Icahn School
of Medicine at
**Mount
Sinai**

Social Media
for Scientists

Tips & Shortcuts

PLUMx Profiles – showing off your research

Via PLUMX https://plu.mx/mtsinai/g/ you will be able to:

Feature your research

Display the impact of your research via citations, downloads, views and social media attention

Display presentations, patents, and social media profiles

**DISTINGUISH YOURSELF IN THREE EASY STEPS**

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. Find out more.

1 **REGISTER** Get your unique ORCID identifier Register now! Registration takes 30 seconds.

2 **ADD YOUR INFO** Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).

3 **USE YOUR ORCID ID** Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

ORCID – It is now becoming a journal requirement

ORCID.ORG

You can update your ORCID profile automatically through SCOPUS

PLUMx updates your profile through ORCID

1. Your profile:
   a. Your ORCID ID is like a SSN which ensures you are not mistaken for someone else
   b. You can link it to your Scopus ID for easy updates
   c. How will we work with you on setting up and linking your IDs?
2. How does ORCID tie to PLUM?
   a. PLUM automatically updates through ORCID
   b. Anything you add to ORCID will be displayed on your PLUM profile
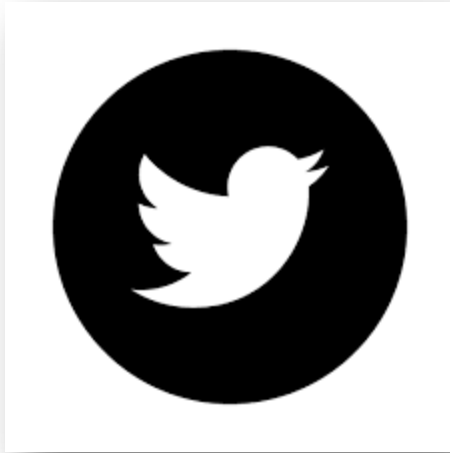
Twitter – You REALLY don't need an assistant for that!

1. Make it personal:
    a. Don't use cryptic user names that cannot be identified as you. This could result in followers thinking it's spam
    b. Add your credentials (PhD, MBA)
    c. Stay away from generic names because there are too many of them
2. Say something about yourself
    a. Include your affiliation
    b. Include your specialty
    c. Include location
    d. Include some main hash tags (keywords) so people can find you
3. Use a scheduler to optimize your tweets
    a. Decide how many times you are able to tweet
    b. Schedule your tweets in advance
    c. Change your timing once a week using the timing optimizer
4. Don't just talk about yourself – use the 80/20 rule
    a. Use articles, studies and news items that relate to your field
    b. Re-tweet others
    c. Add your own insight when quoting others
5. Follow others
    a. Follow as many relevant accounts as you can when starting out (the user gets notifications)
    b. Use an app to help you filter out spam and garbage followers
    c. Say thank you to those who follow you
6. When you publish
    a. Use the journal's author tools to reference your article
    b. Find your co-authors on twitter and acknowledge them
    c. Include a short description (you are limited to 140 characters anyway) of your study
7. When you travel to conferences, take pictures
    a. Take pictures and tag them (where are you? With whom?)
    b. Comment on the presentations you hear, people you met (tag them too!)
8. Stay away from controversy

RG

Research Gate – make it work for you

https://www.researchgate.net/home

1. Create a profile:
   a. Add your photo
   b. Use the profile tools to enhance your presence
   c. You can login via Facebook or LinkedIn
   d. Add skills, experience and keywords (will make it easier for others to find you)

2. Create your network
   a. Find others in your fields, department, institution, then follow them
   b. When prompted to endorse a person – do
   c. Follow publications and projects
   d. Invite colleagues
   e. Interact by using the questions tool

3. Adding your research
   a. Claim your work - RG will (sometimes) find your articles and ask you if they are yours
   b. You can also add white papers, newspaper articles and projects
   c. You can add your grants and awards too!

4. Don't pay (too much) attention to RG metrics
   a. They are closed and apply only to RG
   b. Some metrics are interesting – Look at your stats to see peak interactions and interests

