Social Media for Scientists

1st SMASHING WORKSHOP
11th October 2024
Lanthieri Mansion (Vipava, SLO)
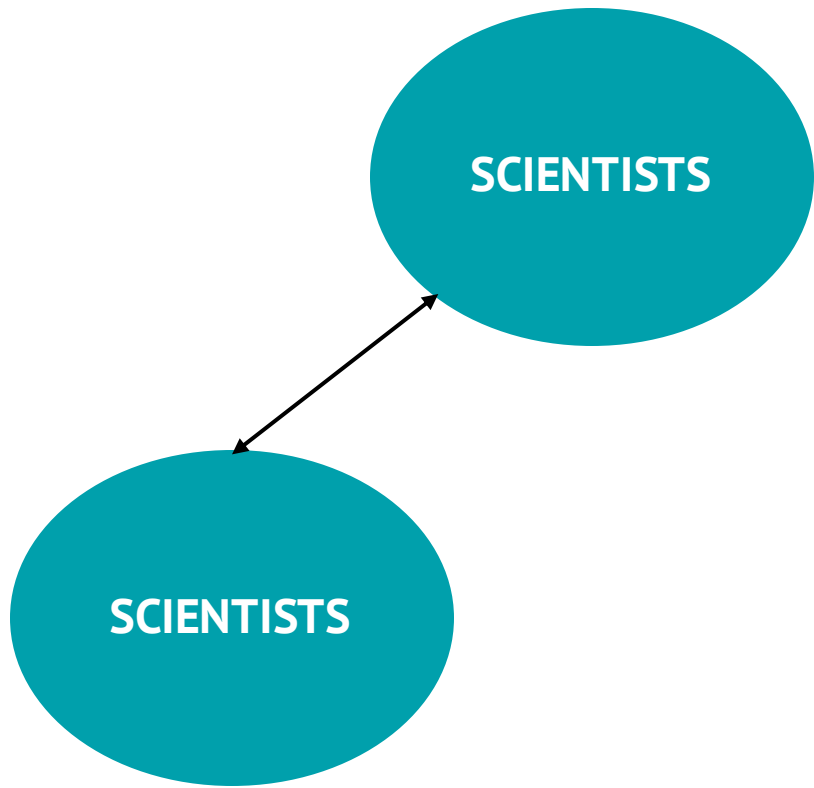
Dr. Laura Busato (SISSA Medialab), busato@medialab.sissa.it
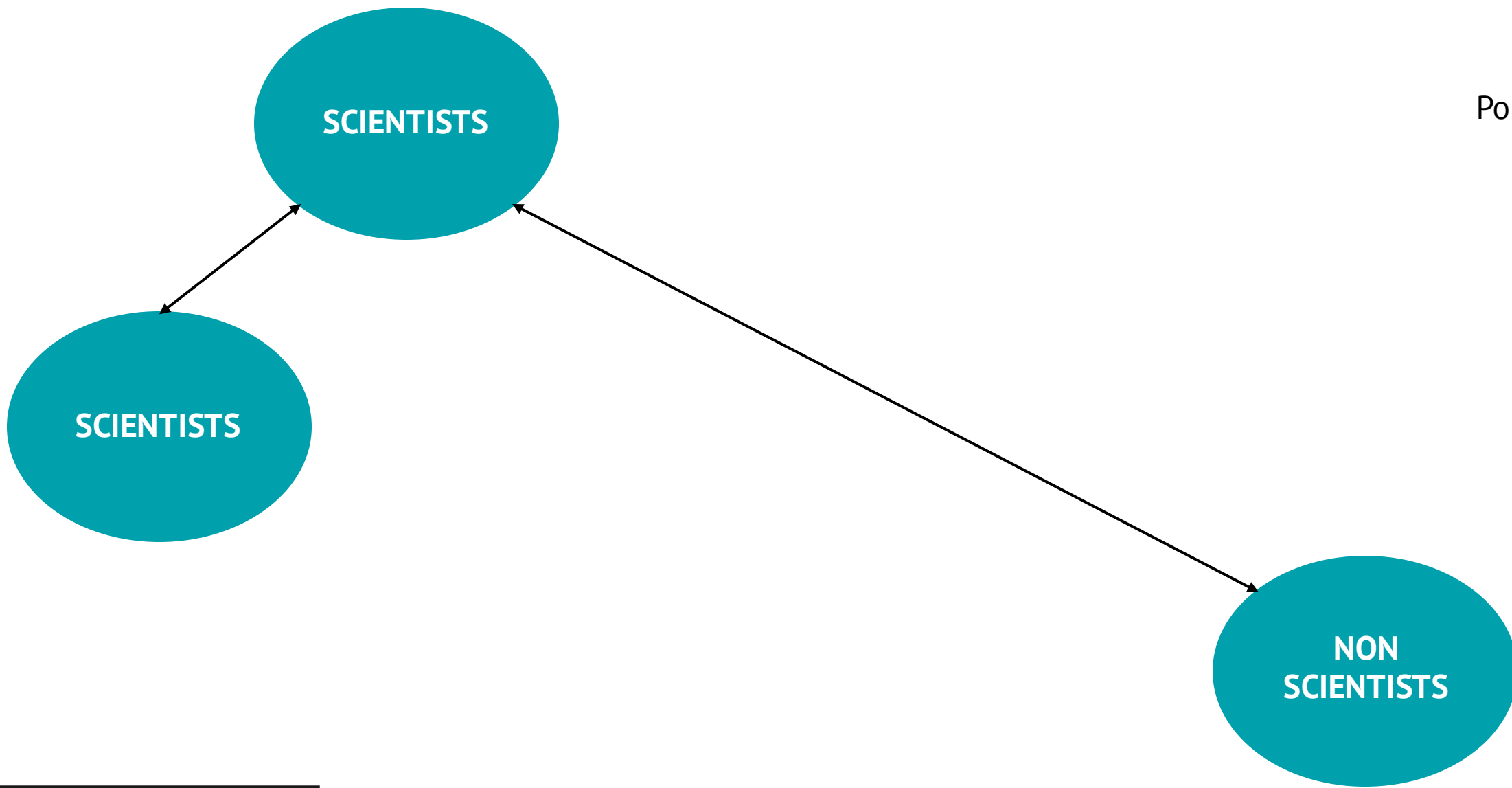
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Quick overview:

