Using Social Media to Further Research Development: On campus, in your professional career, and for NORDP

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Social Media is...

Forms of electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).
(Merriam-Webster.com)
Social media uses in Research Development

- Connect researchers
- Boost professional contacts
- Strengthen a research development program
Twitter Overview

• Twitter is public
  • Tweets can be viewed regardless of whether or not the viewer is logged into a Twitter account

• Twitter is noisy

• Many recent changes have made Twitter “simpler”
  • No RTs, no .@replies, # largely irrelevant

• Twitter Analytics

• Use photos, use mentions – source shared links, repeat content
Twitter at UNH

@UNHResearch
- Started as an Research Communications AND Research Development account
- Content mostly articles about UNH Research
- Goal to raise visibility for UNH Research on Twitter (and beyond!)
Research Development @UNH_ResDev · 26 May 2015
Research from @UofNH & @NHfishandgame: #Bobcat in the Backyard
colsa.unh.edu/aes/article/bo... @NH_AES @COLSA_UNH
Twitter at UNH

Audience Shift
- Think about rhetorical triangle
  - Who is your audience?
  - What is your message?
  - What action do you want your audience to take?
Twitter at UNH

• @UNH_ResDev
  • Solely focused on Research Development
  • Content: RD workshops, LSPs, RD Newsletter, Agency Announcements/updates
  • Goal to keep PIs on campus informed and interact in the growing RD Twitter community
ICYMI: Measuring impact of @NIH-supported Publications with a New Metric: the Relative Citation Ratio: nexus.od.nih.gov/all/2018/09/08...
The mission of the Research Development Office is to promote, support, strengthen, and grow the research enterprise at UCSF.

 UCSF RDO
@UCSF_RDO

San Francisco, CA
rdo.ucsf.edu
Joined December 2013

22 Photos and videos

TWEETS FOLLOWING FOLLOWERS LIKES MOMENTS
4,028 231 309 15 1

Your Tweet activity
Your Tweets earned 1,040 impressions over the last week

View your top Tweets

Who to follow
CDC Cancer @CDC_Cancer
Follow
AAGR @AAGR
Follow
NCI Cancer Control @NCI
Follow

Find friends

May 8 - 10, 2017 • Omni Interlocken Hotel • Broomfield, Colorado
Promote institutional or research development office activities or announcements

• Contributing to self and partners’ marketing and communication strategies
• Gives visibility to RDO involvement in valuable activities
Tips:

• Best to use (hash)tags to have others pick it up (e.g., #UCSF, #communityengagement, #precisionmedicine, etc.)

• Say something interesting wherever possible – a direct quote, valuable insight, link to related communication
UCSF RDO
@UCSF_RDO

#UCSF Going Public Symposium:
@ProfGlantz: "Science should drive advocacy not the other way around."

4:08 PM - 3 Mar 2017

5 RETWEETS 6 LIKES
UCSF RDO @UCSF_RDO · Mar 24
#UCSF #UCSF_RDO sponsor Going Public: Risks and Responsibilities of Sharing Your Impactful Science youtu.be/b9hIDpYCFG1 via @YouTube

Going Public: Risks and Responsibilities of Sharing Your Impactful Science
UCSF Co-Hosts: • Environmental Health Initiative • Office of Sustainability • Rese...
youtube.com
David Julius Honored with 2017 Gairdner Award for Groundbreaking Pain Research

David Julius, professor and chair of the Department of Physiology at UCSF, was named on March 28 to receive the 2017 Canada Gairdner International Award, one ...

ucsf.edu
Barry Selick, former Threshold CEO, joins #UCSF as newly established Vice Chancellor–Business Development, Innovation and Partnerships
UCSF RDO @UCSF_RDO - Apr 12

#UCSF Congrats! Dean Sheppard, Charles Craik Elected to American Academy of Arts and Sciences - goo.gl/alerts/jyADW #GoogleAlerts

Dean Sheppard, Charles Craik Elected to American...
UCSF biochemist Charles Craik and pulmonologist Dean Sheppard have been elected to the American Academy of Arts and Sciences.

ucsf.edu
NORDP
@NORDP_official

Full conference program now posted for #NORDP2017! nordp.org/conference-pro…
See you in Denver May 8-10!

