excitement around a major milestone in the Earth Microbiome Project! CMI will be broadcasting the mini-symposium via Facebook Live.

See More

College & University in La Jolla, California  
4.1 ★★★★★

Community [See All](#)

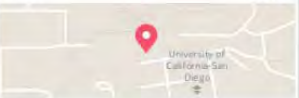
Invite your friends to like this Page

84,520 people like this

83,883 people follow this

Curie Kim and 80 other friends like this or have checked in

About [See All](#)





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Posts

**UC San Diego Alumni** shared University of California's post.  
18 hrs · 

Calling all alumni entrepreneurs! The University of California wants you...

**University of California**  
October 25 at 12:00pm · 

Are you a UC alum with a killer startup idea? Fire up your pitch decks. You could win a chance to pitch to hundreds of business leaders and venture capitalists early next year.



UC alumni entrepreneurs pitch their startups in new competition

College & University

Community [See All](#)

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29,083 people like this

28,408 people follow this

Niki Bills and 95 other friends like this or have checked in


About [See All](#)


(858) 534-3900

[alumni.ucsd.edu](mailto:alumni.ucsd.edu)

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 **Donut Panic** 

 **The Basement** 

# Getting Started on Social Media

Answer these questions to figure out what social networks are right for you:

- What are your goals?
- Who are you trying to reach?
- What kind of content do you have to share?
- How often will you make updates and engage?

# Social Media Networks: Facebook and Instagram

## FACEBOOK

- Largest social network
- Primarily used for connecting with family and friends
- Visual: News feed favors video and photos

## INSTAGRAM

- Skews younger
- Visual: Platform is built around sharing photos and videos
- Mix of personal and professional content



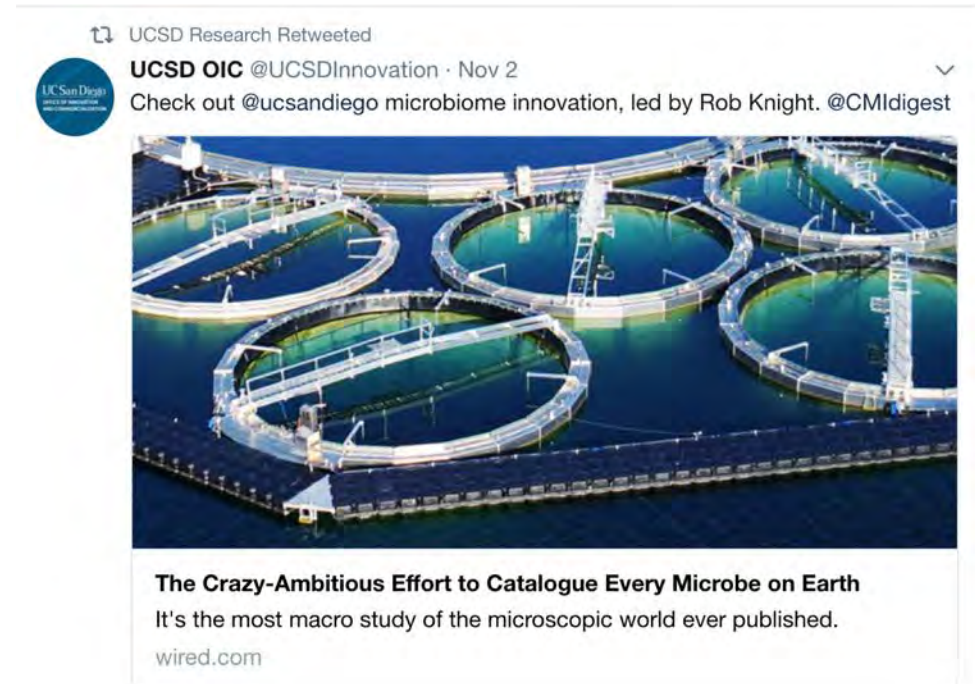
# Social Media Networks: Twitter and LinkedIn

## TWITTER

- 140 character limit
- Real-time updates
- Visual: Photo and video get more engagement

## LINKEDIN

- Professional network
- Keep up with contacts, industry news
- Share accomplishments