- Why, how and to whom do we communicate science?
- Social media for scientists
- Let's write!
- Conclusions

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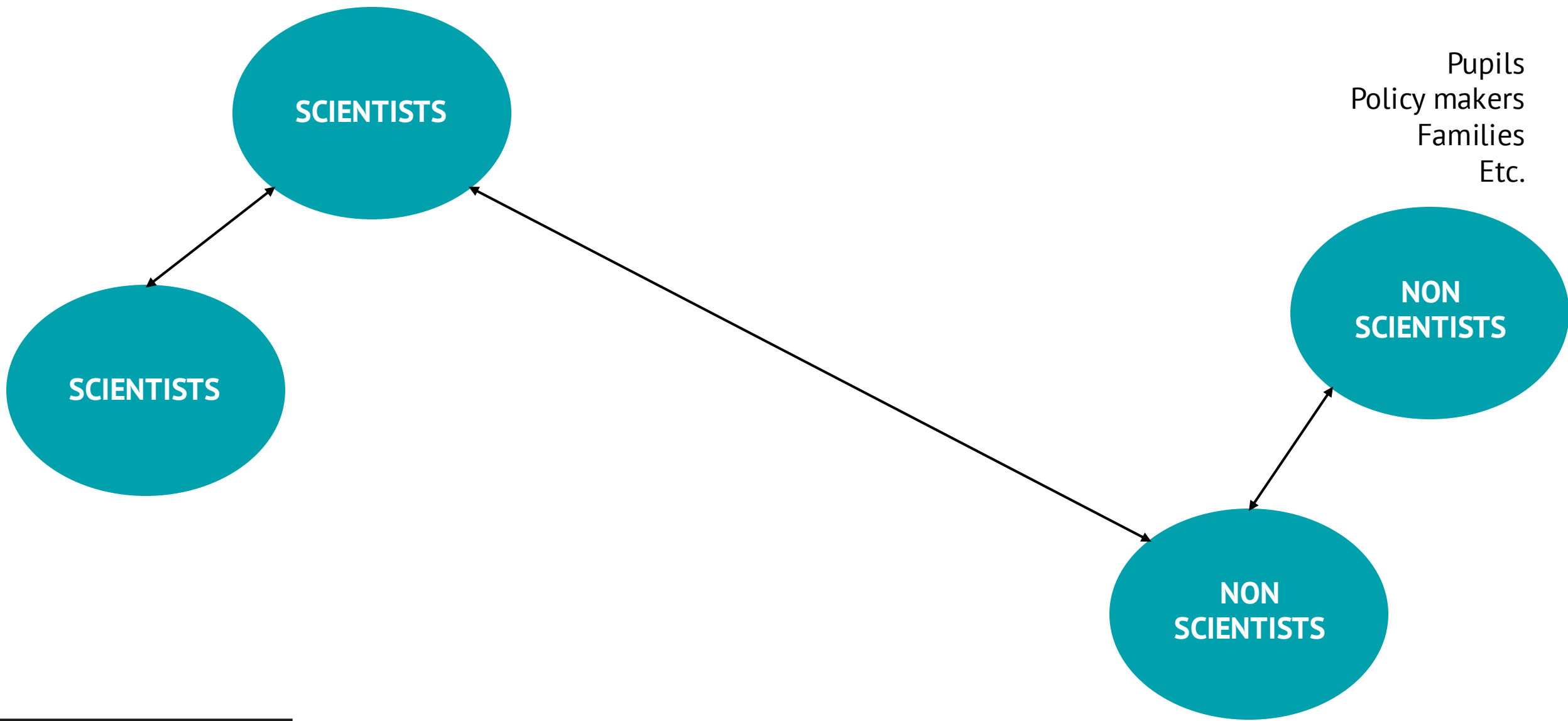masterclasses

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4

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NON SCIENTISTS

Pupils
Policy makers
Families
Etc.

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SCIENCE
COMMUNICATORS

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SCIENTISTS

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SCIENTISTS

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Policy makers
Families
Etc.

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SCIENCE COMMUNICATORS

MEDIA

Newspapers
Radio
Television
Podcast
Social Media

NON SCIENTISTS

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The Science Communication Ecosystem

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The Science Communication Ecosystem

Professional scientific discourse
(among peers: e.g. scientists and experts)

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Professional science communication
(science journalists, press officers, communication officers, museum staff,
and any other sci comm professional)

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The Science Communication Ecosystem

Professional scientific discourse
(among peers: e.g. scientists and experts)

Professional science communication
(science journalists, press officers, communication officers, museum staff,
and any other sci comm professional)

Conversations about science
(in any context/community, with different groups or individuals)

The Science Communication Ecosystem

Is it good or bad?

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The Science Communication Ecosystem

Is it good or bad?

- Incorrectness
- Risk of manipulation for specific scopes
- Confusion
- Health and environmental risks

The Science Communication Ecosystem

Is it good or bad?

- Incorrectness
- Risk of manipulation for specific scopes
- Confusion
- Health and environmental risks

- A feature of democracy
- Contact with otherwise distant audiences/communities
- Many different points of view
- Encouragement of innovation

The Science Communication Ecosystem

When **<u>we</u>** want to communicate science...

The Science Communication Ecosystem

When <u>we</u> want to communicate science...

- **Who** are we talking to? Is it a peer, a group of pupils from an elementary school, a journalist, etc.

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The Science Communication Ecosystem

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The Science Communication Ecosystem

When **we** want to communicate science...

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- **What** do we want to say? It has to be clear!
- What is the most appropriate **format** for that target group, to convey the message?
- What do we know about that **audience**? How can we take into account their information needs, opinions, expectations, beliefs, etc.

