



# Using Social Media to Promote Your Research

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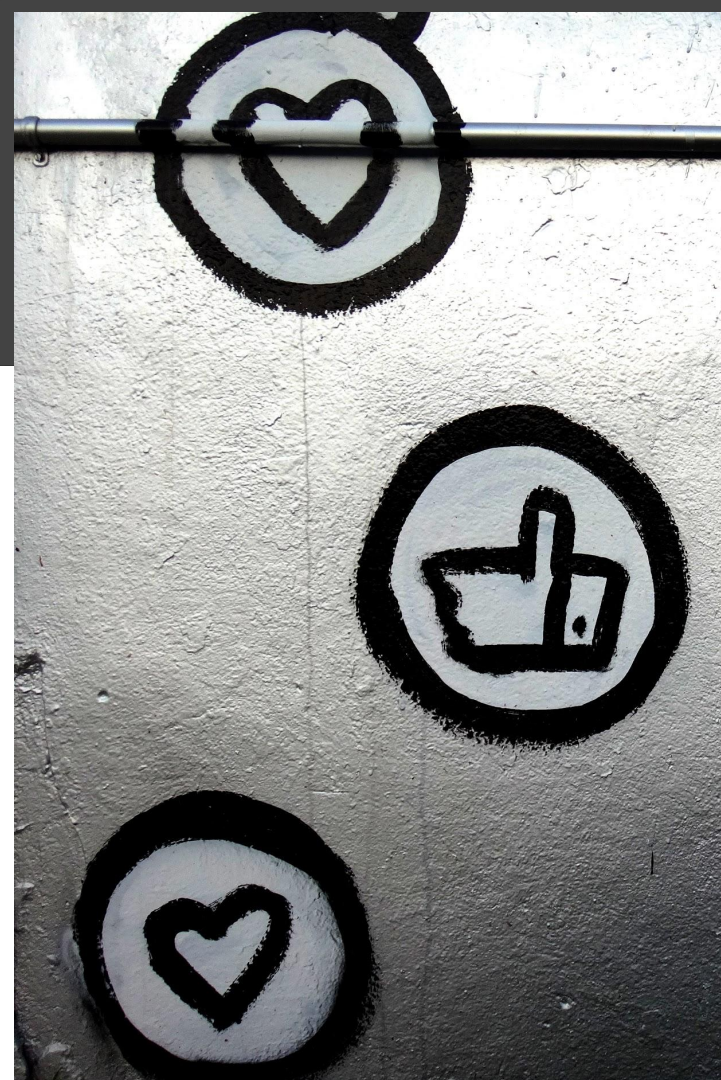
# Why should you try using social media?



- **Because you care about communicating your research**
- **Promote your work**
- **Connect with others - find role models and be a role model**
- **Participate larger conversations with science-based reasoning**

# Overview

- 1) Review pros and cons of different social networks
- 2) Walk through setting up and optimizing your Twitter account
- 3) Review best practices and how to get more followers



# What platform should I use?

## Twitter



**Yes!**

- **Great for sharing links to journal or news articles**
- **Connect with colleagues and students**
- **Get publicity -- journalists are on Twitter!**

# What platform should I use?

## Facebook



# Maybe...

- **Biggest social network**
- **Algorithm limits who sees your posts**
- **If you use Facebook for personal sharing, use the same account for work updates and make those posts public**
- **Do join Groups related to your specific field of study**
- **Don't start a professional "Page" or separate account**

# What platform should I use?

## Instagram

Maybe...



- Do you have great photos?
- Pro: Can be a great way to reach people who aren't on other social networks
- Con: Can't include links

# What platform should I use?

## LinkedIn



**Yes!**

- **Upload a version of your CV**
- **Post about your awards and accolades**
- **This is primarily used as a job-finding resource**

# What platform should I use? Snapchat and others



## Maybe...

- **Think about your audience -- can you reach them on this network?**
- **Think about your time. It's better to be active on one than not active on many platforms.**



# Twitter: Getting Started

## Start a free account

## Choose a handle

- Keep it professional — use your name if possible
- The shorter the better
- Examples: @ProfBrianCox @AstroKatie @tressiemcphd @neuronina
- You CAN change handles but it's preferable to choose one you can keep long term



# Twitter: Getting Started

## Upload a profile photo



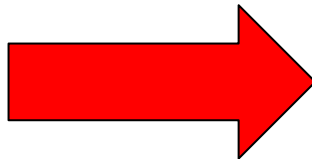
- Accounts without photos are assumed to be fake
- Choose a professional looking photo that you like
- You can use a photo of a logo or an inanimate object -- but keep it in line with your brand

## Add a cover photo

- Choose a photo of your lab or your team or something generic like a sunset over the NYC skyline

# Twitter: Getting Started

## Write a bio



**Daniel Keedy**  
@DanielKeedy

PI of the [#keedylab](#) at the CUNY [@asrc\\_gc](#). Interests: protein structural biophysics & puns.

