

THE SCIENCE OF SOCIAL MEDIA: HOW TO TWEET LIKE NEIL DEGRASSE TYSON

Robin Champieux, MLIS, @rchampieux
Olivia Hancock, MLIS (expected 2018)

The [Impact Challenge Workshops](#) are a collaboration between the [OHSU Library](#), the [Career & Professional Development Center](#) and the [Office of Postdoctoral Affairs](#). Workshop Materials: <https://ohsu-library.github.io/Impact-Workshop-Series/> Tweet to us at #OHSUImpact

Except where otherwise [noted](#), this content licensed under a [Creative Commons Attribution 4.0 International license](#)

What do we know about Science Twitter?



Twitter is used by scientists across disciplines.



Neuroscientists, computer scientists & biologists are among the 24 most represented domain communities.¹

There are more men than women.



However, the female-male ratio of scientists on Twitter is less skewed than the gender ratio for scientific authorship.¹

They share more than science.



Instagram and Facebook top the list of tweeted domains. Like non-scientists, the line between personal and professional is blurred.¹

Their connections are stronger within fields than across them.



“Disciplinary communities prevail in the realm of social media” potentially limiting broader discussions about and access to scholarship.¹

Who Gives a Tweet?



OHSU SoMedicine
@OHSUSOM

Following

RT @OHSUNews: Residents of the Portland-area neighborhood of Rockwood are able to better access health care and other services through a program in which OHSU students work with underrepresented communities.



Program that helps marginalized communities access care expands to Rock...
OHSU's statewide Interprofessional Care Access Network opens sixth location.
news.ohsu.edu

5:05 PM - 20 Jul 2018

3 Likes



...tools and resources



ResearchIT@Berkeley
@research_it_ucb

Follow



Guides to making research software
reproducible, citable, and well-documented



Guides to making research software reproducible, citable, and well-documented...

Preserving and maintaining research software is a challenge to researchers and academic libraries. In my role as a CLIR postdoctoral fellow in software curation, I... research-it.berkeley.edu

1:17 PM - 23 Jul 2018

4 Retweets 11 Likes



4



11





C@meronNeylon

@CameronNeylon

Following



Has anyone done a good map of the flow of citations by country? I'd assumed someone would have done that but can't find anything (the analysis is seriously non-trivial to be fair)
#opencitations

6:37 AM - 17 Jul 2018

5 Retweets 9 Likes



6 5 9



Tweet your reply



Stefanie Haustein @stefhaustein · Jul 17



Replies to @CameronNeylon

Do you mean for open citations or any database?

1 1



C@meronNeylon @CameronNeylon · Jul 17



...any would do. I just want to prove a point about the geographical flow of citations south -> north

1 1



Stefanie Haustein @stefhaustein · Jul 17



Hmm, I'm sure it exists but can't find anything perfect either. Maybe these might work:

[arxiv.org/pdf/1001.5016....](https://arxiv.org/pdf/1001.5016.pdf)

[nature.com/articles/srep010001...](https://nature.com/articles/srep010001)

or this, but I don't have access: [sciencedirect.com/science/article/pii/S0008430417300001](https://www.sciencedirect.com/science/article/pii/S0008430417300001)...

Maybe [@juancommander](#) can help?

Get feedback from experts

Get the word out about your work...



Shreejoy Tripathy
@neuronJoy

Following



IMO the coolest thing to come out of our lab in the last few years. This is what you can do when you have good cell type specific expression profiles.

Paul Pavlidis @paulpavlidis

Just out from my lab "Transcriptomic evidence for alterations in astrocytes and parvalbumin interneurons in bipolar disorder and schizophrenia subjects"
biologicalpsychiatryjournal.com/article/S0006-...

9:49 AM - 24 Jul 2018

1 Retweet 6 Likes



1

1

6





Halle Tecco

@halletecco

Follow

▼

We just published our annual report on
[#WomenInHealthcare](#).

We've spent months combing websites and analyzing survey responses from over 600 women. It's our best report yet, and I'm really proud to share it with you today:

rockhealth.com/reports/women-...