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Let's now talk about social media…
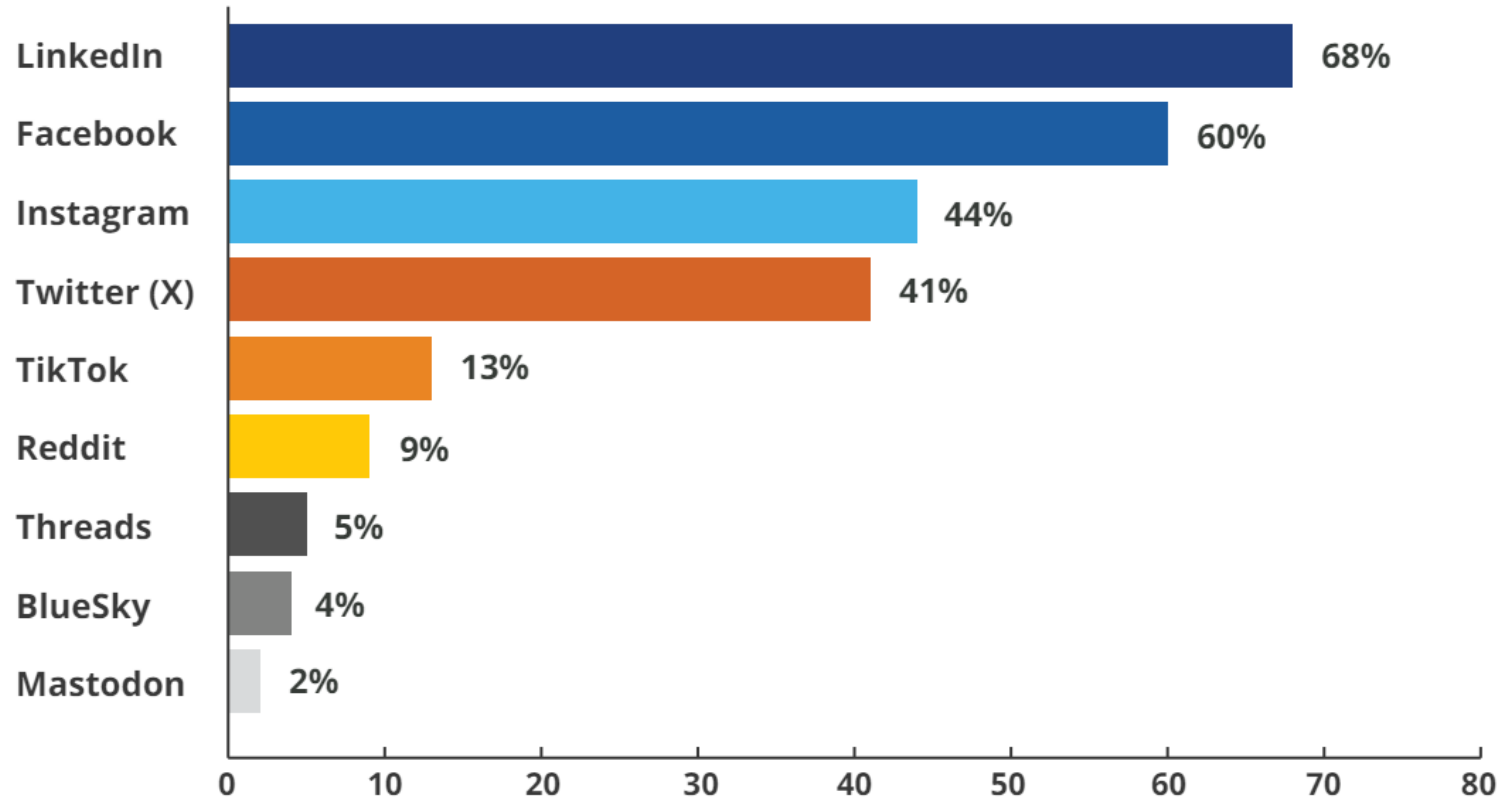
Let's now talk about social media...

It's your turn!

- Which social media platforms do you use?
- Why do you use them?
- How do you keep in touch with your professional community?
- More generally, how do you stay informed?

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Which platforms?

