

RESEARCH AT

NEBRASKA

Using Social
Media to
Communicate
About
Research

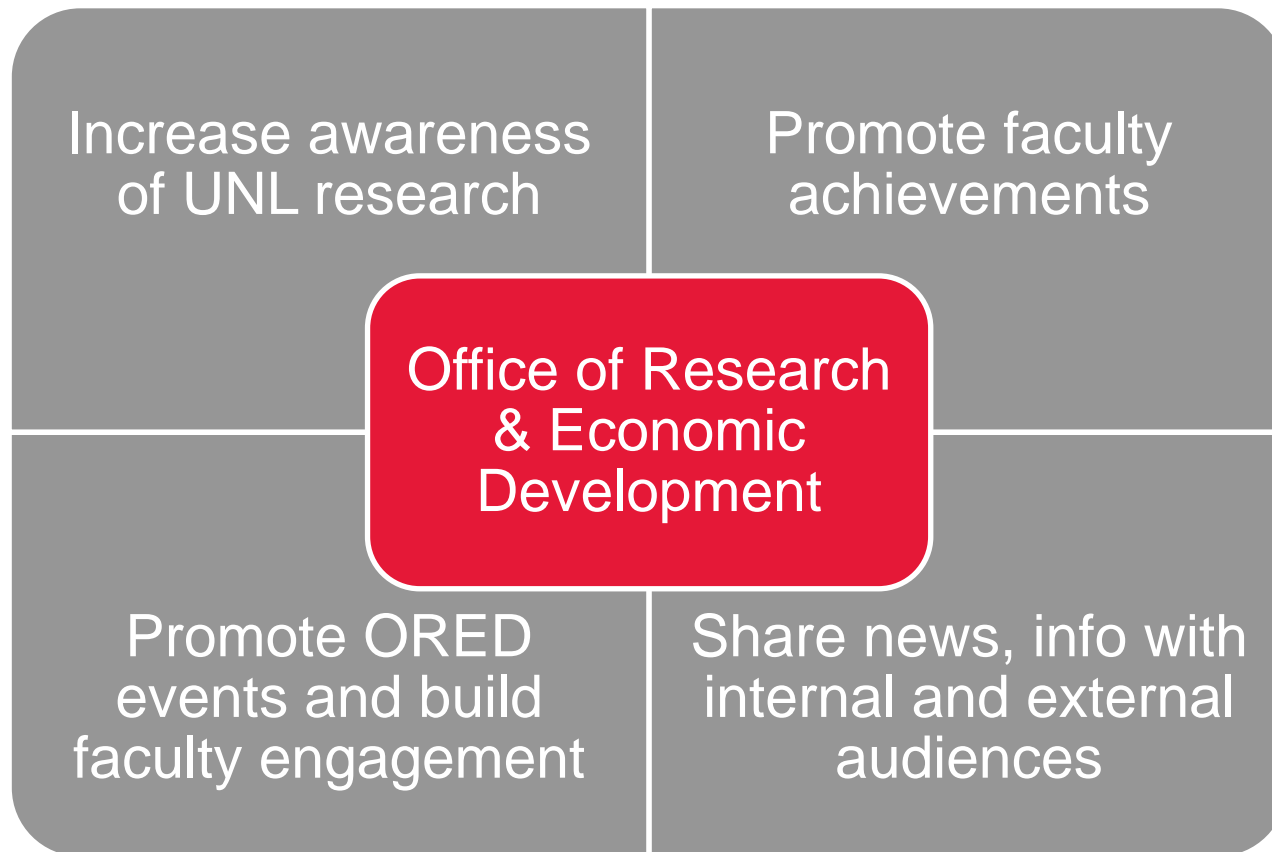
Ashley Washburn
NURAMP Training
November 10, 2016





Getting Started

- Define your goals/objectives for using social media





Know Your Audience

- Who are the key stakeholders?
- What are they looking for?
- What do they like, favorite and share?
- Who are the key players?
- What are people talking about in my discipline?





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.



John Hibbing @JohnHibbing · 17 Apr 2014

Ancestors acquired memories are retained by offspring without learning. If confirmed, this is a game changer:
nature.com/neuro/journal/...