8:45 AM - 23 Jul 2018

57 Retweets 119 Likes



3

57

119

✉

...and interests



Tabitha
@back2brains

Follow



Grad students: we are trying to create a network of grad student websites so when people try to create their own they have an idea of what works.

Please add yours if you have one!

Carolyn Chlebek @carolyn_chlebek

Replies to @Wola_O @back2brains and 2 others

Would a google sheet work for everyone? docs.google.com/spreadsheets/d/...

4:09 PM - 23 Jul 2018

21 Retweets 34 Likes



21



34





Emma Benn
@EKTBenn

Follow



Oh wow! A Hackathon focusing on the health of **#LGBTQ** populations! That's whatz up!
#DataScience and **#Statistics** students & professionals, make sure to apply! Clinical professionals, you are encouraged to participate too! Thanks for sharing @slbergquist!!! Spread the word!!!

Discover opportunities

QUEER HEALTH HACKATHON

Fri Sep 21 - Sun Sep 23, 2018
Broad Institute of MIT and Harvard
Cambridge, MA

Applications are now open

APPLY NOW

Savannah Bergquist @slbergquist

Come join the Queer Health Hackathon, 9/21-9/23 in Boston! Free event (with some travel funding available) put on by @teganandsarafdn. Check out the website and application for more details bit.ly/2tHryjp

2:55 PM - 24 Jul 2018

3 Retweets 5 Likes



3



5



5





Mozilla Science Lab
@MozillaScience

Following



Did we mention [@Mozilla](#) is hiring? Like to giving money to folks in support of a [#HealthyInternet](#)? We also have a position open for a Grants Administrator to provide support for our [#MozAwards](#) and [#MozFellows](#). Join us! mzl.la/2L5ZMaY

10:58 AM - 17 Jul 2018

20 Retweets 25 Likes



20



25



Give & get advice



Sowande' Mustakeem
@somustakeem

[Follow](#)



#GradSchoolHacks

1. Prioritize the intellectual work
2. Show up everyday for your future
3. Listen good & you will go further
4. Make realistic goals
5. Expect life to always happen
6. Get used to being alone
7. Find your tribe
8. Make friends with librarians
9. Never compare

9:17 AM - 23 Jul 2018

138 Retweets 454 Likes



7



138



454





The utterly incredible @AuntLindsey is crowdfunding for the next series of her science series on YouTube!

Help support one of the only black woman voices on educational YouTube!

(Also, if you're UK based, £1=≈\$1.33 so you will be 33% better as a person)

ifundwomen.com/projects/fab-l...



4:36 AM - 17 Jul 2018

14 Retweets 15 Likes



1



14



15



Champion
people you
admire

Share your experiences



Kylie McPherson 🧠🌟

@kylieeemac

Following



This has been a gift. I still struggle supporting two people on my income, but the ability to focus on my curiosity without the added burden of needing a job to support it has been everything.

christine liu 🌟 two photon art @christineliuart

I'd venture to say that a lot of first gen students don't even know what it's like to live a life driven by passion and curiosity when much of life was driven by survival and staying afloat....

Show this thread

11:51 AM - 24 Jul 2018

1 Retweet 7 Likes





**"THERE'S NOTHING WE CAN'T DO IF WE WORK HARD,
DON'T SLEEP, AND SHIRK ALL OTHER RESPONSIBILITIES."**



A HANDLE THAT
CLEARLY
IDENTIFIES YOU
OR YOUR
EXPERTISE

A HEADSHOT
OR “BRAND”
RELEVANT
IMAGE

Daniela Saderi

@Neurosarda Follows you

🇮🇹🧠 Neuro Ph.D. Candidate
@OHSUSOM | Co-founder of
@PREreview_ | #ASAPbio & #eLife
Ambassador | Feminist in training |
@wispdx | Bad opinions all mine.