Reflecting on the broader usage patterns, researchers maintain a varied online presence across multiple platforms. On average, researchers engage with 2.5 out of the 10 surveyed platforms (see bar chart below). Specifically, a majority, encompassing 60% of researchers, are active on 2 to 4 of the ten platforms, showcasing a diverse approach to their online presence.
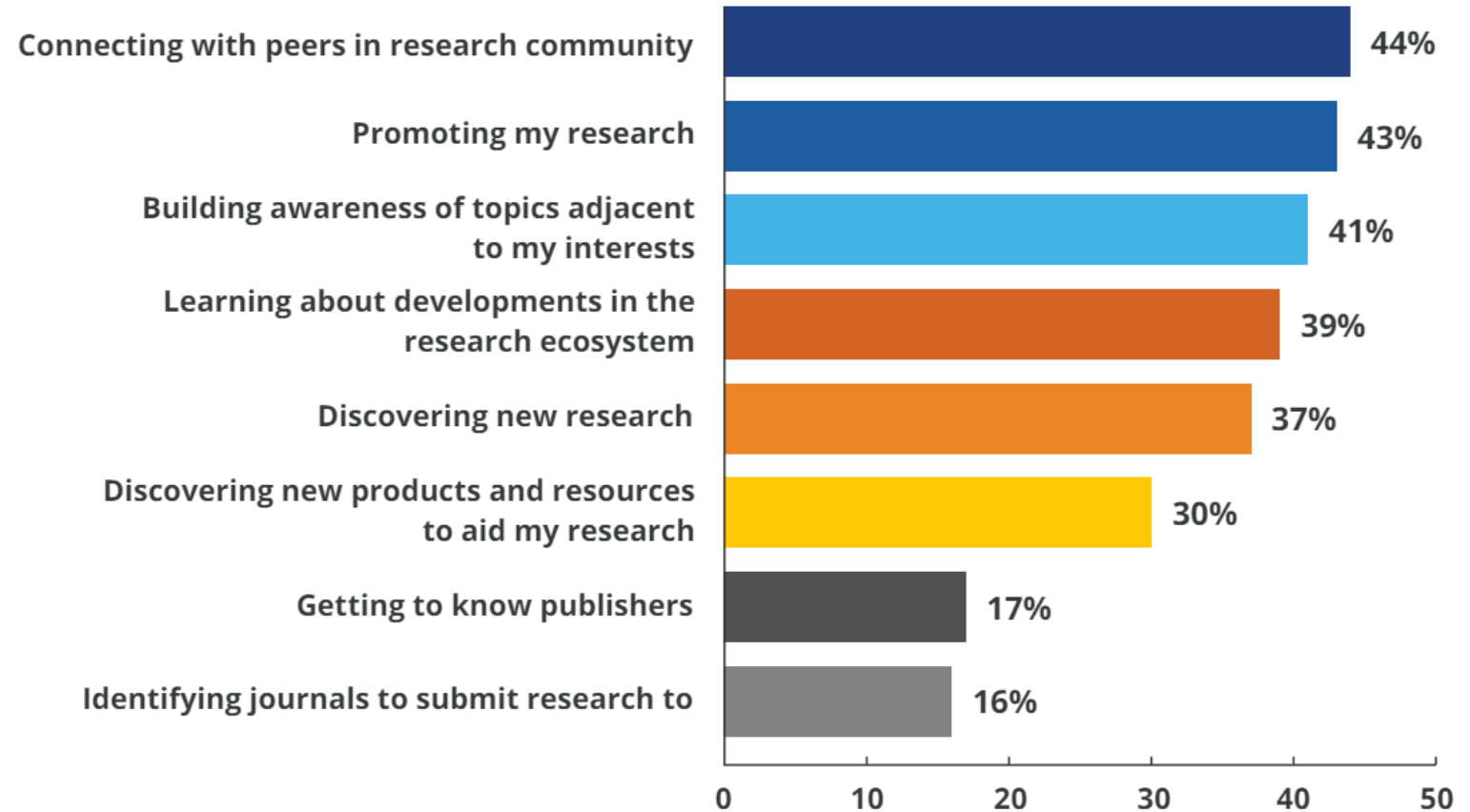
Platforms by percentage used (Any Purpose)

Platform	Percentage
LinkedIn	68%
Facebook	60%
Instagram	44%
Twitter (X)	41%
TikTok	13%
Reddit	9%
Threads	5%
BlueSky	4%
Mastodon	2%

Wiley - *The State of Social Media in Research* – 2024 Report

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What for?

How did respondents rate the value of social media for the following research purposes?

Research purpose	Percentage
Connecting with peers in research community	44%
Promoting my research	43%
Building awareness of topics adjacent to my interests	41%
Learning about developments in the research ecosystem	39%
Discovering new research	37%
Discovering new products and resources to aid my research	30%
Getting to know publishers	17%
Identifying journals to submit research to	16%

Wiley - *The State of Social Media in Research* – 2024 Report

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Why should you even bother?

- Makes you more **reachable** and available
- **Grant review panels and funding agencies** are starting to care (or, at least, they pretend to)
- It's an important part of the *communication and dissemination of European Projects* (maybe someone else will take care of that, but it's good to know what it's going on)
- **Networking** matters a lot!

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Peer to peer communication on X (formerly known as Twitter)

- Keeping up to date with **trends**, especially as it relates to publications (*curate* your feed)

- Make **connections around conferences and events** (e.g., look for official hashtags – #pcst2023)

- Make yourself **discoverable** and position yourself

- Use *tweetorials* (i.e. long threads to communicate complex concepts)

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Good examples

26.6K posts

John Hawks ✔
@johnhawks

I'm a paleoanthropologist. I explore human fossils and genomes to understand where we came from and what we share with our ancestors.

💼 Science & Technology 📍 Wisconsin 🔗 johnhawks.net
📅 Joined July 2009

284 Following **29K** Followers

Followed by Marco Arcidiacono, Nature Portfolio, and 6 others you follow

Christine Wilkinson, PhD 🌈
@ScrapNaturalist

Carnivores & conservation @UCBerkeley @calacademy|SciComm @unitedtalent |Co-founder @BlkMammalogists|@NatGeo Explorer|@HyaenaSG| @SchmidtFellows|#BlackLivesMatter✊🏾

📍 Huichin (Oakland, CA) 🔗 scrappynaturalist.com 📅 Joined October 2013

1,806 Following **9,585** Followers

Followed by @IAmSciComm – On a Break! and Dr Jordan Casey

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The alternatives: Mastodon, Bluesky and Threads

- Might be worth it for specific topics and communities

- Less people but also much less toxicity

- More valuable as a networking and discussion tools, less as a positioning tool

LinkedIn for scientists

It's a professional networking platform with around
1 billion users globally!

- It's becoming increasingly popular among scientists

- It can be used to showcase yourself and your work

- Facilitates connections with industry and academic professionals

- There are many thematic groups

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Artificial Intelligence, Deep Learning, Machine Learning
2 Mln membri
[Iscriviti]
AIAI is an alliance of AI ecosystem innovators committed to creating the next generation of machine intelligence. https://aiacceleratorinstitute.com Conversations and content about Artificial Intelligence,…

Machine Learning Community (Moderated)
2 Mln membri
[Iscriviti]
Artificial Intelligence, Generative AI, **Machine Learning**, Deep Learning, Neural Networks, Large Language Models, Transformers, ChatGPT, AutoGPT, LangChain, Prompt Engineering, Computer Vision…

Artificial Intelligence, Machine Learning, Data Science & Robotics
3 Mln membri
[Iscriviti]
Navigating the World of AI, ML, Data Science, Deep **Learning**, and Robotics. The group is committed to welcoming new members: Unfortunately LinkedIn has group member limit of 3 Millions. so we…

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Why use LinkedIn for peer-to-peer science communication?

