Choosing Your Platform

- Consider your demographics
- Which channel(s) work best for achieving your goals?
- Which platform does your audience use?
- How many photos and videos will you share?
- What is sustainable?

Getting Started

- Define your goals/objectives for social media

Getting Started

- What makes your research, or your department/unit, unique?
- Authenticity
  - Voice
    - What's your social media personality?

Social Media

- Brand Voice
  - Language
  - Purpose
  - Tone
  - Character/Personas
    - Professional
    - Scientific
    - Hard
    - Fun
    - Unique
    - Tangible
    - Educator
    - Subject
Anatomy of a Tweet

- Handle: A user name. Use it to mention people/groups in a tweet.
  - @greenpool, @UNLresearch
- Hashtag: Identifies a specific topic.
- Retweet (RT): Share someone else’s post with YOUR followers.
- Favorite: Indicate you like someone’s post, without sharing it with your followers.
- Reply: Reply directly to the author of a tweet.

Anatomy of a Tweet

UNL Research

A UNL study reveals mechanisms of drought response in plants:
@UNLsbs @plantscience #NSFfunded

Know Your Audiences

- Who are the key stakeholders?
- What are they looking for?
- What do they like, favorite and re-tweet?
- Who are the key players?
- What are people talking about in my discipline?
Enhancing UNL's Reputation

- National honors and awards
- High-profile fellowships
- Journal articles and major publications
  - Cover stories are particularly noteworthy
- Ties to industry and economic development, especially in Nebraska (NE)

More information: REDUX goals

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Enhancing UNL's Reputation

- Key external funders
  - Ex: NSF funded, NIH funded, USDA
- UNL researchers in the news
  - Credit the publication and/or reporter.
- Research partners
  - Community groups
  - Nonprofits
  - Industry
  - Even other institutions, when it makes sense

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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.

Ancestors acquired memories are retained by offspring without learning. If confirmed, this is a game changer.

Think adolescence is hard enough? Kelly's B. Gosby explores discrimination's devastating impact on teens.

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

Ideas to Engage the Audience

- Automated crop phenotyping capacity at UNL & Nebraska Innovation Campus.
- UNL innovation is almost ready to go!
Getting the Most from Social Media

- Engage with your audience
- Reward your loyal followers
  - Use likes, shares, favorites
  - Retweet content that reinforces your key goals
- Timing is everything
- Post consistently
- Promote your social media channels
  - Email signatures
  - Websites
  - Departmental newsletters
  - Print publications

![Image of social media icons]

Getting the Most from Social Media

- Link to news releases and publications
- Tag UNL faculty in tweets
- Use hashtags effectively
  - Know the key hashtags for your discipline.
  - Use hashtags for your events
  - Don’t go overboard - two or three is plenty.
- Include strong visuals

Willow Lab UNL @WillowLab Apr 29
Very happy to check my Twitter analytics and find that during the month of #Pergola15 I had 20,857 Tweet impressions. Outreach in action.

Getting the Most from Social Media

Great story @gigglelock @HarvestPMi environmental markets have potential to change our landscapes @rural_futures netnebraska.org/articles/news/9...

Randomly counted spiders - 10,000 group may have discovered two spider species on one trip to Brazil.
Social Media for Busy People

- Focus on quality
- Decide what's sustainable
- Schedule posts in advance
- Designate a time to monitor feeds
- Share others' content
- Measure impact