📍 Portland, OR

🔗 PREreview.org

📅 Joined December 2015

🎂 Born on June 15

Tweet to

Message

LINK TO
ADDITIONAL
INFO

SHORT BIO (160 CHARACTERS)

CONSIDER INCLUDING:

- ACADEMIC INTERESTS
- AFFILIATIONS
- #HASHTAGS
- “OPINIONS ARE MY OWN” STATEMENT

Username Your specific Twitter username, which always begins with @. Make it anything you want, as long as it's unique and 15 characters or less.

Follow The people and organizations you are following. You'll see their tweets on your home page. To follow an account, just hit the "follow" button.

Retweets (RT) When you share someone else's tweet. The original tweeter is automatically credited. You can simply retweet the original version or add comments

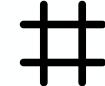


Like When you signal your appreciation for someone else's tweet. 

Reply When you respond to someone else's tweet. 

Mention Mentioning other accounts in your tweet by including the @ sign followed directly by their username

Hashtag A word or phrase preceded by the # symbol. Click on it to see other tweets containing the same keyword or topic.



Explain what you do + Establish credibility +

Describe your professional or research

interests + Brag a little + Call to action

A close-up photograph of a woman with long, straight, blonde hair. She is looking directly at the camera with a neutral expression. Her skin tone is light, and she has dark brown eyes and reddish-brown lips. The background is blurred, showing what appears to be a stadium or arena with green seating and a white structure.

YOU READY?