6:51 AM - 28 Feb 2017

3 RETWEETS 1 LIKE
2017 Conference Cameo: Eric Wayne Dickey

#NORDP2017 starts Monday, May 8 in Denver, CO. Keep checking back here at the blog and on our Twitter feed (@NORDP_official) for live conference updates.

nordpnews.org
Communicate funding agency information and articles related to RA or RD.

- Faculty look to our office for research enterprise-related information: funding agencies, faculty development, methods and strategies
- Conveys a sense of competence, that we’re “in the know”
Tips:

• Use the tweets from the agency
• Tweet companion interpretive communications
  • Ensure that they are not too political in nature
• Tweet from reliable sources (established journals and publications, e.g. NYT, WP, AP, Chronical, Science News, WSJ, JAMA, etc., and people, e.g., NIH Director, Presidents of national orgs, etc.);
  DON’T retweet from sites or people you don’t know
Common types of cancer are diagnosed with the greatest frequency in the United States: cancer.gov/types/common-c...
Trump Proposal to Cut Indirect Research Payments Would Hit State Universities Hardest shar.es/1QvKbx via @chronicle

Trump Proposal to Cut Indirect Research Payments Would Hit State Universities...
The reimbursements reflect the legitimate expenses of academic science, and would still need to be covered, experts say.
chronicle.com
UcSF RDO @UCSF_RDO - Mar 28
Trump signs order sweeping away Obama-era climate policies
a.msn.com/01/en-us/BByYv...
Once people know how little the U.S. spends on science, they support more federal funding for it.

Most Americans like science — and are willing to pay for it

Americans drastically overestimate how much the government spends on science. But when correctly informed, they want the government to sp...

sciencenews.org
Proposed NIH budget cuts could have disastrous impact on progress in cancer research

Proposed NIH budget cuts could have disastrous ...

OPINION | Disrupting NIH means more than the potential loss of research, it means unnecessary distraction for the legions of individuals running thou...

thehill.com
NIH Names Semifinalists in $20M Antibiotic Resistance Dx Competition

The semifinalists will receive $50,000 each to develop prototypes of their concepts for submission in the second phase of the challenge.

génomeweb.com
Dr. Rita Valentino to lead NIDA’s neuroscience and behavior branch via @NIDAnews

Dr. Rita Valentino
drugabuse.gov
MacArthur Foundation Picks Eight Projects That Could Change the World

The organization is going to award $100 million for one group to solve any global problem it chooses. It has just released its list of semifinalists.

nytimes.com
Indirectly communicate RDO’s “credentials”

- A means to convey that we are thoughtful, informed, appreciate science / research / scholarship, generally
- Reinforces (in perception and reality) our area expertise
- Conveys a sense of understanding of being in the researchers’ shoes; this helps with the perceived battle of Admin vs. Faculty
Tips:

• Place a Twitter feed directly on your office website – visible
• Have a few themes: science, gender equity, space…
• Have fun!
• Again, stay away from politics …directly anyway
• Tweet from reliable sources – publications, news agencies, websites, people; add comments whenever you can
HuffPost Science @HuffPostScience · Mar 25
Great Scott! Flying taxis could soon be coming to a sky near you
huff.to/2og010X
You Retweeted

Scientific American @sciam - Mar 10

Why are scientists so averse to public engagement? bit.ly/2mXHWdN (By @_APloy)
Organizing your week in advance is great for productivity. Here's how you can do it: on.forbes.com/60108dHzG
The 8 books librarians can't stop talking about right now

For National Library Week, we asked the New York Public Library -- the largest library in the country and one of the most beloved -- what we should...

pbs.org
Did you know the sky has a microbiome too?