📍 NY, NY [keedylab.org](#) 📅 Joined January 2009

415 Following 340 Followers

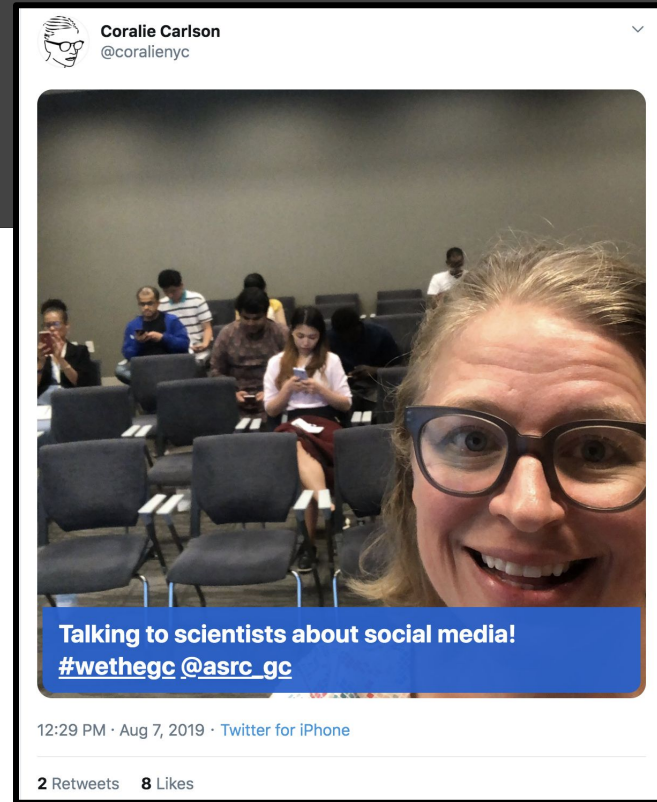
👤 Followed by CasacciaLab, Biochem, and 13 others you follow

- Include your title and university affiliations
- Use Twitter handles of institutions when possible
- Feel free to include some personal details
- People will use this when they are trying to find you on Twitter or figure out whether they want to follow you

# Twitter: Getting Started

## Send a tweet!

- Take a photo -- a selfie, with the person sitting next to you, or of the room
- Write a short message about what you learned
- Include the handles of everyone involved @QC\_News, @gc\_cuny and @coralieNYC
- Use hashtag #CUNYProud
- Retweet someone else's tweet from the event



# Pro Tips:

**Use handles to make sure someone sees your tweet**

**Google is the best way to find accounts on any social platform**

**HT or h/t means “hat tip” or “heard through”**



# What You Should Tweet

- **Compliment people!**
- **Slice of life photos and observations from your work/research**
- **Use photos whenever possible**
- **Links to published work**
- **Links to interesting articles in your field**
- **Retweet others – add your own comment**
- **Some personal thoughts/updates – start with pets**

The @UlijnGroup is having a #nano meeting in the elevator this morning! #nanoscience #ASRCresearch @GCsciences



Congrats ASRC Neuroscience Initiative Director Patrizia Casaccia for landing a \$9.17M R35 grant from the NIH's @NINDStranlate to research the connection btw glial cell function, neurological diseases & mental disorders.  
[bit.ly/2w28hda](https://bit.ly/2w28hda) @GC\_CUNY @SinaiBrain #Neuroscience



4:22 PM · May 15, 2019 · Twitter Web Client

9 Retweets 66 Likes

We are extremely proud of Nadeesha Wijerathne of the @UlijnGroup @ASRC\_GC for her successful dissertation defense regarding peptide mediated co-assembly of porphyrins & their use as sustainable energy harvesting materials. Congratulations! @GC\_CUNY #Nanoscience #PhDLife



# How to Get More Followers

- Engage, engage, engage
- Post daily
- Follow accounts of others
- Follow your best practices for posting, you will see occasional spikes
- Start with your friends
  - Follow the people in this room! Search #CUNYProud



# Pro Tip: #Hashtag411

- Hashtags are essentially search terms
- Use them sparingly, max of 3 per tweet
- Make sure your tweet is still readable
- DO use trending hashtags, this can help your tweet get seen
- DON'T use hashtags for generic words
- Also -- use for humor!

**#ASRCresearch**  
**#IlluminationSpace**  
**#CityofScience**  
**#CUNYProud**  
**#PhDLife**  
**#PhDChat**  
**#AcademicChatter**

# Pro Tips:

**The difference between an @message and a tweet that starts with a handle:**

**@Message: Seen only in timelines of people who follow both of you.**

**Example: @coralienyc Thanks for the shoutout!**

**Tweet that starts with a handle: add . to make it show up in everyone's timelines like a regular tweet**

**Example: .@coralienyc says to tweet 3X a day**

# Pro Tips: Who to follow

Twitter lists of scientists and  
science organizations:

<http://bit.ly/SciTwitter>

@QC\_News  
@GC\_CUNY  
@ASRC\_GC  
@sum\_research  
@CUNY  
@sebcredible



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