MAPPING
YOUR
TWITTER
EXPERIENCE:
FOLLOWINGS

#OPENSOURCE



Tweet

Finding Your People

TAG SEARCHES
TWITTER RECOMMENDATIONS
FOLLOWINGS
LISTS

Women in Data Science

<http://bit.ly/widatascience>

Science Writers

<http://bit.ly/scicommtwitter>

Data in Libraries

<http://bit.ly/datalibs>

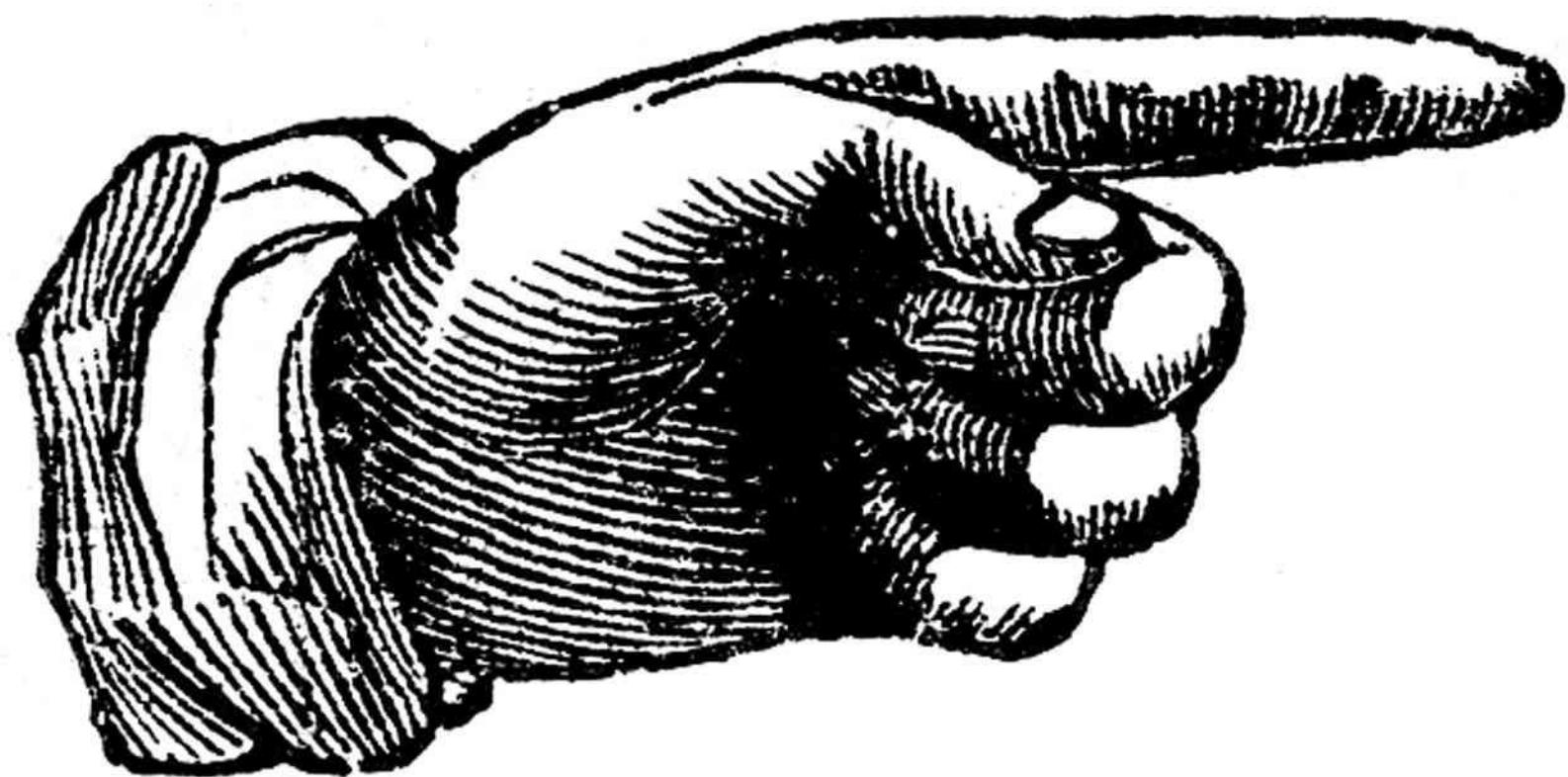
#BlackandSTEM

<http://bit.ly/blackandstem>

PDX Science List

<http://bit.ly/pdxscience>

Please Notice This



HASHTAGS

 **Joyce Achampong** @Intl_HE · 9h
#futureofeducation depends on this!
@workdotlife @GA_London #STEM
#education

 **Daniel Munro** @dk_munro
Good piece by @calestous "STEM education without deeper appreciation of what makes us human is futile" #tech #ethics
[washingtonpost.com/news/innovation...](http://washingtonpost.com/news/innovation/)

HANDLES

 Pinned Tweet
Holly Bik @hollybik · Jun 21
I'm recruiting postdocs + grad students to join my lab at @UCRiverside (micro euk, environ. -Omics) - please apply!

Postdoctoral Scholar and Graduate Student Research Positions


Position Description: The Bik laboratory in the Department of Nematology at the University of California, Riverside (<http://www.ucr.edu>) is recruiting postdoctoral scholars and graduate students for Fall 2016. Applicants should have an interest in -Omic approaches focused on microbial eukaryotes, with an emphasis on metazoan phyla. Such approaches include, but are not limited to: environmental sequencing approaches to test ecological and evolutionary hypotheses (identifying source/sink habitats in marine environments, assessing local/global biodiversity patterns and microbial responses to disturbance), comparative phylogenomics of free-living nematode clades (including host-associated microbiomes), and development of high-throughput computational workflows for microbial eukaryotes. **Projects and research questions will be developed according to the applicant's skills and interests.**

One funded project will specifically focus on "Genomic Responses to the Deepwater Horizon event and development of high-throughput biological assays for oil spills":
<http://research.gulfresearchinitiative.org/research-awards/projects/?pid=272>

Lab members are expected to possess or develop an interdisciplinary skill set, including molecular biology wet lab protocols, high-throughput sequencing, bioinformatics, and computational/statistical methods.