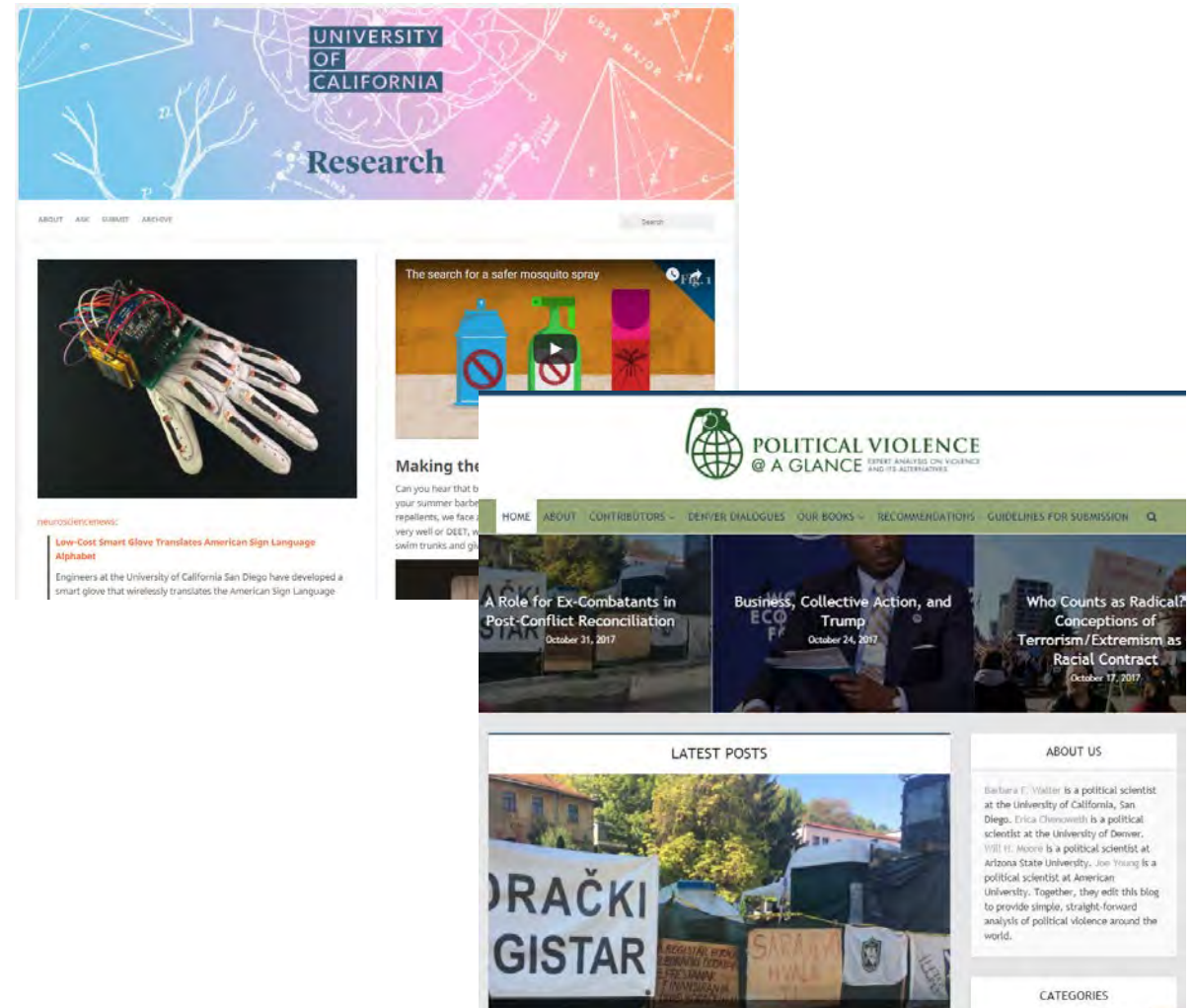
# Social Media Networks: Blogs and YouTube

## BLOGS

- Tumblr, WordPress, Medium
- Most are text-based, but also use visuals

## YOUTUBE

- Videos
- Both educational and entertaining
- 50% of YouTube videos watched on mobile





# Social Media Best Practices

- **Be consistent:** Try to update on a regular schedule
- **Engage:** Social media is about dialogue
- **Be human:** Share your story as a scientist
- **Share** content beyond your own work
- **Be flexible:** Change up your tactics as needed
- **Leverage** existing communities on social media



