Using social media to communicate about research

Ashley Washburn
NURAMP Training
May 4, 2017
Getting Started

- Define your goals/objectives for using social media

- Increase awareness of Nebraska research
- Promote faculty achievements
- Promote ORED events and build faculty engagement
- Share news, info with internal and external audiences

Office of Research & Economic Development
Know Your Audience

Chris Mooney
@chrismooney
Energy and environment writer at @washingtonpost, also tweeting at @postgreen.

Mike Tobias
@mtobiasNETNews
Senior Reporter/Producer, NET News (Nebraska Public Television/Radio); Alum of UNL, 10-11 News, Nebr Wesleyan FR; Also at ...

Academy of Inventors
@AcademyofInventors
The National Academy of Inventors recognizes and encourages academic inventors with issued patents from the USPTO.

March for Science NE
@ScienceMarchLNK
We are the Official March for Science in Lincoln, NE. We are a satellite march to @ScienceMarchDC. March date is April 22nd 2017!

PNAS
@PNASNews
Cutting edge news and reports from PNAS, one of the world's most-cited multidisciplinary scientific journals.

Hank M. Bounds
@hankbounds
President of the University of Nebraska, the state's only public university. Working to accomplish great things in NE...and beyond. #giantinhighered...
How Do I Talk About Research?

• What makes the work unique?
• What is the impact?
• What is new and novel?
• Focus on potential and possibility.
Ideas to Engage the Audience

• Show what goes on behind the scenes
  – Day-in-the-life photos
  – Research in action
• Faculty-student research collaborations
• Live tweeting during conferences, events
• Videos
• Graphics
Ideas to Engage the Audience

Jody Green
@JodyBugsMeUNL

Pick those bags off the trees now & destroy before larvae hatch from female bags. These are empty, male moths emerged last fall
#bagworms

Dal Shizuka
@ShizukaLab

A full day of putting backpacks on birds at @UCSCArboretum. So far so good!
Ideas to Engage the Audience

Science Magazine
@sciencemagazine

The Arctic Ocean is a dead end for plastics floating in the North Atlantic, a new @ScienceAdvances study reports: scim.ag/2oq1a90
Ideas to Engage the Audience

What is the evidence base to support reading interventions for improving student outcomes in grades 1–3? ies.ed.gov/ncee/edlabs/pr ... @REL_SE

Figure 2. For both grade 1 reading interventions and grade 2 and 3 reading interventions, weighted mean effect sizes were highest for word and pseudoword reading.

- Word and pseudoword reading
- Passage fluency
- Reading comprehension
- Vocabulary

a. No grade 1 interventions had outcome measures in vocabulary.
Ideas to Engage the Audience

Cleaning some western bean cutworm parasitoids to help NE dry bean and corn growers lower costs & increase biocontrol services #NUforNE
Ideas to Engage the Audience

@DrMalesMathEd wins an NSF CAREER award, enabling her to help math teachers use textbooks effectively. ow.ly/hbb30aAvh2 @UNL_CEHG
Communicating About Research

- Focus on impact, potential
- Provide context
- Use graphics, photos, videos
- Use hashtags and handles to maximize your reach
  - #NSFfunded, #NIHfunded, #DOEfunded
  - #UNL, @UNLresearch
Tools of the Trade

iPhone 7
Picture Perfect

Photo editor

Native apps

Extras for graphics, video
Measuring Impact

- Hootsuite, Sprout Social, other scheduling/monitoring tools
- Many platforms offer FREE analytics tools
  - Twitter
  - Facebook
  - Instagram
  - YouTube
  - Pinterest

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**Top Tweet** earned 6,343 impressions

Nebraska chancellor @RonnieDGree’s challenge to the #UNL community. Look out world, here we come.

pic.twitter.com/g2kVWecOhK

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**Top mention** earned 141 engagements

Margarita Marroquin
@MargalMarroquin · Apr 5

Sharing @WilsonLab research at the @UNLGradStudies #ResearchFair #GradImpact @UNLresearch @UNLPlantPath
pic.twitter.com/kgd5bWdGju

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**APR 2017 SUMMARY**

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<th>Tweets</th>
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University Resources

- Toolbox and Brand Guide: http://ucomm.unl.edu/toolbox/social-media
- Social Media Directory: http://ucomm.unl.edu/directory-social-media
Questions? Contact me.
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