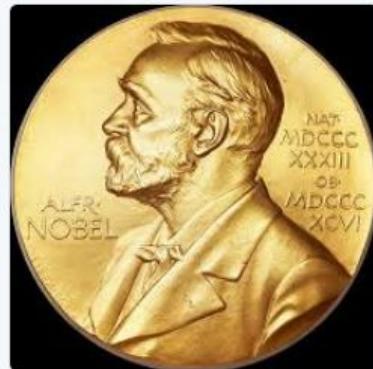
IMAGES

 Pinned Tweet
Lateesha Thomas @lateeshathomas · Aug 25
Speaking at @beyondthecode16! Excited to be included in this incredible group of thought leaders.



Neil deGrasse Tyson @neiltyson · Jun 19

In case you were wondering, one-third (95 out of 289) of all American Nobel Prizes in the Sciences have been earned by Immigrants to the United States.



2.7K

44K

141K



TIE TWEETS TO CURRENT EVENTS



Neil deGrasse Tyson @neiltyson · Jun 30

Don't make me post this...

youtube.com/watch?v=sZGPa7... [Video: 3min]

Ryan Schultz @Springslips

Replying to @neiltyson @LenosGarage

Video or it didn't happen.

ENGAGE WITH FOLLOWERS

185

478

3.5K





Jokes!
(They are allowed)



Tweets 352 Following 362 Followers 981 Likes 1,127

Andre Walcott

@AndreWalcott7 Follows you

Behavioral Neuroscience PhD Candidate [@OHSUSOM](#)
Ryabinin Lab Studying Social Behavior and Alcohol |
#scicomm, #phdlife |
@BowdoinCollege Alum |
Runner |

Portland, OR

Joined September 2016

[Tweet to](#)

[Message](#)

25 Followers you know



Photos and videos



[Tweets](#) [Tweets & replies](#) [Media](#)

Pinned Tweet

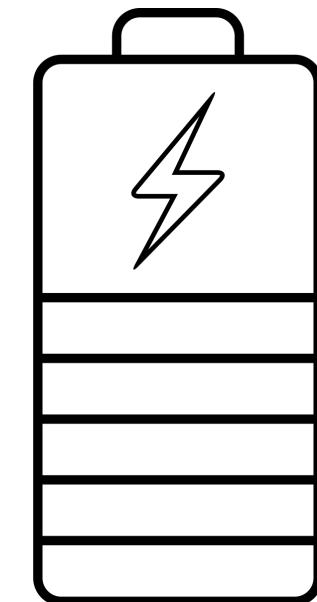


Andre Walcott @AndreWalcott7 · Jun 28

So glad that I was able to speak about my road to my PhD and what keeps me motivated to keep chugging through it at the #sciencenotsilence book tour at @Powells books last night. Let's change the way a "scientist" looks like!!!!



3 18 177



PINNED TWEET

There are some really
unobvious things about
Twitter.

Makes your replies more visible with .@

Select who you're replying to

Consider a direct message (DM)

1 Home @rchampieu

Vicky Steeves @VickySteeves now
Replying to @chealsye
it's quickly because my favourite dress EXACTLY for the pockets & comfy-ness 😊

Chealsye Bowley @chealsye now
Replying to @emma_molls @VickyStee...
They were all hung up in the closet and it really did look like a clothing store! I'm like a cartoon character with an uniform. :D

renataaquino @renataaquino 13s
This was a fantastic conversation. Thanks @NCUC @lacnic #LACNIC27 Great to discuss human rights and DNS

LACTLD @LACTLD
#EspacioDinámico Derecho al Olvido, Gabriela Ramirez, .AR; Derechos Humanos, Renata Aquino; Neutralidad de la Red, Raquel Gatto, ISOC

lar@ VPS retweeted

Right to Research @R2RC 20h
Diego Gomez cleared by Colombian court for sharing research online!! BUT still faces appeal
righttoresearch.org/blog/young-

2 Notifications @rchampieu

Ted Laderas liked 2h
Robin Champieux @rchampieu 11h
Inside the Svalbard Global Seed Vault! @denormalize @daniellecrobins nyti.ms/2qUM0wE via @nytvideo

D Robinson, PhD retweeted 2h
Robin Champieux @rchampieu 12h
Just one more week to ##mozsprint! Looking forward to hanging out & contributing with the PDX crew.