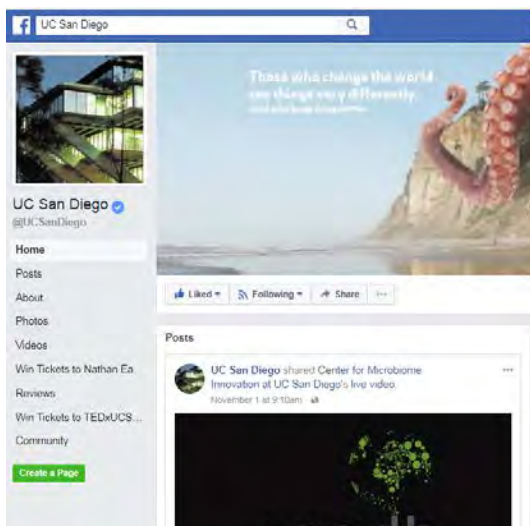


# Social Media at UC San Diego



# @UCSanDiego on Social Media

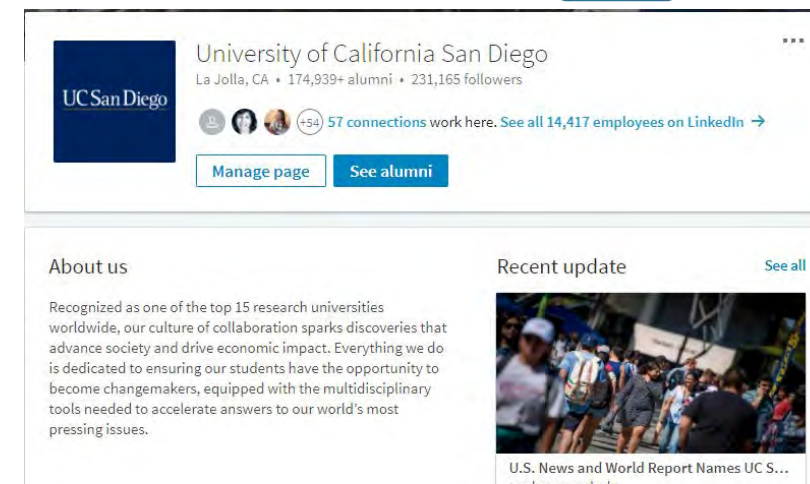
facebook



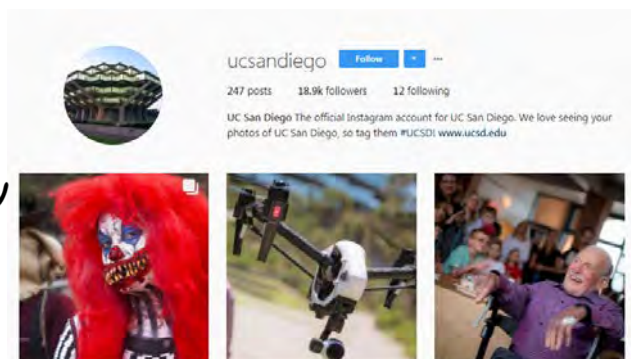
twitter



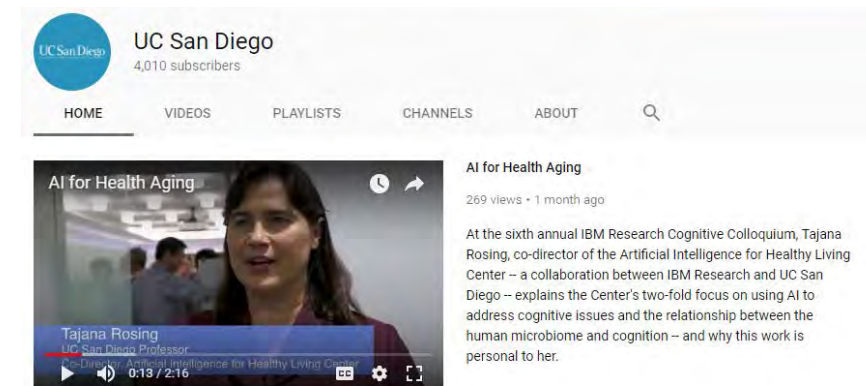
LinkedIn



Instagram



YouTube



# UC San Diego on Social Media

## DIVISIONS, SCHOOLS AND MORE

- Each division and school manages its own social profiles
- UC San Diego Alumni
- UC San Diego Health

More than 300 social accounts affiliated with UC San Diego.