- **Professional profile**: your LinkedIn profile is like an online CV where you can highlight your academic journey, research, and achievements

- **Networking**: connect with other researchers, professionals, and alumni to build a robust professional network

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Why use LinkedIn for peer-to-peer science communication?

- **Showcase research**: share updates about your research, promote articles/papers, and participate in academic discussions

- **Career opportunities**: discover job openings and postdoc positions tailored to your field

Setting up your LinkedIn profile
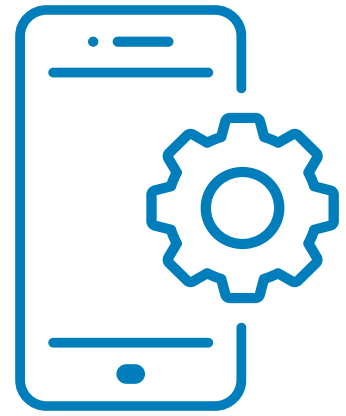
LinkedIn uses **strength scores** to rate individual profiles

BEGINNER   **INTERMEDIATE**   **ALL-STAR**

Profile strength level influences the reach of your posts. All-Star profiles:

- **1.5x** more people
- **40x** more likely to receive job opportunities through LinkedIn

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Setting up your LinkedIn profile

The key components you have to complete for an All-Star status include:

PROFILE PICTURE - a clear, professional photo

HEADLINE - describing your current role and research focus

SUMMARY - a text that highlights your academic journey, key achievements, and research interest

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Setting up your LinkedIn profile

EXPERIENCE – your research positions

EDUCATION – academic background (e.g., B.S., M.S., Ph.D.)

SKILLS – ask colleagues to validate your proficiency in those areas

PUBLICATIONS – list your research papers, books, conference presentations, and significant projects

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Setting up your LinkedIn profile

Profile picture

Headline

Summary

Grazia Bisceglia · 2°

Medical Biotechnologist | Neuroscience PhD Student | University of Modena and Reggio Emilia

Miogen Lab - Università degli Studi di Modena e Reggio Emilia · Università degli Studi di Modena e Reggio Emilia

Modena, Emilia Romagna, Italia

Informazioni

I am a PhD student in Neuroscience at the University of Modena and Reggio Emilia.
For the past six years I have been involved in research in the field of facioscapulohumeral muscular dystrophy (FSHD), through the use of in vitro and in vivo disease models, with the aim to identify new therapeutic approaches.
During my work experiences, I have acquired expertise in molecular and cellular biology techniques, histology techniques and in the manipulation of mouse models.

Elisabetta Mori · 2°

PhD Student in Neuroscience @Scuola Normale Superiore | Glioblastoma treatment research

Scuola Normale Superiore
Pisa, Toscana, Italia

Informazioni

I am currently a fourth-year PhD student in Neuroscience at Scuola Normale Superiore, carrying out my research at the CNR Neuroscience Institute of Pisa. My primary project focuses on testing the bacterial toxin CNF1 as a novel potential approach for counteracting Glioblastoma.
My passion for Glioblastoma studies stems from a personal commitment to finding a cure for this challenging tumor. The intersection of personal motivation and scientific curiosity fuels my determination to contribute meaningfully to the field.

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Tips: Networking

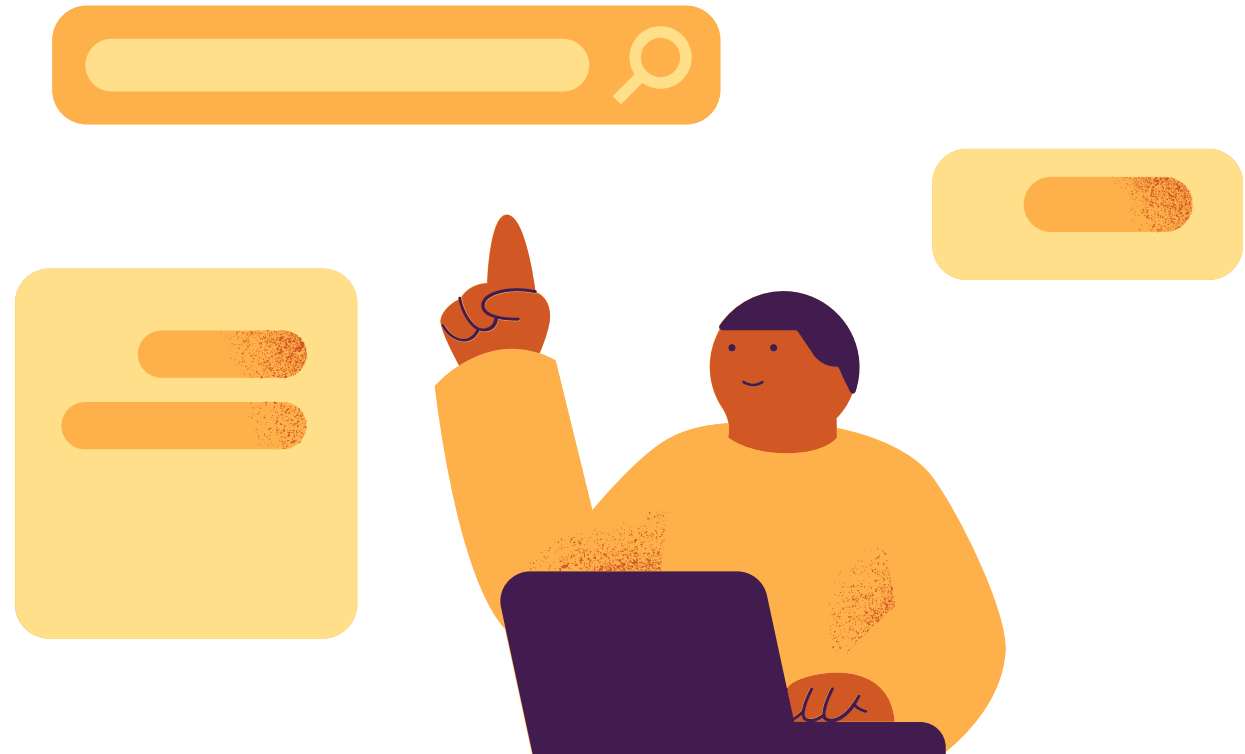**Connection requests** - mention how you know the person or why you want to connect

Engage with content - like, comment and share posts from your network

Join groups related to your field and participate in discussions

Tips: Some content ideas

Regularly sharing content helps **keep your profile active** and your network engaged.