Kirstie Whitaker @kirstie_j
I'm on the @MozOpenLeaders demo call *right now*. These projects can all be contributed to during #mozsprint 🎉 mozilla.github.io/global-sprint

D Robinson, PhD liked 2h
Robin Champieux @rchampieu 11h
Inside the Svalbard Global Seed Vault! @denormalize @daniellecrobins nyti.ms/2qUM0wE via @nytvideo

Daniela Saderi liked 3h
Robin Champieux @rchampieu 12h
Just one more week to ##mozsprint! Looking forward to hanging out & contributing with the PDX crew.

Kirstie Whitaker @kirstie_j
I'm on the @MozOpenLeaders demo call *right now*. These projects can all be contributed to

3 #openscience

International Brain @IntlBrain... 3m
@StephenEglen &colleagues encourage code sharing in #neuroscience Yes! It would be a big step towards #openscience [nature.com/neuro/journal/...](http://nature.com/neuro/journal/)

Ahmed @0661Ahmed 27m
Academics 'should not sign over research copyright to publishers' ow.ly/V50f30c2xXi embrace #preprints and #openscience @OSFramework

Todd Mildon @toddmildon 1h
Awash in Sea of Data, Ecologists Turn to Open Access Tools quantamagazine.org/awash-in-sea-o... @QuantaMagazine #opendata #openscience #openaccess #OHI

nico dissmyer @NDissmeyer 1h
beautiful @Panosmoschou @KrisGevaert_VIB:
1) systematic characterization of root tip N-terminomes
2) #preprint #openaccess #openscience

nico dissmyer @NDissmeyer
'Proteolytic Landscape' & novel substrates from #separase mutant, new @biorxivpreprint #COFRADIC #nterminomics [biorxiv.org/content/early/...](http://biorxiv.org/content/early/)

4 #datascience

Startups Beat @StartupsBeat 1m
#STARTUP #motivation #startups #tech #business #datascience #cloud #bigdata #ai #iot #socialmedia #success

Andrew Hamlet @andrewshamlet 1m
Python Tutorial: MACD (Moving Average Convergence/Divergence) andrewshamlet.net/2017/01/19/pyt... #python #code #data #datascience #pandas #learn

Rhea Graham @RheaLydia 1m
Replying to @ACWAWater @WaterDeeply So cool! #DataScience helped in decision making about scarce water supplies.

Open Data Science @odsc 2m
9 ways to Level up your Data Science practice hubs.ly/H07fVMb0 #ODSC #DataScience

Daniel D. Gutierrez @AMULET... 2m
Experts share must-have data science skills beyond coding and math -- searchbusinessanalytics.techtarget.com/news/450419383... #datascience

Finding your balance

Using Twitter professionally is confusing

- Is it okay to curse? Should I comment on controversial topics?
How do I maintain civility?

Personal vs. professional balance

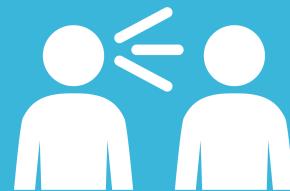
- How do I stay professional but still feel like myself? How much of my life do I share?

Dark side of Twitter

Underrepresentation



Harassment



Nothing dies on the Internet



QUESTIONS?

Robin Champieux
champieu@ohsu.edu

Olivia Hancock
hancocko@ohsu.edu



I'm also on Facebook and the Twitter.

References & Acknowledgments

1. Ke Q, Ahn Y-Y, Sugimoto CR (2017) A systematic identification and analysis of scientists on Twitter. PLoS ONE 12(4): e0175368.
<https://doi.org/10.1371/journal.pone.0175368>
2. Image on slide no. 2:
https://www.buzzfeed.com/kellyoakes/must-follow-twitter-accounts-for-science-nerds?utm_term=.utnn95NBJ
3. All icons are from the Noun Project
4. The content in this workshop was inspired by Stacy Konkiel's work and instruction, most specifically her ebook the 30 Day Impact Challenge