# Our Social Content

- Timely and relevant
- Visual
- Engaging
- Newsworthy
- Entertaining
- “Water cooler” topics



12:17 PM - 28 Sep 2017

# Leveraging UC San Diego Communities

- Follow and engage with UC San Diego accounts
- Tag UC San Diego accounts in relevant posts
- Send social media worthy content to your PIO





# Social Media for Scientists

Or, how I learned to stop worrying and love the hashtag



# About Me

**BY DAY:** Alie Caldwell, PhD candidate of Neurosciences in the Allen Lab at the Salk Institute

**BY NIGHT:** Alie Astrocyte, co-creator of Neuro Transmissions, science tweeter, and science writer





# How I Use Social Media

The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font.

for connecting to other scientists and grad students – plus some fun, like favorite bands and comedians

The YouTube logo, consisting of a red rounded rectangle with a white play button icon inside, followed by the word "YouTube" in a bold, black, sans-serif font.

for sharing educational videos about basic neuroscience with a broad audience

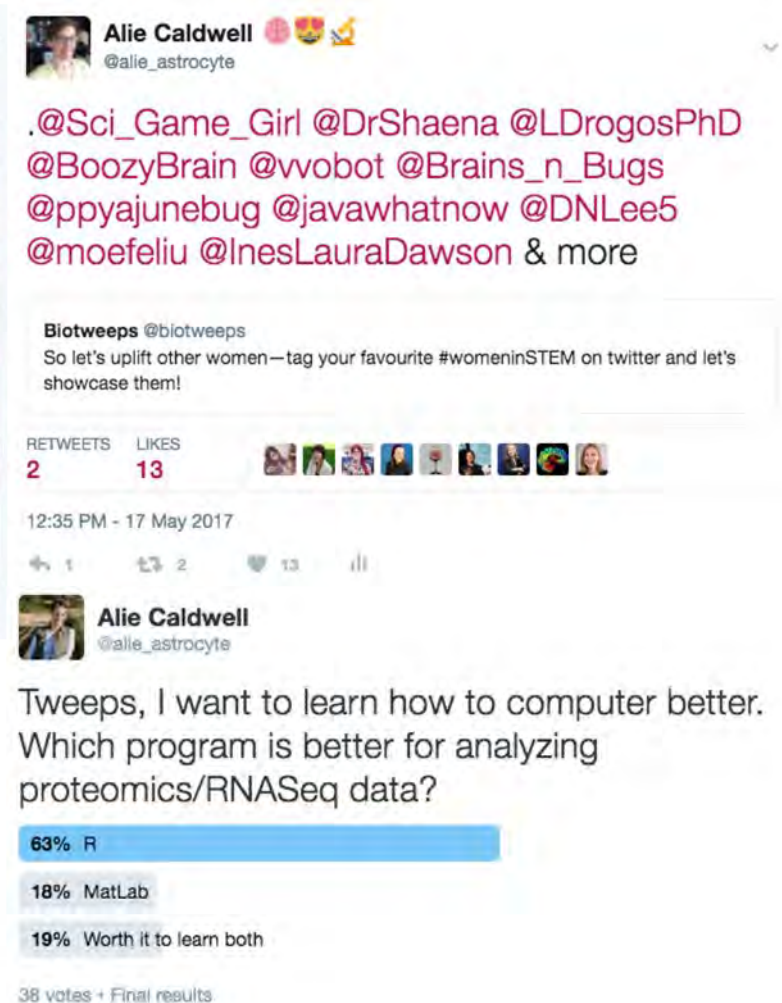
The Instagram logo, featuring the word "Instagram" in a black, cursive script font.

for sharing peeks at my life and my science with friends, family, and anyone else who happens to be interested

The Facebook logo, featuring the word "facebook" in a bold, blue, sans-serif font, with a registered trademark symbol (®) at the end.

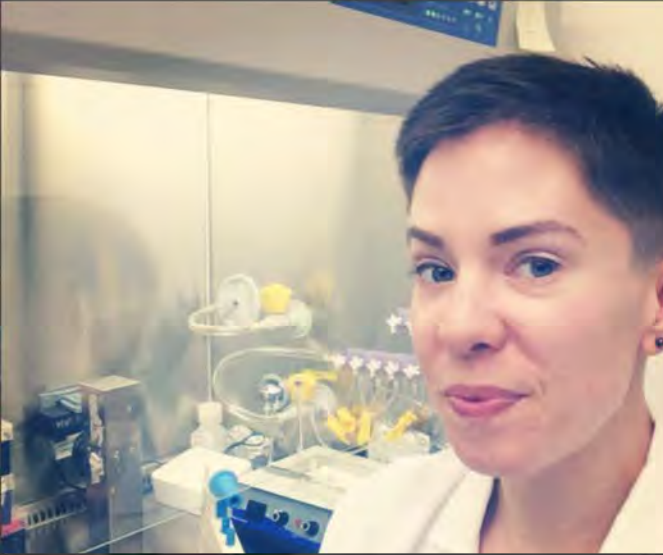
private, except for the Neuro Transmissions page, where we share videos, other educational content we're excited about, and our Instagram posts

