

Social Media for Science Careers



Brittany N. Lasseigne, PhD

Senior Scientist, HudsonAlpha Institute for Biotechnology

brittany.lasseigne@gmail.com ~ [@bnlasse](https://twitter.com/bnlasse) ~ www.lasseigne.org

- **What is social media and why you should care**
- **Using social media to connect to the community**
- **Getting started on social media**

What is our role as scientists?

SCIENTISTS



what my mom
thinks I do



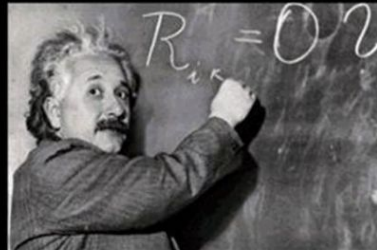
what my friends
think I do



what society
thinks I do



what my boss
thinks I do



what I think
I do



What I really
do

What is our role as scientists?

- Exercise curiosity and rigor to understand the universe around us

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- Contribute to education initiatives in the community

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Our trade is information

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**Our trade is information:
observe, gather, and share**

Social media as a tool for science



Social media as a tool for science

Social media is websites and applications designed to allow people to share content quickly, efficiently, and in real-time

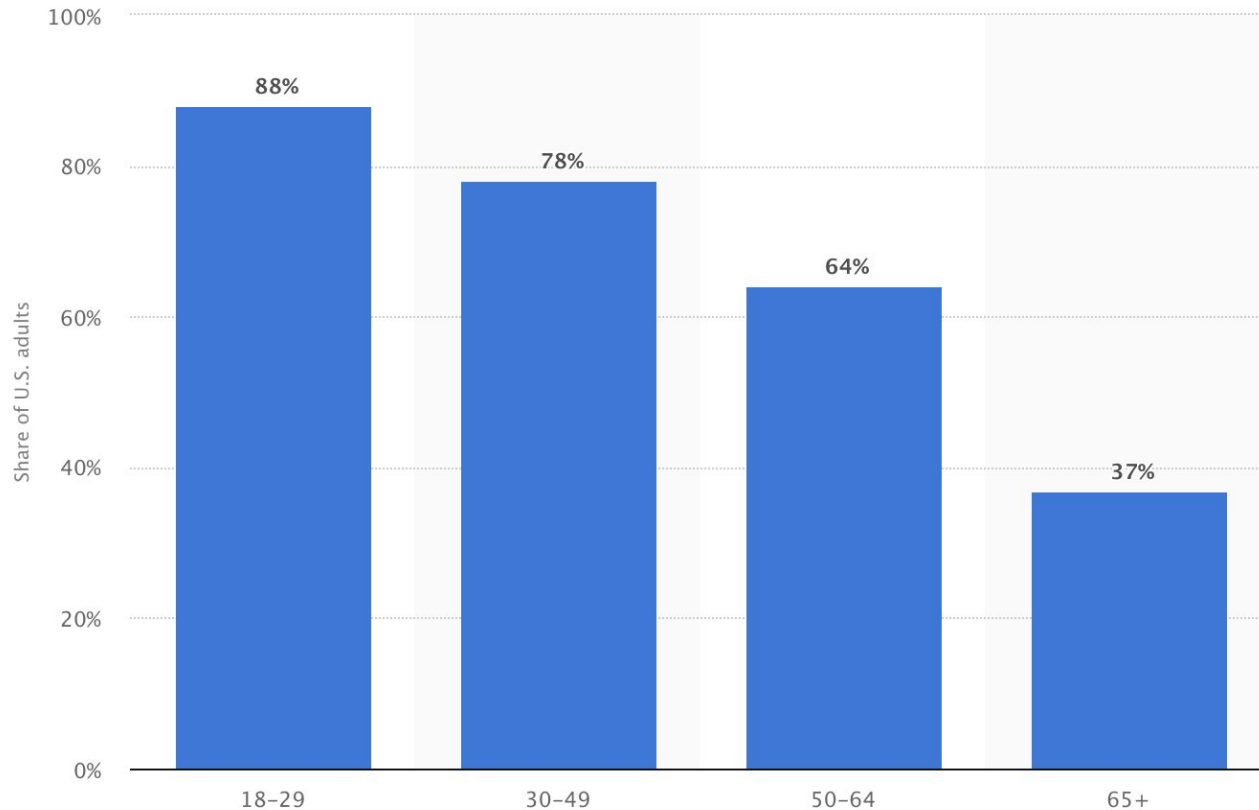
**-Matthew Hudson,
thebalancesmb.com**



Social media platforms



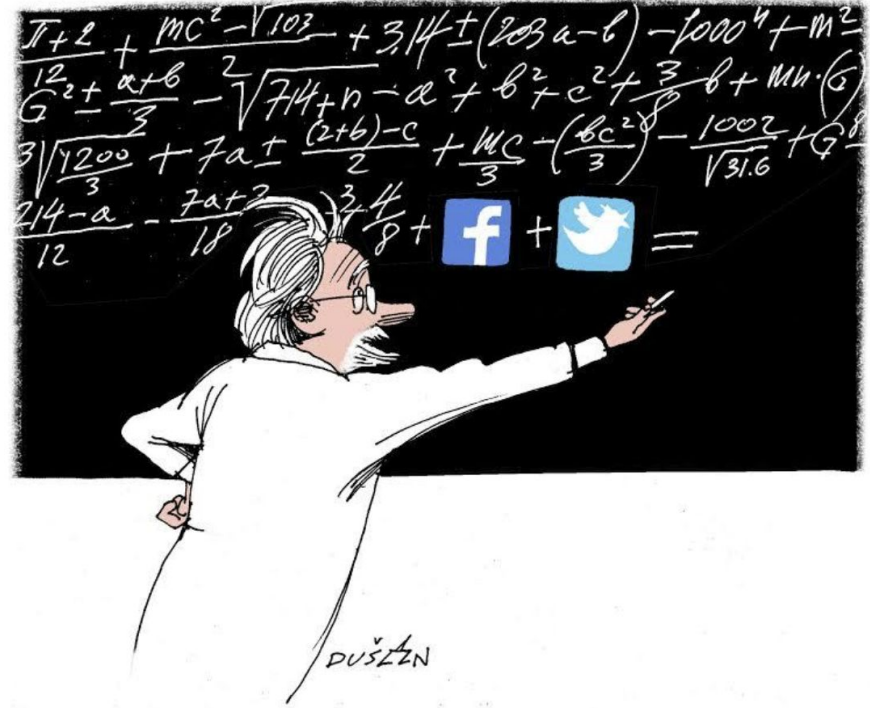
Most Americans use at least one social media site





68% of
American adults
get their news at
least sometimes
from social
media

2015 survey of AAAS
Scientists found 47%
use social media to
follow new discoveries
and discuss science





Top social media sites visited by scientists and engineers:

Top social media sites visited by scientists and engineers:

ResearchGate

LinkedIn

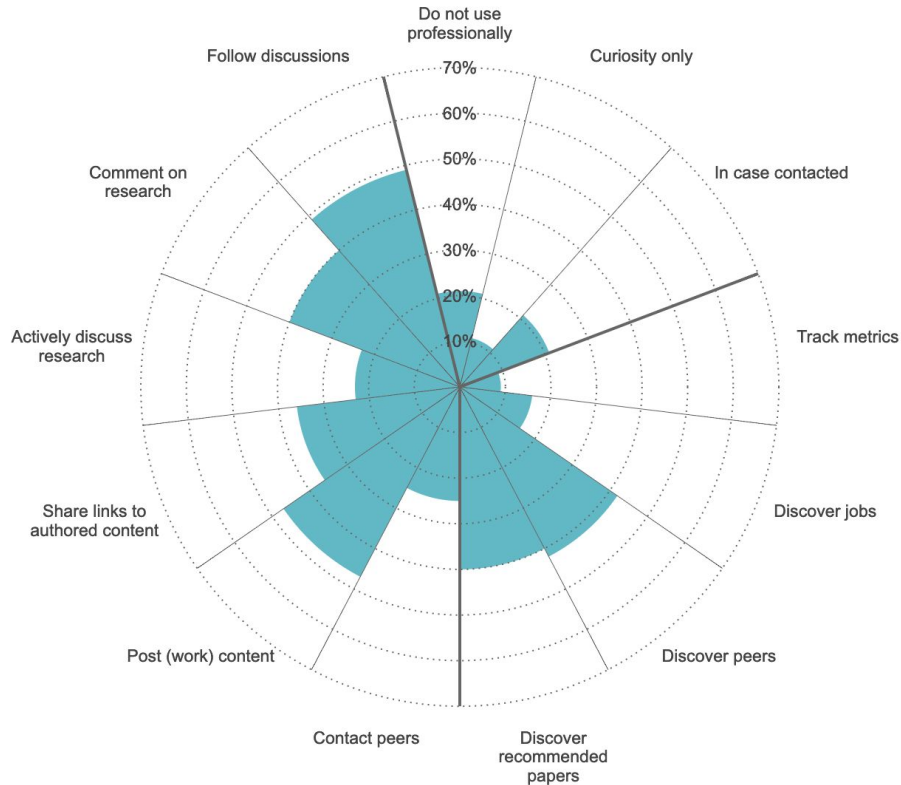
Facebook

Twitter

Academia.edu

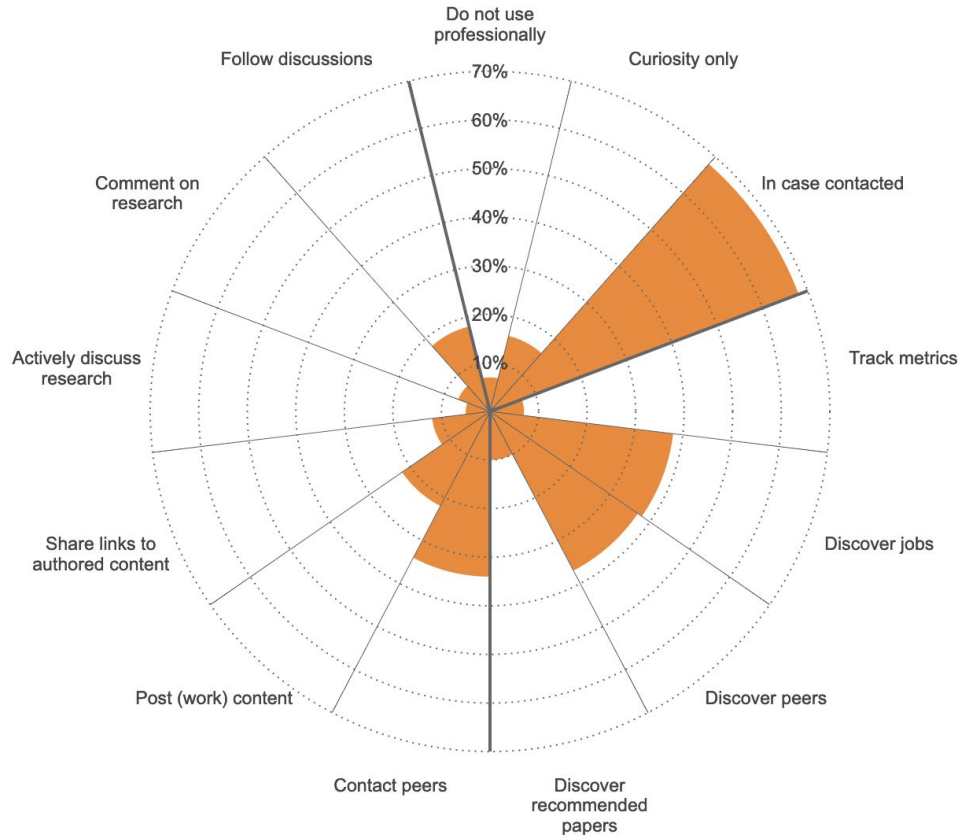
Why Scholars Use Social Media:

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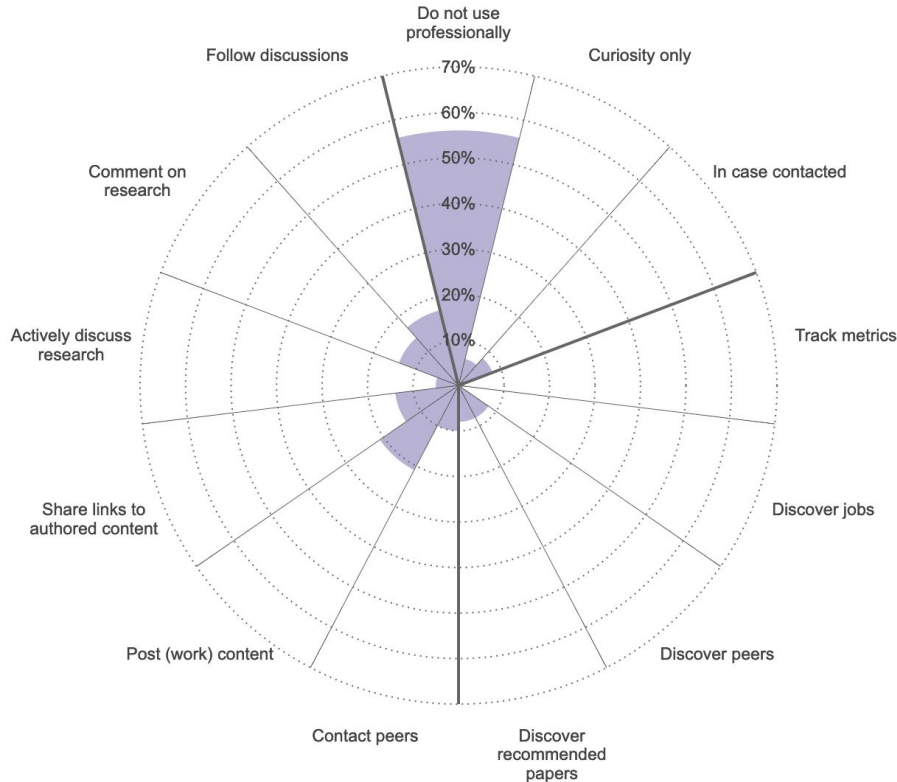
Twitter
Discover and share

Why Scholars Use Social Media:



LinkedIn
‘Perpetual Business Card’

Why Scholars Use Social Media:



Facebook
Personal

How Scientists Use Social Media

Sharing

Twitter

Jonathan Eisen and 3 others liked



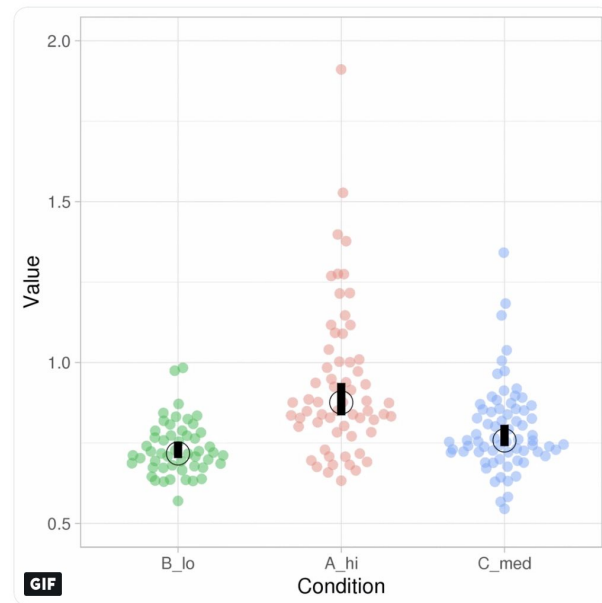
Joachim Goedhart @joachimgoedhart · 18h

Very happy that our manuscript on the [#PlotsOfData](#) web tool is out in [@PLOS Biology](#).

Here's a link to the paper: [journals.plos.org/plosbiology/ar...](https://journals.plos.org/plosbiology/article/doi/10.1371/journal.pbio.1005444)

And the app: huygens.science.uva.nl/PlotsOfData/

Some examples of [#dataViz](#) made with PlotsOfData:



4

169

364



Learning

Twitter

♥ Harmit Malik and Brooke LaFlamme liked



Balint Z. Kacsoh @BalintZKacsoh · 13h

My mind is blown—a cat scan of mating flies! Dr. Wolfner’s keynote is amazing!
[#dros19](#)



Brooke LaFlamme @Brooke_LaFlamme

Mariana Wolfner introduces the imaging technique used for looking inside mating flies by comparing to human CT scans. 2 main differences: it’s way tinier and the patient has to be dead. See the video in the @PNASNews...



1



5



22



Networking

Twitter

♥ eLife - the journal liked



eLife Community @eLifeCommunity · 21m

If you published your lab's first paper in [@eLife](#) (or are about to), please let us know – we'd love to feature you in this interview series

eLife Community @eLifeCommunity

We've got a new series: First Paper As PI. In our first interview, we learn about Izumi Fukunaga's work on the olfactory system, and explore how she set up her lab from scratch elifesciences.org/interviews/f6f...



