

SOCIAL MEDIA FOR SCIENCE COMMUNICATION



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What are the benefits of using social media for science?



What are some of the drawbacks?

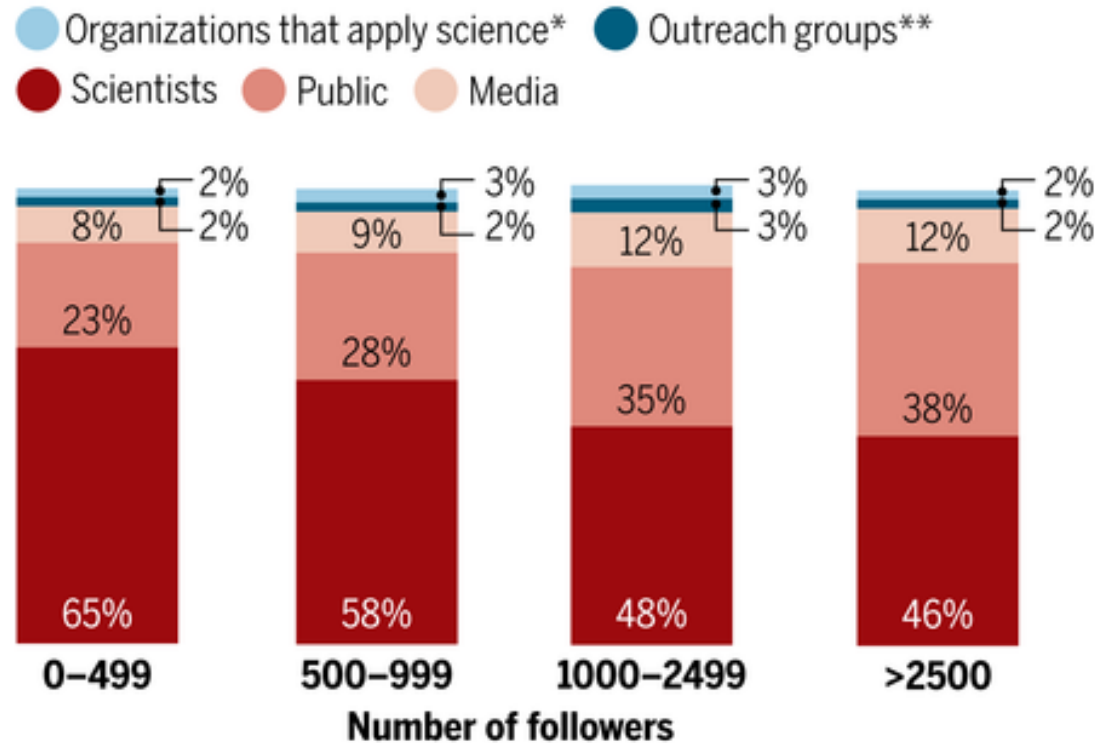


Who's the audience*?



***see accompanying video on using a Message Box**

Audience Changes with the Number of Followers



*Nonprofit conservation groups, management agencies, etc.;

**Museums, zoos, science educators; Note: Percentages are rounded.



These 30 science-related Facebook pages each have 3 million to 44 million followers as of 2017

The number of page likes for each Facebook page as of June 2017

Facebook-primary		Multiplatform	
IFLScience	25.6	National Geographic	44.3
Health Digest	11.1	Discovery	39
David Wolfe	10.9	Animal Planet	20
ScienceAlert	9.1	NASA	19.4
Hashem Al-Ghaili (@ScienceNaturePage)	8.4	NASA Earth	9.6
Interesting Engineering	7.4	Women's Health	8.2
Smart is the New Sexy (@enjoy.science)	7.3	Psychology Today	7.5
Dr. Mehmet Oz	6	Science Channel	7.4
Bill Nye	4.8	MythBusters	6.8
Neil deGrasse Tyson	4	BBC Earth	6.8
Stephen Hawking	3.9	Health	6.6
ScienceDump	3.6	New Scientist	3.6
mindbodygreen	3.2	Science magazine	3.5
Daily Health Tips	3.1	Popular Science	3.5
Dr. Michio Kaku	3	Physics Today	3

Note: Number of page likes as of June 12, 2017. "Facebook-primary" consists of Facebook pages from individuals or organizations that have a large social media presence on the platform but are not connected to any offline, legacy outlet. "Multiplatform" includes Facebook pages from established outlets or organizations, such as magazines, TV programs or government agencies.

Source: Pew Research Center analysis of 30 science-related Facebook pages.

"The Science People See on Social Media"

PEW RESEARCH CENTER



- **33%** of social media users in the US report that social media is an **important** way for them to get **science news**
- **44%** report that they **often** see science news on social media that they **wouldn't see elsewhere**

What content should you post?