Slide Share – LinkedIn – Facebook – Google+

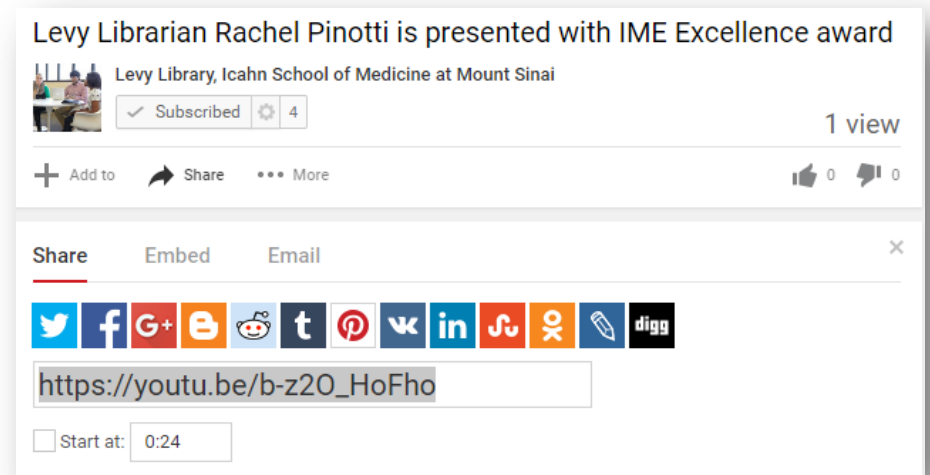1. LinkedIn and Slideshare are now connected
2. Use your account settings to share your slides on LinkedIn, Facebook and Google+
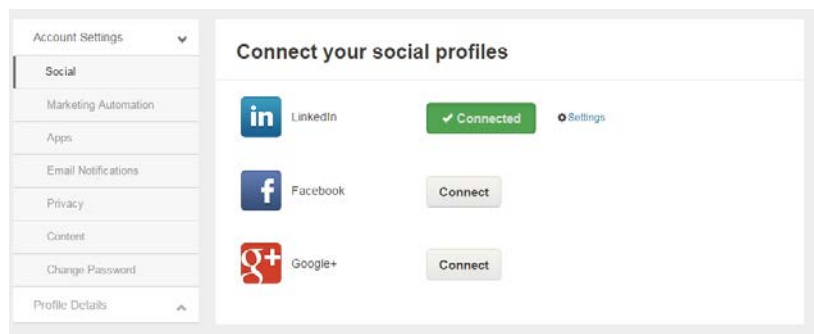
Create a YouTube channel for your recorded presentations so you can share them practically everywhere
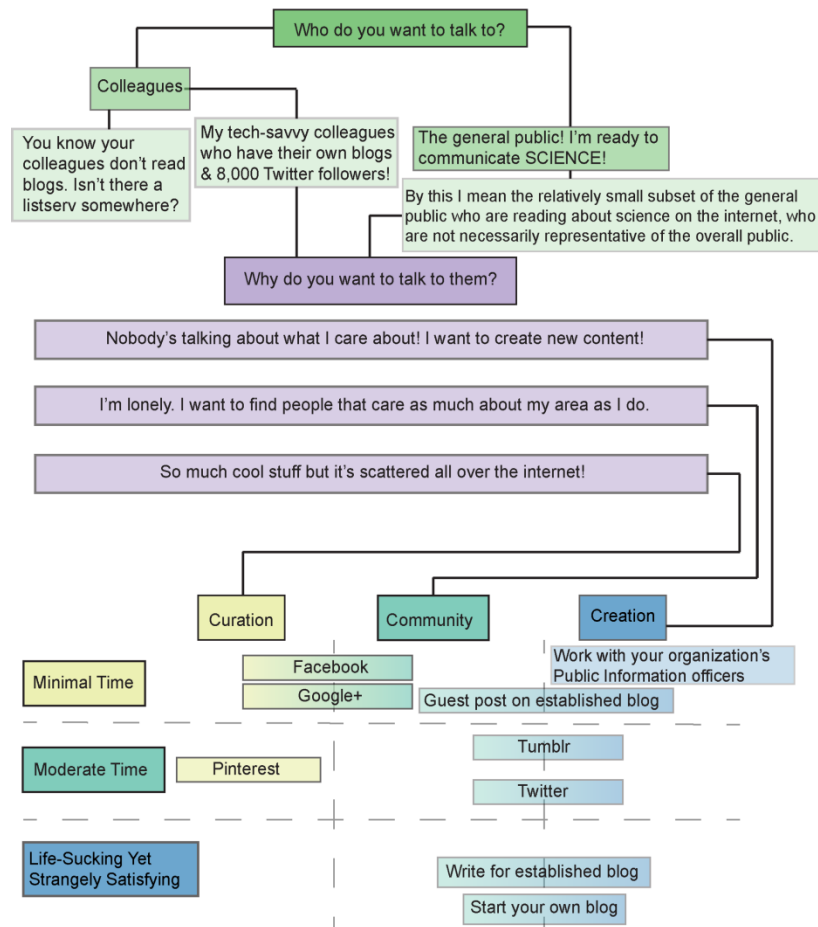
From the Literature

So You Want To Communicate Science Online

Who do you want to talk to?

Colleagues

You know your colleagues don't read blogs. Isn't there a listserv somewhere?

My tech-savvy colleagues who have their own blogs & 8,000 Twitter followers!

The general public! I'm ready to communicate SCIENCE!

By this I mean the relatively small subset of the general public who are reading about science on the internet, who are not necessarily representative of the overall public.

Why do you want to talk to them?

Nobody's talking about what I care about! I want to create new content!

I'm lonely. I want to find people that care as much about my area as I do.