Tips: Some content ideas

- **Research updates**: share progress on your project(s), publications, or interesting findings.

Example: 'Excited to share that our latest research on machine learning for brain tumor MRI is now published in the Journal of Neuroscience Methods [link + photos]'

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Tips: Some content ideas

- **Professional achievements**: announce grants, awards, or new research opportunities.

Example: 'Thrilled to receive the XYZ Research Grant for our work on machine learning applied to journalism. [link+photos]'

Tips: Some content ideas

- **Industry news**: share relevant news articles and provide your insights.

Example: 'Interesting article on the latest developments in quantum computing. Here are my thoughts on its implications for our research. [link]'

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SCIENCE

Pro tip: your profile in more than one language

You can translate your profile in more than one language (e.g. your first language and English). If you choose to have it in more than one language, **one should be English**!

Profile language

Italiano   English

Public profile & URL

www.linkedin.com/in/laura-busato

Pro tip: customize your LinkedIn URL

Edit your LinkedIn URL to make it more **user-friendly** and professional. A customized URL typically includes your name and is easier to share.

Profile language

Italiano   English

Public profile & URL

www.linkedin.com/in/laura-busato

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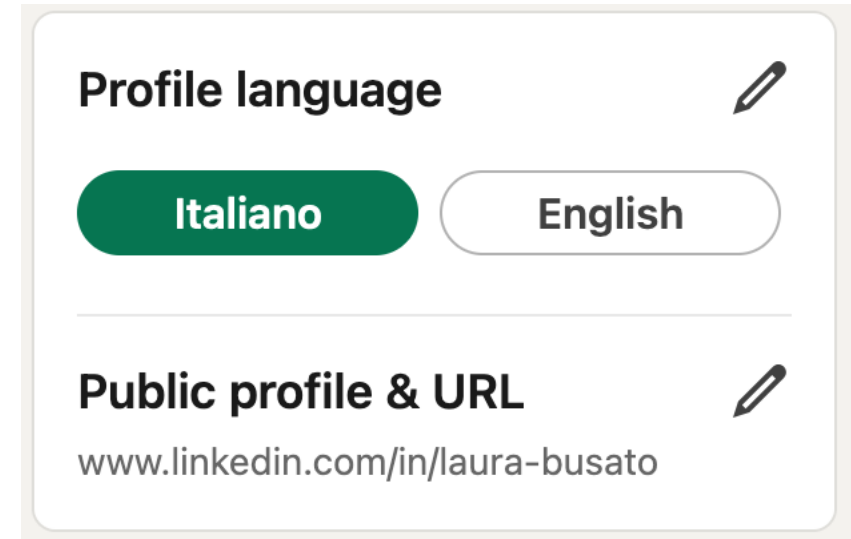
Time to practice!

Now it's your turn!

- **Write a Short Post for Your *Professional Community***
- **Max** 500 characters including spaces
- Topic: Your current research or a recent finding

Try to think about **the value** you're providing and how **broad or niche** you want to go relative to your community.

Shared file on Google Drive

https://bit.ly/3ZYWxYm

Facebook: does it even make sense?

- It's a bit of a 'dumpster fire', but everyone (and their parents) still uses it
- Surprising amount of discussions in some specific communities, usually around 'nerds of trust'
- In many instances it will be the first entry point for people looking you up on social media

Source of What People View on Facebook

Portion of what people see on Facebook from different content sources, including Friends and People Followed, Groups Joined, Pages Followed, Unconnected Posts, and Other.
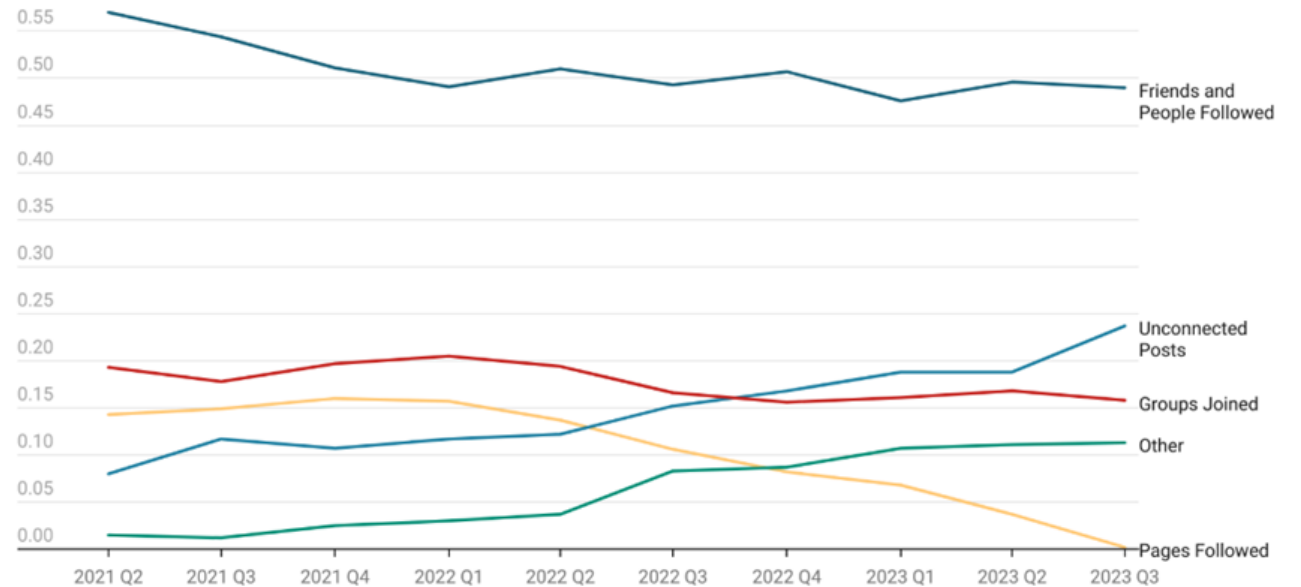
Figure 5. Portion of Facebook Feed views from different sources. Unconnected posts rose from 8% of Feed views in 2021 Q2 to 24% in 2023 Q3. Figure created using Datawrapper.