4



1





Ideas to Engage the Audience

- Show what goes on behind the scenes
 - Day-in-the-life photos
 - Research in action
- Program officer visits
- Faculty-student research collaborations
- Live tweeting during conferences, events
- Facebook Live/Periscope



unlagrohort

Following

ashleyfendrich, margarethayne, jon6.09, 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



Covering Research Events

- How to get started
- What to do ahead of time
- How to communicate about UNL research
- Making an impact after the event



UNL Research @UNLresearch · 19 Oct 2015

.@ShaneFarritor to give advice on being a maker & innovator at the 10/27 #UNL #neblecture: ow.ly/TAoOd





Prepping for Events

- Know the topic and the researcher
- Make a rough plan for what to cover
- Coordinate with other PR pros
- Identify handles, hashtags
- Build excitement with your audience
- Schedule what you can



Nebraska Research @UNLresearch · Aug 30

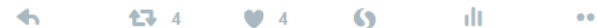
The \$11.3M Ctr for Integrated Biomolecular Communication is the newest #UNLCOBRE. #NIHfunded
ow.ly/IEi9303IBYa



We want the center to be a mixing chamber of ideas. ... An interdisciplinary team working together will bring a unique perspective to complex diseases.

James Takacs

Charles J. Mach Professor of Chemistry



Events



unresearch
Beadle Center

boutiqueacademia, vmillerneb, 20w
shanefarritor, mzeleny1, nebepsc
and emily_hum like this

unresearch The new Center for Root and Rhizobiome Innovation draws upon #Nebraska's strengths in plant science and genomics. The new \$20M initiative is funded by #nsf Experimental Program to Stimulate Competitive Research. @nebepsc @u_nebraska #nsffunded @unlaghort

♡ Add a comment...





Communicating about Research

- Focus on impact, potential
- Listen for soundbites
- Provide context
- Use graphics
- Use live video
- Work your external hashtags and handles
 - #NSFfunded, #NIHfunded, #DOEfunded



UNL Research @UNLresearch · Jun 17

[. @premspaul](#): Long-term investments by [#UNL](#) in people, tech, facilities and partnerships paved the way for this award.





Making a Lasting Impact

- Thank people for attending
- Archive your photos and videos; post on other platforms
- Offer multimedia to other communicators
- Share additional content



UNL Research @UNLresearch · Jun 17

Thanks to all who came to celebrate the new [#NSFfunded](#) center! ICYMI, watch the highlights: ow.ly/NeOM301nK4O
[@NebraskaEPSCoR](#) [#UNL](#)



UNL Leads \$20 Million Partnership to Improve Crop ...

The University of Nebraska-Lincoln announced on June 17, 2016, that it will lead a \$20 million Nebraska-based research effort to improve crop productivity. T...

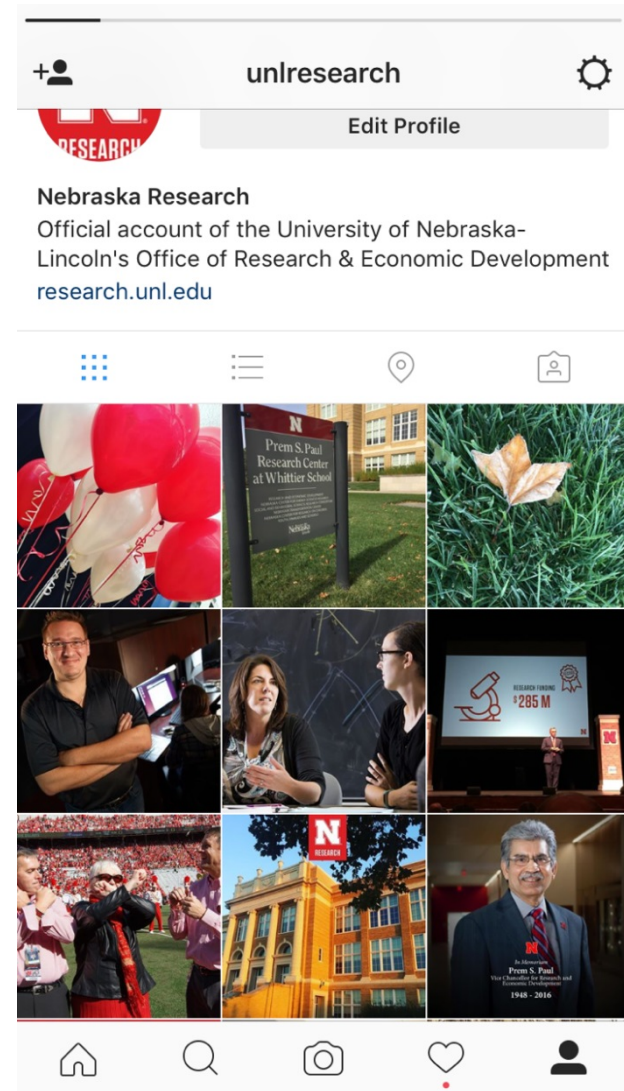
youtube.com





Social Media for Busy People

- Quantity vs. quality
- Schedule posts in advance
- Designate a time to monitor feeds
- Share others' content
- Measure impact





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.

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