What you put in is what you'll get out

OBSERVER

- Follow other accounts and trending topics
- Read, like, retweet other's content
- Maybe generate some content yourself

ENGAGER

- Generate content
- Reply to other's content, ask questions, engage in conversation

ORGANIZER

- Create or moderate an online space for a specific topic or community

COMBINATION

- Engagement ebbs & flows with time, interest, safety and career stage

Social Media Strategy for Science

Who are you trying to engage with?

What do you hope to get out of contributing?


What does **success** look like?

**SET
GOALS**



Social Media Strategy for Science

Accompany posts with relevant **photos** or GIFs



3x more
engagement

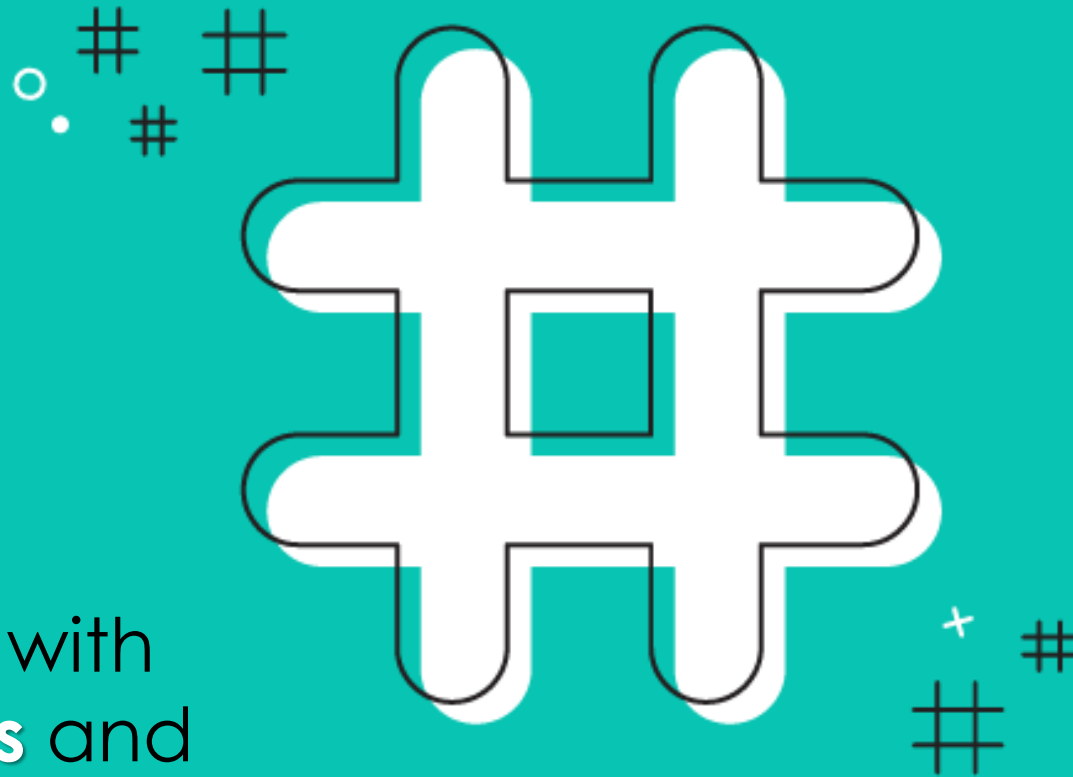
The infographic features a blue background with several white and light blue Twitter bird icons. Each bird is mounted on a brown stick, similar to a popsicle. The birds are arranged in a cluster, with some overlapping. The text '3x more engagement' is written in black inside the body of one of the white birds.

34% more
likely to
retweet

The text '34% more likely to retweet' is written in black inside the body of another white bird icon on the right side of the infographic.

Social Media Strategy for Science

Tweets with one hashtag are 69% more likely to be retweeted



Engage with
hashtags and
trending tags

Social Media Strategy for Science

+ Post a summary or pull quote with the article



Create a **thread** with the **key figures** & story

Social Media Strategy for Science



Balance
brevity with
content

Threads are more effective than dense single posts

Social Media Strategy for Science



Be **authentic**
in your
engagement

You have a great **PERSONALITY**

Social Media Strategy for Science

“I did a thing”

“When you...”



Me:
Also me:

“That time when...”

Be mindful of **memes**

How to Grow Your Following

Effectively
tweet at
**scientific
meetings**

Participate in
an account
take-over

Post and
engage
consistently

Build a
brand



How to Tweet an Event or Conference

Use the **conference hashtag** and tag the organization as appropriate

Start engaging **before** the conference

Retweet **helpful information** from the conference organizers

If you are live-tweeting a session or talk, use a **thread** and post **research questions** and main or surprising **findings**

Post relevant **photos** with your tweets

Know the conference **social media policy** and respect your colleagues wishes!



Alternatively,
encourage others to
tweet your talk!

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