USING SOCIAL MEDIA TO ENHANCE YOUR ONLINE RESEARCH PRESENCE

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HEALTH SCIENCES COMMUNICATIONS, EMORY UNIVERSITY

FOR RESEARCH RESOURCES 101
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OBJECTIVES

• Understand the place of Twitter in the world of social media (versus Facebook, YouTube, LinkedIn) and why it’s especially well suited to the research world.

• Learn the basics and benefits of connecting with other researchers and influencers in your field using Twitter.

• Gain understanding of how Twitter can be used to promote content outside Twitter — including YouTube videos, graphics, blogs, institutional communications efforts, research papers.
MY BACKGROUND

Wendy Darling
Emory Health Sciences Communications, 2007 – Present

General Work:
• Web site management
• Content management – news, video, magazine articles
• Multimedia

Social Media:
• Emory Twitter -- manage @EmoryHealthSci & @EmoryMedicine
• Emory Facebook – manage WHSC & SoM
• Other Emory Social Media – YouTube, LinkedIn, Pinterest
• Personally on Twitter since 2008 -- @wcdarling – 33,300+ tweets
SOCIAL MEDIA

Facebook
Twitter
LinkedIn
YouTube
Instagram
Pinterest
Tumblr
Google+
Yammer

"A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."

Citation: Kaplan Andreas M., Haenlein Michael (2010). "Users of the world, unite! The challenges and opportunities of social media". Business Horizons 53 (1). p. 61.

Another definition:
Tools that let people to create, share or exchange info, ideas, and pictures/videos in virtual communities and networks.
WHY TWITTER?

For Research

- Professional > personal
- Create professional circle
- Niche content, go deep
- Twitter “Lists” function
- Hashtags
- Mobile, short posts
- View at a glance
- Reposting of content
MORE TWITTER VS. FACEBOOK

Hashtags
Twitter’s hashtags are integral to service & really work, unlike Facebook’s.

Ads & Sorting
Twitter much less crowded with “sponsored” content and ads. It also doesn’t “curate” what you see.
YOUR TWITTER IDENTITY

Get Started
Sign up, pick a Twitter handle, and get started…Keeping this in mind:

Decide on Your Identity

Personal or Professional?
• Just for work?
• When is it appropriate to include personal stuff on a professional account?
• What about protecting reputation of your employer?
• What about confidentiality?

Broad or Niche?
• “Broadcast” everything under the sun?
• Or focus on specific area or group of areas to focus?
• How specialized do you want your tweets to be?

Official or Unofficial
• How will you identify yourself?
• If you’re “official,” would you want yourself quoted by media saying what you’re saying?
• Confidentiality

Your Twitter Profile
• Appropriate avatar?
• Accurate mini-bio?
• Customize the look?
• Does profile match type of account (official vs. personal)?
EXAMPLES @ EMORY

Chris Gunter
@girlscientist
Geneticist; editor; writer; science communicator; attempted wit. Assoc Dir of Research, @MarcusAutism Ctr. Assoc Prof, @EmoryMedicine. Tweets my own.

Wally Curran
@wallyjc
Executive Director @WinshipAtEmory and Group Chairman @NRGonc. Opinions = my own. bit.ly/1vNUP5T

Gina Lundberg MD
@gina_lundberg
Preventive Cardiologist & Clinical Director of the Emory Woman’s Heart Center, promoting health & wellness through new technology & social media

Atlanta
Atlanta, GA
YOUR TWITTER CONNECTIONS

Where to start making connections?

• Emory peers, institutions, partners
• Local, regional, national, international institutions
• Journals & associations
• Conference events
• Research communities
• Media – outlets & individuals

Tools

• Explore other people’s Twitter profiles & connections
• Twitter tools – lists, suggestions, search, hashtags
CONTENT TYPES

So Much to Share…

- Research & articles you’re reading
- Journal articles
- YouTube videos
- Conference news & presentations
- Blog posts
- Media pieces
- Science/discovery news
- Visuals – charts, scans, messages
- Things that are inspiring you
- Online chats & conversations

*Plus… Retweets*
Dr. Vin Tangpricha @vtangpricha · Jan 2
My chapter on vitamin D on Medscape has just been published again in 2015
emedicine.medscape.com/article/128762...

Chris Gunter @girlscientist · Jan 5
From @EmoryMedicine colleagues: using FMR1 point mutations to untangle some of complicated fragile X phenotype, pnas.org/content/early/...

Jay B Varkey @jaybvarkey · Nov 12
Very proud of K Brantly & my Emory co-authors: "Clinical Care of 2 Patients with Ebola Virus Disease in the US" —NEJM nejm.org/doi/full/10.10...
CONFERENCES

@edmundwaller - Dec 7

@CarolynClevenger - Nov 5
Check out our poster on Emotions and AD #282 at GSA14 @emoryhealthsci @EmoryNursing

@SureshRamalingam - May 31
Excellent poster session on lung cancer #ASCO14 #Lcsm. Peripheral blood tests to detect mutations shows promise.
IMAGES & VIDEO

Adam Marcus PhD @Notmadscientist · Dec 8
Our new microscope installed and ready to go cc-@leicamicro
#science #ASCB2014

Adam Marcus PhD @Notmadscientist · Dec 10
Our highest viewed science movie of all time- now approaching 140K views youtube.com/watch?v=Hm03rC… #cancer #science #scied #STEM
Images & Video

Ran the Winship 5K to raise money for cancer research. Met son Anthony leukemia survivor at the finish (he beat me).

Revisiting my stem cell study published in @NEJM. Check out this video: youtu.be/IA7kLCSGscY. Update with pDC @JCO jco.ascopubs.org/content/early/ ...
EMORY PUBS & VIDEO

VIDEO: Winship’s Phase I #clinicaltrials Unit turns 5! Unit dir. @DrDonaldHarvey talks about the unit and its impact: youtu.be/3p3If8-jIY

What makes the Phase I Unit special?

Nice article on the latest in lung cancer research & treatment @WinshipAtEmory goo.gl/Mk4ooy LCSM LCAM14
RELEVANT EMORY TWITTER

Emory Accounts to Follow
@EmoryUniversity
@EmoryHealthSci
@EmoryMedicine
@EmoryDeptofMed
@WinshipAtEmory
@EmoryOTT

Emory start-ups prove successful in impact, getting inventions to market ow.ly/BhCdL
#techtransfer #startups #Emory

Join the Emory Department of Med team at the Hunger Walk/Run on March 15, 2015! @EmoryMedicine @emoryhealthcare ow.ly/FFpIU

Things we love: "How an #Emory researcher benefited from the #ALS Ice Bucket Challenge" ow.ly/H1dmT via @AtlantaMagazine