So much cool stuff but it's scattered all over the internet!

Curation

Community

Creation

Minimal Time

Facebook

Google+

Work with your organization's Public Information officers

Guest post on established blog

Tumblr

Moderate Time

Pinterest

Twitter

Life-Sucking Yet Strangely Satisfying

Write for established blog

Start your own blog

Advice for New Users

In academia, there is often a particular stigma attached to online activities. Actively maintaining an online profile and participating in social media discussions can be seen as a waste of time and a distraction from research and teaching duties. We believe this perception is misguided and based on incorrect interpretations of what scientists are actually doing online. When used in a targeted and streamlined manner, social media tools can complement and enhance a researcher's career. When exploring online tools for the first time, new users can maximize their reach by considering the following points:

Explore online guides to social media

- The Superfund program at Oregon State University maintains an exhaustive list of resources (i.e., blog articles, videos, how-to guides) focused on science and social media: http://bit.ly/WkdN0G. We recommend this site as a good jumping-off point for new users.

Establish a professional website (at minimum)

- To establish an online presence and avoid undesirable Google search results, *at minimum* researchers should set up a personal website that lays out their specific research projects and areas of expertise, searchable by colleagues, journalists, and the public alike.
- Although professional websites can be established through your university/institute, external hosts (i.e., a free site at http://wordpress.com or a custom paid domain) offer more flexibility and are easier to access and maintain.
- If desired, a website can be supplemented with social media accounts (e.g., Twitter and Google+ profiles), which will also appear high in Google search results.

Locate pertinent online conversations

- Find people with common interests; follow the social media that they link to and that links to them.
- Use established social networks (e.g., a base of Twitter or LinkedIn contacts) or a means of notification (RSS feeds or personal messages from colleagues/acquaintances) to get started.
- It is completely acceptable to "unfollow" people or groups if their information is not relevant or useful.
- It can be beneficial to read first without contributing ("lurking") to learn logistics and basic etiquette of different social media platforms.

Navigate the deluge of online information

- Strictly maintaining and organizing online accounts is an effective way to filter information (e.g., grouping people using Twitter lists and Google+ circles).
- Similar efficiency can be achieved by tracking and prioritizing the most relevant blogs and articles for reading (e.g., using RSS services such as Google Reader that can be accessed and synced to mobile devices via apps such as MobileRSS).
- Popular content is often heavily reposted and shared; the most important articles and conversations will usually reach you at some point.
- Explore multiple social media tools and related sites/apps for managing online accounts (Box 1). Find ones that you prefer with the appropriate features; consistent use of fewer tools is better than spreading yourself too thin across too many platforms.
- Don't be afraid to ask for help; there are many friendly and established communities who are willing and eager to assist new users.

Interact with diverse participants

- Effective social media use *requires* engagement with the audience.
- New users must be open to engaging with people outside one's own professional background or realm of scientific expertise.
- Tone of discussions can vary wildly, from cordial (e.g., conversations about fascinating species) to highly argumentative (e.g., politically sensitive topics such as climate change).
- Users striving to impose a specific viewpoint on their audience (e.g., #arseniclife,http://nbcnews.to/152OCTH) or that are perceived to promote discrimination/sexism (e.g., #womenspace, http://bit.ly/KnEPRy) often face significant backlash and outrage.

Reach your audience

- Online communication methods only reach people who are interested in talking about science online.
- Mainstream media continues to represent the most effective platform for disseminating scientific information to broad audiences; 66% of Americans get their news through television, 43% through the internet, 31% through newspapers, and 19% through radio (participants were allowed to name two sources; 2011 Pew poll, http://goo.gl/g2j45).
- Online communities, conversations, and user demographics (sex ratios, racial demographics [15]–[17]) can vary across different tools, with surprisingly little overlap. Using multiple tools may be necessary to achieve one's goals. Notably, many people shy away from using Facebook in light of lingering concerns about privacy (http://nyti.ms/KkwbDE).
- The majority of established bloggers (72% of 126 blogs surveyed [3]) use Twitter as a complementary outlet for disseminating new blog posts to followers.

Other useful resources (find full text at Levy Library)

McHeyzer-Williams, Louise J., and Michael G. McHeyzer-Williams. "Our Year on Twitter: Science in# SocialMedia." Trends in immunology 37.4 (2016): 260-265.

Tonia, Thomy, et al. "If I tweet will you cite? The effect of social media exposure of articles on downloads and citations." *International journal of public health* (2016): 1-8.

Smith, David Roy. "Are you failing at scientific social media?." *EMBO reports* (2015): e201541782.

Bik, Holly, and Miriam Goldstein. "Strategically Using Social Media."*Success Strategies From Women in STEM: A Portable Mentor* (2015): 255.

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Facebook, YouTube, Snapchat and
our "Research Insider" Blog

Ask A Librarian
Get help from a librarian through chat, email or phone

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Research Insider

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Announcements