A complex microscopic image showing a network of thin, branching structures, possibly neural or vascular, with various colored particles and cells attached. The background is dark, and the structures are illuminated with a mix of colors including yellow, red, and purple.

RESEARCH AT

NEBRASKA

Using social
media to
communicate
about research

Ashley Washburn
NURAMP Training
May 4, 2017





Getting Started

- Define your goals/objectives for using social media





Know Your Audience



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



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



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



March for Science NE
@ScienceMarchLNK FOLLOWS YOU
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 FOLLOWS YOU
Cutting edge news and reports from PNAS, one of the world's most-cited multidisciplinary scientific journals.



Hank M. Bounds
@hankbounds FOLLOWS YOU
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.



National Science Fdn
@NSF

Following

Imagine a future where personalized #robots might aid children & the elderly with social interaction: bit.ly/2ofsl5o



RETWEETS
11

LIKES
17



11:26 AM - 14 Apr 2017

NSF Comp & Info and NSF Engineering



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



unlagrohort

Following

ashleyfendrich, margaretshayne, jcon6.09, dpo63, epierson95, wado435, iamthemoemoe, jacpagreen, hortus.cultus and grakathan like this

unlagrohort A beautiful day for class in the garden with Kim Todd. #herbaceousplants #classoutside

Add a comment



Ideas to Engage the Audience

 **Jody Green**
@JodyBugsMeUNL Following

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



RETWEETS 8 LIKES 8

3:26 PM - 23 Apr 2017

Reply 1 Retweet 8 Like 8 Share 1

 **Dai Shizuka**
@ShizukaLab Follow

A full day of putting backpacks on birds at [@UCSCArboretum](#). So far so good!



RETWEETS 2 LIKES 16

9:39 PM - 19 Mar 2017

Reply 2 Like 16 Share 1

Ideas to Engage the Audience

 **Science Magazine** 
@sciencemagazine Following 

The Arctic Ocean is a dead end for plastics floating in the North Atlantic, a new [@ScienceAdvances](#) study reports:
scim.ag/2oq1a90



A microscopic image showing a variety of plastic debris, including small fragments, fibers, and larger pieces, against a white background. A scale bar in the bottom right corner indicates 1 mm. The debris is colored in shades of blue, green, and black.

CREDIT: ANDRUS COZAK

RETWEETS 55 LIKES 53



10:42 AM - 21 Apr 2017

 2  55  53  2



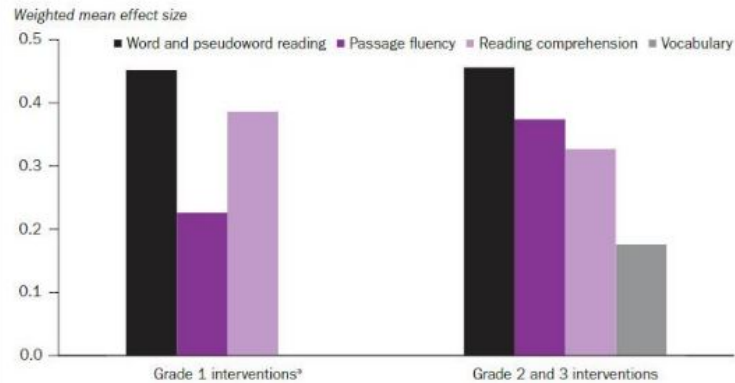
Ideas to Engage the Audience

ies IES Research
@IESResearch

Following

What is the evidence base to support reading interventions for improving student outcomes in grades 1–3? [ies.ed.gov/ncee/edlabs/pr ...](https://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



a. No grade 1 interventions had outcome measures in vocabulary.

