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
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
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

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

YouTube
for sharing educational videos about basic neuroscience with a broad audience

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

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

Keep your astrocytes happy and not hungry - get some sleep!

Lucky enough to have talked to Twitter folks before building my committee & made a concerted effort to find (good) female mentors.

How many of #womeninSTEM have had women mentors?
neurotransmissions Day 3 of #wearastemsgirlsquad is field day! 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 underappreciated 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...
WHAT ARE ASTROCYTES?
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

@hopejahren
@astrokatie
@heydrwilson
@drrubidium
@DNLee5

@thestemsquad
@amnh
@nasa
@science.sam

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

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
• Facebook: Neuro Transmissions
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