# twitter



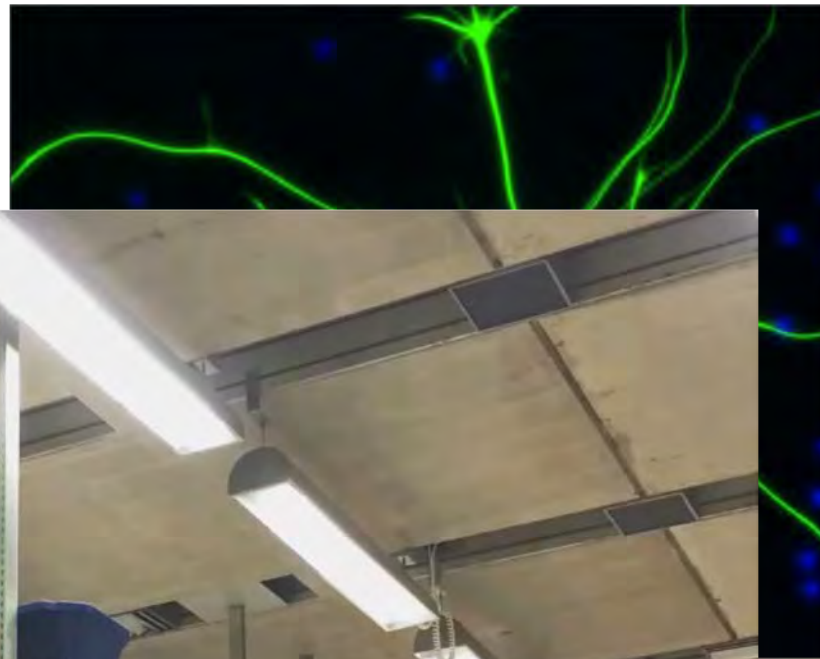


# Instagram



Log in to like or comment.

...



neurotransmissions  
Salk Institute for Biol...

Follow

neurotransmissions Day 3 of #wearestemsquad is #field! I study glial biology. Neurons are the superstars of the brain - they get a lot of attention because they're the cells that do all the communicating to keep us walking and talking. But it turns out that they only make up half of our brains - the other half is glia, which literally means "glue". For decades, these under appreciated brain cells were considered nothing more than scaffolding, just holding neurons in place. In the last 20 years, scientists have started to discover that these cells actually play a lot of important roles in the brain!

This is a photo of astrocytes that I grew in my lab. They've been stained for the filament protein GFAP (green) and the nuclear stain DAPI (blue). Astrocytes are



neurotransmissions

Follow

neurotransmissions We got to meet our niece for the first time this weekend! Human development is SO fascinating. In only 10 weeks, this wiggly little person has grown and changed so much - and in the next 10 years, she'll grow up into a unique person with her own feelings and thoughts and values. Because we're bipedal, humans had to evolve to give birth to small babies, due to our narrow pelvis - but our big brains are what make us so smart. So to compromise, we have these tiny, fragile, dependent little infants, whose brains still have a lot of developing to do. Her brain has almost all of its neurons, but all those synapses are still forming. It won't be done myelinating until she's in her 20s! It's so exciting to think about the person she'll become! #baby #babylove #science #stem #development



40 likes

SEPTEMBER 23

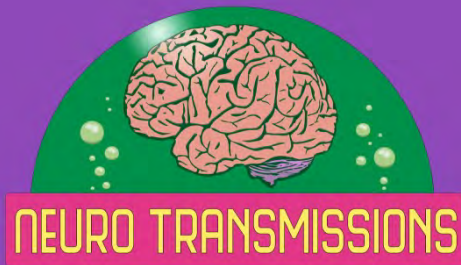
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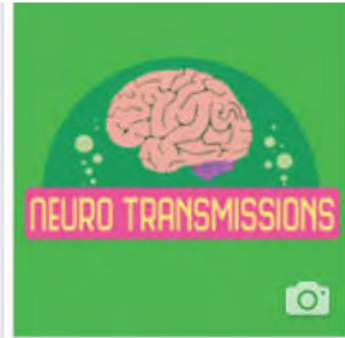