RETWEETS 22
LIKES 11



9:19 AM - 21 Apr 2017





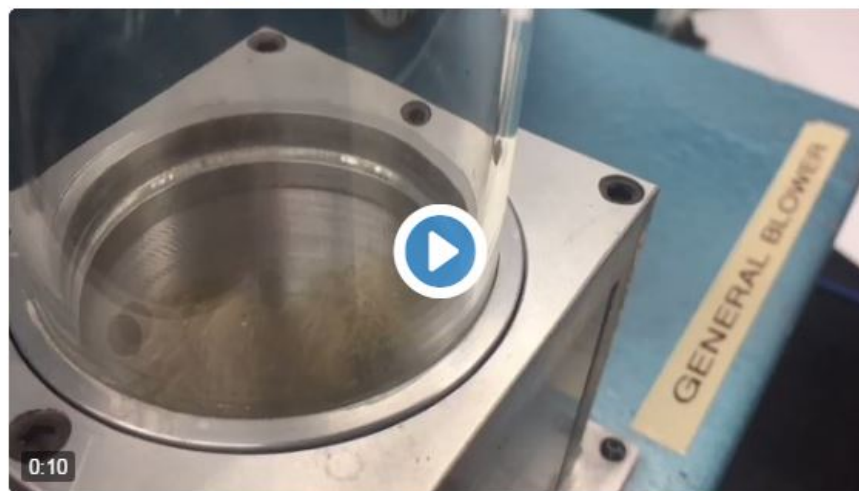
Ideas to Engage the Audience



Jeff Bradshaw
@true_bug

Following

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



LIKES
3



9:37 AM - 3 May 2017

Reply 2 Retweet 3 Like 3 Share 2



Ideas to Engage the Audience



Nebraska Research @UNLresearch · Apr 5

.@DrMalesMathEd wins an #NSFCAREER award, enabling her to help math teachers use textbooks effectively. ow.ly/lhbi30aAvh2 @UNL_CEHS



← 2 ↻ 3 ❤ 23 🔄 2 ||



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

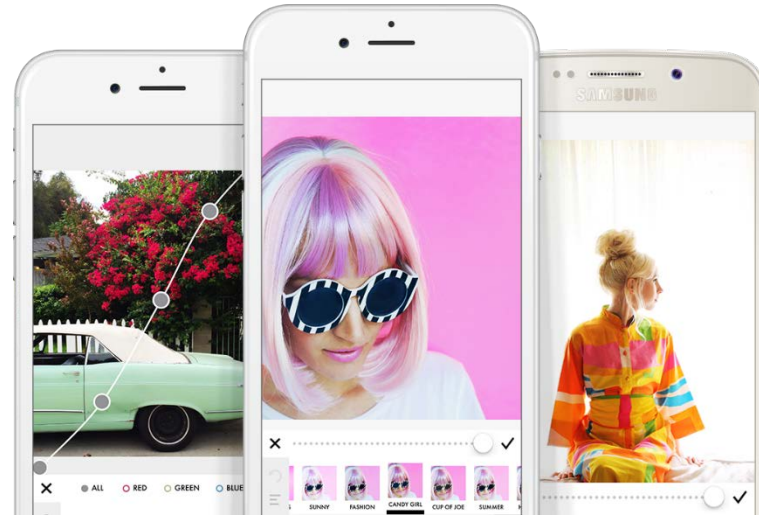


Photo editor



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

Apr 2017 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 6,343 impressions

Nebraska chancellor [@RonnieDGreen](#)'s challenge to the [#UNL](#) community. Look out world, here we come.

pic.twitter.com/g2kVWecOhK



Top mention earned 141 engagements



Margarita Marroquin

[@MargaMarroquin](#) · Apr 5

Sharing [@WilsonLab](#) research at the [@UNLGradStudies](#) [#ResearchFair](#) [#GradImpact](#) [@UNLresearch](#) [@UNLPlantPath](#)
pic.twitter.com/kgdbbWdGju



APR 2017 SUMMARY

Tweets
58

Tweet impressions
84.6K

Profile visits
1,687

Mentions
67

New followers
41



University Resources

- Toolbox and Brand Guide:
<http://ucomm.unl.edu/toolbox/social-media>
- Social Media Directory:
<http://ucomm.unl.edu/directory-social-media>

UNIVERSITY OF NEBRASKA-LINCOLN Login

N University Communication
TOOLBOX & BRAND GUIDE

UNL University Communication **Toolbox & Brand Guide** Internet & Interactive Social Media

TOOLBOX & BRAND BOOK **OUR BRAND** **VOICE & WRITING** **DESIGN & LAYOUT** **PHOTO & VIDEO**

Social Media

UNL MAIN ACCOUNTS

Facebook: <http://facebook.com/UNLincoln>

Twitter: twitter.com/UNLincoln

Twitter (for News): twitter.com/NebToday

Instagram: instagram.com/UNLincoln

Google+: plus.google.com/+unlincoln

Vine: vine.co/UNLincoln

GUIDELINES

While social networks are free to set up for your organization, the work to use and maintain them requires guidelines for establishing and managing university accounts.

- Your account should include “UNL” in the name of the department or unit, e.g.: UNL News



[Twitter.com/UNLresearch](https://twitter.com/UNLresearch)

[Facebook.com/UNLresearch](https://facebook.com/UNLresearch)

[YouTube.com/UNLresearch](https://youtube.com/UNLresearch)

[Instagram/UNLresearch](https://instagram.com/UNLresearch)

Questions? Contact me.

Ashley Washburn

Research Communications Manager

awashburn2@unl.edu