2



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2



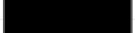






ResearchGate



Messages

[Send message](#)

	 Re: Genome-wide analyses identify KI... many many thanks!! - 	Aug 29, 2018
	 Re: Genome-wide analyses identify KI... It is interesting, thank you. I also find interesting Dr. Bick's program. In...	Jun 24, 2018
	 Re: The Role of DNA Methylation in Re... Many thanks.	Jun 21, 2018


Recruiting

LinkedIn

Kenny [REDACTED]

Looking for new opportunities!

...

 Recruiter

Jan 9

Kenny [REDACTED]

Vertical Opportunity Within Analytical Development - Exciting Biotech Company

Hi Brittany,

I hope you're well.

I am a head hunter and would like to speak with you about a new career opportunity.

We are looking to place a high prioritized role in Analytical Development opportunity within a late-stage biotech company in Alabama and your name has been personally recommended to me by someone and I am inclined to believe their recommendation, as their personal experience is excellent. My client is an mid to large biotech organization with a focus in rare diseases and is seeking an individual to be the head of Analytical Development.

The role has considerable global responsibility and I am very interested to speak further with you. I have seen a very brief overview of your background on LinkedIn and wondered if you had a resume that you could send to me. I would like to speak with you to discuss your experience and the role and I am more than happy to call outside office hours, if there was a number I

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in Recruiter Jan 9

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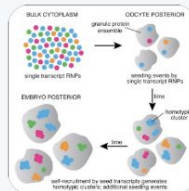
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Twitter

↻ Mark Peifer Retweeted



Dr. Rebecca Burdine @rburdine1 · 10m
Liz is looking for postdocs!



Mark Peifer @peiferlabunc

Incredible images from Liz Gavis , visualizing single copy mRNAs assembled into RNP structures, and then how they get assembled into the multi copy germ granules in the place where germ cells will form. They can visualize differe...

Show this thread



1



1



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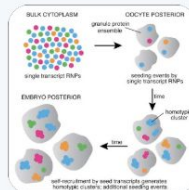
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Show this thread



1



1



♥ Jason Williams liked



Peter 't Hoen @pacthoen · 17h

We're hiring a data steward for the European Joint Programme on Rare Diseases. To advance research on [#RareDiseases](#) by [#FAIRdata](#) stewardship [#datamanagement](#) [#datastewardship](#)



Vacancy - Data Steward for Rare Diseases Project

Job description: As the number of rare disease patients is small by definition, there is a pressing need for the joint analysis of patient data on ...

radboudumc.nl



1



12



6



Outreach: @Biotweeps and @RealScientists



Biotweeps

Biotweeps - Stephen

@biotweeps Follows you

Curated by a different biologist every week | Organised by [@thonoir](#) | [#scicomm](#) | This week [@BeckettStephen](#)

📍 Everywhere

🔗 biotweep.wordpress.com

📅 Joined June 2014

Tweet to

Message



**Mary Rose/
@RealScientists**

@realscientists

Real science from real scientists, writers, communicators, artists & clinicians. This week: Mary Rose Devine | [@amaryrose](#)

📍 Everywhere

🔗 realscientists.org

📅 Joined February 2013

Activism

Twitter

Dr. Susanne Brander 🦋
@smbrander

Follow

Yes, I think almost every female scientist has encountered this challenge! At least it's finally getting deserved attention

slate.com/technology/2019/03/27/female-scientists-space-gear/ ...

@500womensci @500WS_Corvallis

#womeninSTEM



Science Gear Doesn't Fit Women on Earth, Either

Female scientists deal with this a lot.

slate.com

12:00 PM - 27 Mar 2019 from [Malibu, CA](#)

179 Retweets 559 Likes



💬 21

↻ 179

❤️ 559



Activism

Twitter

Dr. Susanne Brander 
@smbrander

Follow

Yes, I think almost every female scientist has encountered this challenge! At least it's finally getting deserved attention
slate.com/technology/2019/03/27/female-scientists-deal-with-this-a-lot/ ...
[@500womensci](#) [@500WS_Corvallis](#)
[#womeninSTEM](#)



Science Gear Doesn't Fit Women on Earth, Either
Female scientists deal with this a lot.
slate.com

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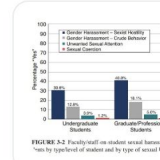
21 179 559



Dr. Sherry Marts
@sherrymarts

Follow

[#MeTooSTEM](#) Really, do we need an more “climate surveys?” Time to DO SOMETHING.