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Instagram

- Main science access point for a key demographic
- Still very important for *outreach*
- It's slowly trying to become TikTok, in a desperate effort to stay relevant
- Requires quite **a bit of effort**

Okay, now let's get into our product updates...

Let's start with Reels, which continues to do well. We estimate that with all the ranking and product improvements that we've made, Reels has driven more than 40% increase in time spent on Instagram since launch. We also reached a monetization milestone earlier than expected, and we estimate that Reels is now net neutral to overall company ad revenue.

In many ways, Reels has now graduated from being an early initiative to now being a core part of our apps. So going forward, we're going to continue focusing on Reels, but we'll also look at growing it as part of our overall portfolio of video services, which make up more than half of time spent on Facebook and Instagram. There's a lot more to do across all of these.

Mark Zuckerberg
Meta Platforms, Inc. (META)
Third Quarter 2023 Results §
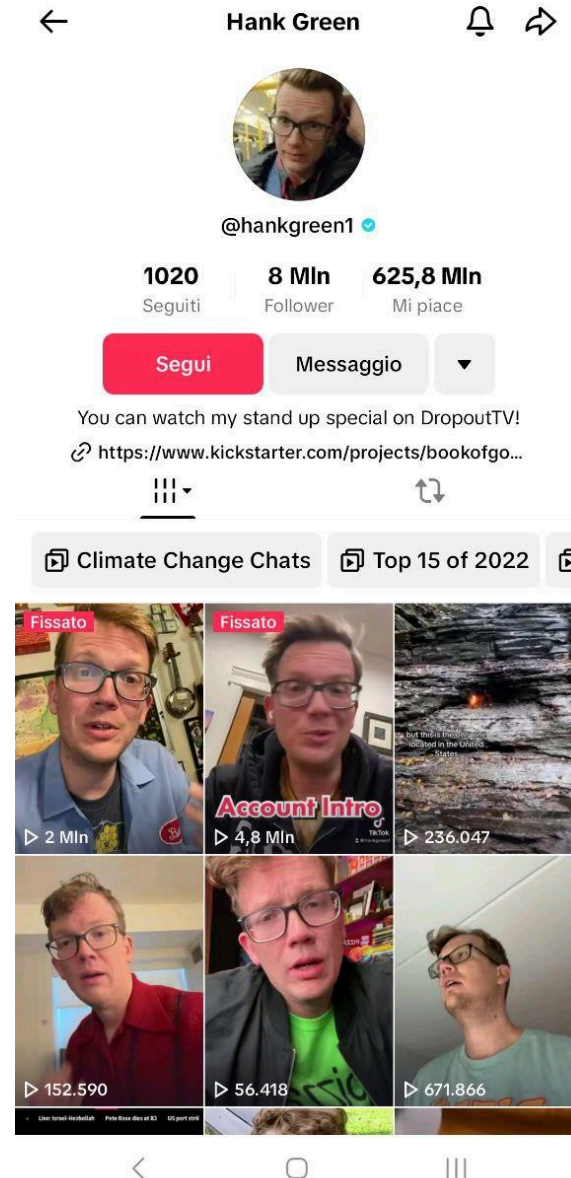Conference Call October 25th, 2023

Instagram: Peer2Peer communication

- Visuals first (sometimes only)

- Informal networking and student recruitment

- Brand position yourself or your lab
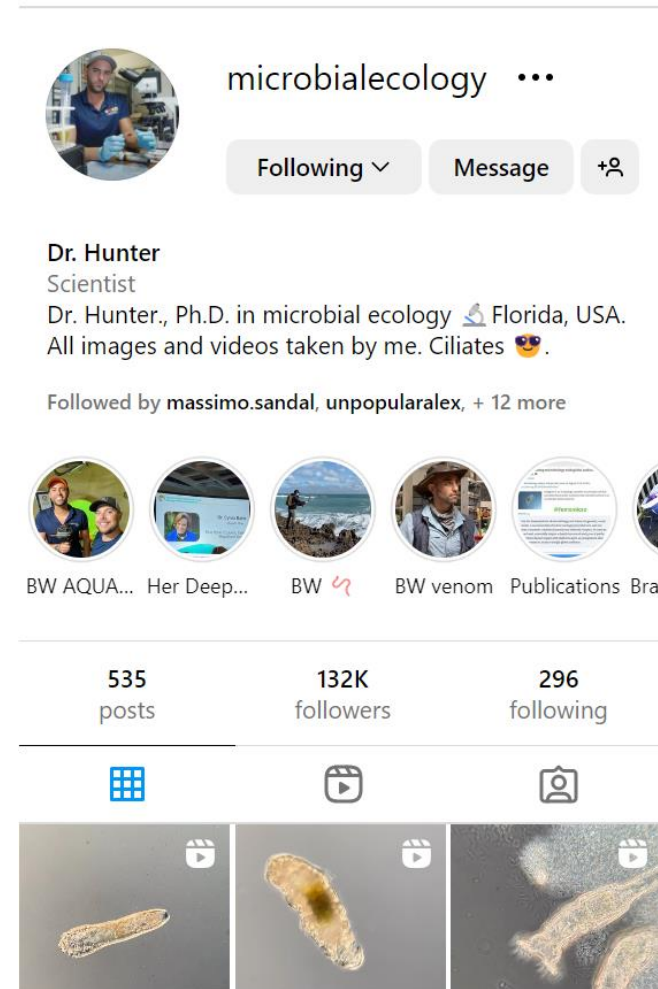
TikTok

- Peer to peer vs dissemination is a spectrum
- Institutions get much less traction on socials in general, on TikTok in particular
- I'm too old for this 'stuff'

Content size – cheat sheet

	Instagram	Facebook	X	LinkedIn	TikTok
PROFILE PIC	320 x 320	170 x 170	400 x 400	400 x 400	200 x 200
LANDSCAPE	1080 x 566	1200 x 630	1600 x 900	1200 x 627	1920 x 1080
PORTRAIT	1080 x 1350	630 x 1200	1080 x 1350	627 x 1200	1080 x 1920
1:1	1080 x 1080	1200 x 1200	1080 x 1080	1080 x 1080	1080 x 1080
STORIES	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
COVER	N/A	851 x 315	1500 x 500	1128 x 191	N/A

These dimensions may change relatively frequently. Also, be mindful of the *safe area* for each format.