The Microbiome of the Clouds - Science Friday

Certain types of bacteria in the atmosphere can play a role in rain and snow.

sciencefriday.com
UCSF RDO @UCSF_RDO - Mar 3
The World's Most Innovative Research Institutions - 2017 reut.rs/2mDc1vV via @Reuters

The World's Most Innovative Research Institutions - ...
By David Ewalt
reuters.com
You Retweeted

New Scientist @newscientist · Mar 24
Maths explains how pedestrians avoid bumping into one another bit.ly/2oeY1Z8
The Real Threat to National Security: Deadly Disease

Opinion | The Real Threat to National Security: Deadly Disease
We need to be budgeting to defend against the next pandemic.
nytimes.com
Shoe-string theory: Science shows why shoelaces come untied
Berkeley scientists have begun to unravel a knotty mystery
news.berkeley.edu
When good deeds go unpublished

Study finds women faculty take on more internal service work than male colleagues, impacting their ability to get ahead.

universityofcalifornia.edu
A new fleet of robots is delivering food in San Francisco
Robots could soon deliver your food.
mashable.com
Instagram

“A fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever….allows you to experience moments in your friends’ lives through pictures as they happen….imagine a world more connected through photos.”
(https://www.instagram.com/about/faq/)
Instagram at Appalachian
A wise person said you could summarize 90% of my Twitter debates in one side. They are right! Here goes:

My position in 90% of Twitter debates

- Cancer screening has never been shown to "save lives" aka improve QM, has major harms, including false positives and overdiagnosis, and we must judge it by RCT evidence.
- See our paper in the British Medical journal to learn why.
- Cost of drugs is out of control, not governed by traditional market forces, bad for patients and society, and reforms needed.
- See papers in JAMA M. Mayo Clinic Proceedings
- The US FDA has weakened standards for approval based on surrogates (which, by itself, would not be the end of the world), but coupled it will ABSENT post marketing enforcement - bad for patients
- See papers by Ioannidis in Nature, Science
- $\text{researchparasite}$ interested in policy, home-onc, EBM & medical reversal; Specialize in lymphoma; Author of: amazon.com/Ending-Medical... Funded by @LJI_Foundation
- Portland, OR
- @vinaykprasad.com
- Joined February 2013

1,431 Photos and videos

May 8 - 10, 2017 • Omni Interlocken Hotel • Broomfield, Colorado
Strategy:

 Working session for faculty & trainees

● Static (e.g. LinkedIn)
● Active (e.g. Twitter)
● Bringing it all together/metrics
● Making it pretty: head shots, coaching, follow-up
Workshop: Promoting Your Work to Build Your Network

Why? Help faculty and trainees...
- Develop personal outreach plan
- Reduce decision burden, identifying what you don’t have to do
- Provide ideas to make scientists and their contributions more visible, accessible, and reusable

How?
Step 1: Passive strategy: online professional hub (curated place that best describes who you are and your contribution).

Step 2: Active strategy: Twitter and blogging

Step 3: Metrics and measurement: Kudos, DOI, and more. And why!
@NORDP_official

Source for informal communication for all NORDP news

- Blog posts
- Conference updates
- NORDP webinars

- Tweet @NORDP_official
- Follow @NORDP_official

- You don’t have to be “on” Twitter to use it
- Find colleagues
- Use as a resume
- Find and apply to jobs
- Find and connect with new professionals
- Participate in relevant groups
  - NORDP
  - Your university
  - Funding agencies (NIH, NEH, NEA, NSF, HHS, USDA, VA, etc.)
- Blog about what you know
“NSF announces release of a new quarterly publication”

“Trump’s NIH budget may include reducing overhead payments to Universities”

“AAAS hosts Science Policy Live Chats every Wednesday at 1:00 PM EST”

https://www.linkedin.com/groups/2927983
Questions?

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