# WHAT ARE ASTROCYTES?





# facebook®



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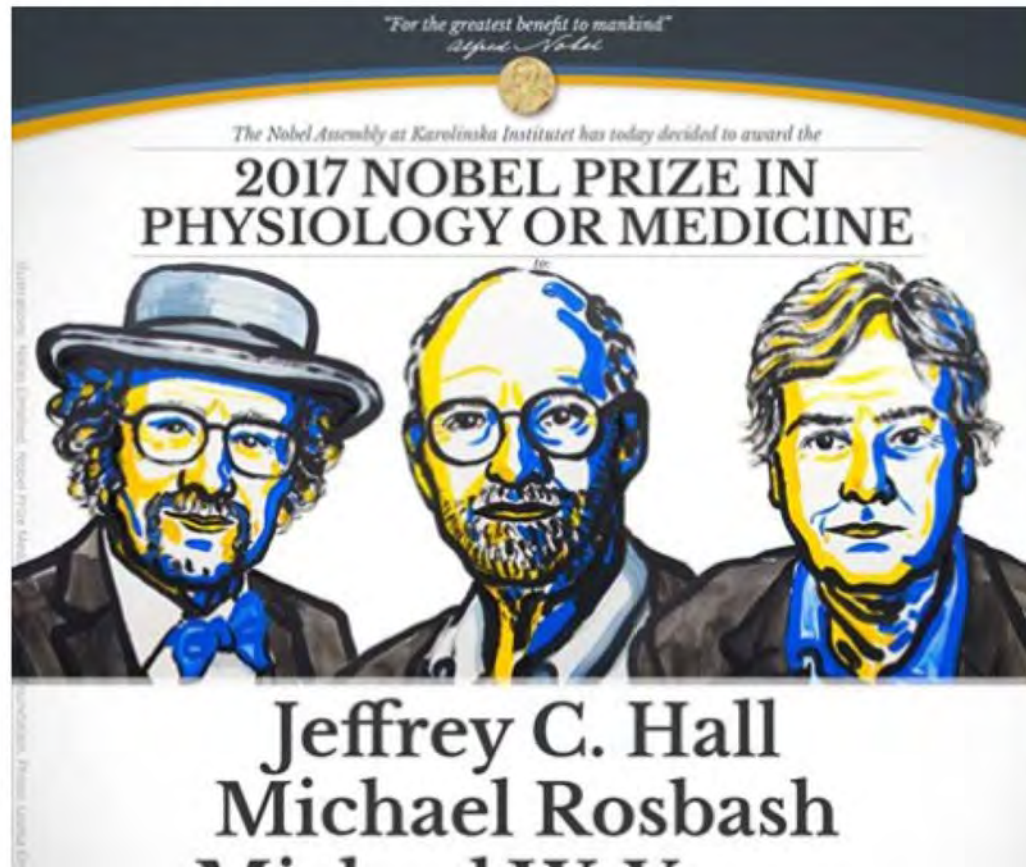
Like · Following · Share · ...



Neuro Transmissions shared Nobel Prize's post.

Published by Alle Caldwell [?] · October 3 at 8:54am ·

Congrats to ALL the 2017 Nobel Prize winners - but we're especially excited to see some neuroscientists in the mix!



## How to Get Started

- Create a profile—and look like a real person
- Follow interesting folks—big names and small
- Say hello!

## How to Get Engaged

- Make it a habit—check up on your profiles regularly
- Embrace the [#hashtag](#), GIFs, and twitter lists
- Follow people in other fields/from other backgrounds/at other career stages—and get to know them

## Who to follow

twitter

@hopejahren  
@astrokatie  
@heydrwilson  
@drrubidium  
@DNLee5

Instagram

@thestensquad  
@amnh  
@nasa  
@science.sam

 YouTube

Science with Tom  
Coma Niddy  
The Biologist's Apprentice  
The Psych Show

facebook®

March for Science  
Stop Clickbait Science  
Geomorphology Rules  
The Salk Institute

# Final thoughts

- Be yourself – even if it's just your professional self
- Don't be afraid to sign off – sometimes we all need to unplug
- Don't force it – if it's not for you, it's not for you
- Have fun!



# Thanks!

- Twitter: @alie\_astrocyte
- Instagram: @neurotransmissions
- YouTube: [www.youtube.com/neurotransmissions](http://www.youtube.com/neurotransmissions)
- Facebook: Neuro Transmissions
- [www.alieastrocyte.com](http://www.alieastrocyte.com) / [www.neurotransmissions.org](http://www.neurotransmissions.org)
- Email: [alie.astrocyte@gmail.com](mailto:alie.astrocyte@gmail.com)

# QUESTIONS?

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