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Professional social networks

- Researchgate, Academia.edu

- **They're not repositories!** Watch out for what you publish (copyright!)

- Pretty good at making you reachable

- Good for staying up to date on literature

R^G   ACADEMIA

Andrea Gambassi's research while affiliated with Scuola Internazionale Supe... other places

Overview

What is this page?

This page lists the scientific contributions of an author, who either does not have a ResearchGate profile, or has not yet added these contributions to their profile.

It was automatically created by ResearchGate to create a record of this author's body of work. We create such pages to advance our goal of creating and maintaining the most comprehensive scientific repository possible. In doing so, we process publicly available (personal) data relating to the author as a member of the scientific community.

If you're a ResearchGate member, you can follow this page to keep up with this author's work.

If you are this author, and you don't want us to display this page anymore, please let us know.

Publications (38)

Thermodynamic phases in first detected return times of quantum many-body systems

Preprint | Full-text available | Jun 2024

Benjamin Walter · Gabriele Perfetto · Andrea Gambassi

We study the probability distribution of the first return time to the initial state of a quantum many-body system subject to stroboscopic projective measurements. We show that this distribution can be interpreted as a continuation of the canonical partition function of a classical spin chain with non-interacting domains at equilibrium, which is ent...
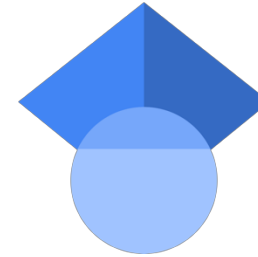
Cite | Download full-text

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ORCID, Google Scholar

Google Scholar Profiles

Google Scholar Profiles provide a simple way for authors to showcase their academic publications. You can check who is citing your articles, graph citations over time, and compute several citation metrics. You can also make your profile public, so that it may appear in Google Scholar results when people search for your name, e.g., richard feynman.

Best of all, it's quick to set up and simple to maintain - even if you have written hundreds of articles, and even if your name is shared by several different scholars. You can add groups of related articles, not just one article at a time; and your citation metrics are computed and updated automatically as Google Scholar finds new citations to your work on the web. You can choose to have your list of articles updated automatically or review the updates yourself, or to manually update your articles at any time.

Set up your Google Scholar Profile

https://orcid.org/
«a nonproprietary alphanumeric code to uniquely identify authors and contributors of scholarly communication»

https://scholar.google.com/intl/it/scholar/citations.html

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Personal branding

- Sounds more nefarious and complicated than it is

- Control your *Google Footprint*

- Good reputation requires **both** good scholarship and good discoverability

Personal branding

- Consistency: uniformity in your message, visuals, and voice across platforms.

- Authenticity***

- Value proposition: making clear statement of what sets you apart and in what niche you excel

Craig Venter

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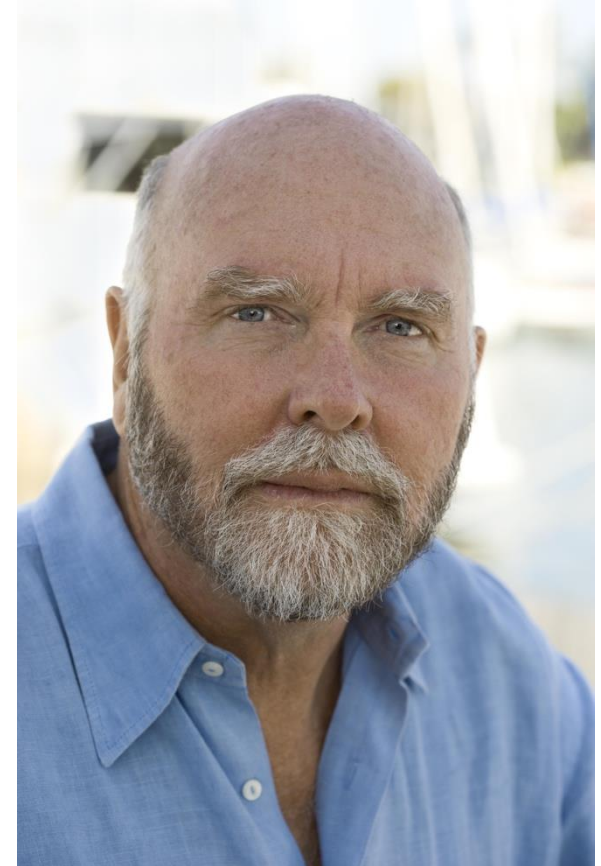
Some self-reflection (and homework)

Let's try and articulate your personal brand through a series of self-reflective questions.

1 - Who are you? What's your academic background and what motivated you/how did your career path go so far?

2 - What Do You Do? What are the goals and objectives of your research, and why should anyone else care?

3 - What sets you apart? What unique skills or perspectives do you bring to your work?

To wrap-up

- When we communicate science, we need to ask ourselves:
  - To whom am I communicating?
  - What is the message that I want to deliver?
  - What is the best format?
  - What do I know about my audience?
- There are many social media platforms (X, LinkedIn, Facebook, Instagram, etc.): which one is/are best for me? How can I get the best from them?
- Work on your personal branding

Thank you!
Grazie!
Hvala!

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