National Academies  @theNASEM

Faculty/staff-on-student gender harassment incidence rates for female students, by type/level of student (Penn State University):

- College of Medicine Students: 72.8%
- Graduate/Professional Students: 58.9%

9:08 AM - 27 Mar 2019

4 Retweets 6 Likes



1 4 6



Tweet your reply



Melissa McCartney @mccart1 · 13h

Replying to [@sherrymarts](#)

100%

Fun!

Twitter

♥ Mara Averick and Julia Silge liked



Will Chase @W_R_Chase · 20h

My [#TidyTuesday](#) submission, showing some of the LEAST popular pet names in Seattle, and trust me, these are worth reading. [#rstats](#)



Seattle's LEAST popular pet names (a curated selection)



10 25 128

Show this thread



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10 25 128



Show this thread



PopGenGoogling
@popgengoogling

Following

what age is it ok to let clustering be unsupervised

7:41 AM - 28 Feb 2019

80 Retweets 610 Likes



3



80



610



Studies suggest public communication is linked with increased:

- visibility of research (Journalism Mass Comm Quarterly 2014)
- number of citations (PLoS One 2013)
- academic productivity (Sci Public Policy, 2008)

Getting Started

‘[Twitter is] A virtual department to spark and share new ideas.’
ecologyisnotadirtyword.com

Getting Started

- Decide what your goals are and which platform will best achieve them

'[Twitter is] A virtual department to spark and share new ideas.'
ecologyisnotadirtyword.com

Getting Started

- Decide what your goals are and which platform will best achieve them
- Include complete biographies and affiliations on your accounts

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- Consider adding social media accounts to your business cards, email signature, presentation slides, etc.

'[Twitter is] A virtual department to spark and share new ideas.'
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- Let people know you are there!
 - e.g., Twitter: like, retweet, comment, post new content

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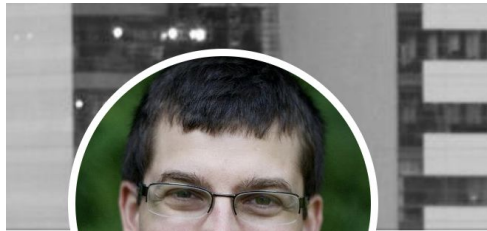
‘[Twitter is] A virtual department to spark and share new ideas.’
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- Be thoughtful about who you follow/link to
- Be careful about professional versus personal content

‘[Twitter is] A virtual department to spark and share new ideas.’
ecologyisnotadirtyword.com

Twitter Bio Examples



Casey Greene

@GreeneScientist

Associate Professor of Systems
Pharmacology at [@PennMedicine](#).
Director of Childhood [@CancerDataLab](#)
powered by [@AlexsLemonade](#) | he/him

📍 [Philadelphia, PA](#)

🔗 [greenelab.com](#)

📅 Joined December 2009

[Tweet to Casey Greene](#)



Francis S. Collins ✓

@NIHDirector

Official Twitter account of Francis S.
Collins, M.D., Ph.D., NIH Director. NIH...
Turning Discovery Into Health®. Privacy
Policy: [bit.ly/2jQa5Rk](#)

📍 Bethesda, Maryland, USA

🔗 [nih.gov/about/director/](#)

📅 Joined March 2010

LinkedIn Bio Example



Barack Obama • 2nd

Former President of the United States of America

Washington D.C. Metro Area

Connect



Message

More...



Harvard University



See contact info



500+ connections

"It falls to each of us to be those anxious, jealous guardians of our democracy; to embrace the joyous task we've been given to continually try to improve this great nation of ours. Because for all our outward differences, we all share the same proud title: Citizen."

<https://barackobama.com/>

<https://obamawhitehouse.archives.gov/>

Experience



President

United States of America

Jan 2009 – Jan 2017 · 8 yrs 1 mo

I served as the 44th President of the United States of America.



US Senator

US Senate (IL-D)

Jan 2005 – Nov 2008 · 3 yrs 11 mos

In the U.S. Senate, I sought to focus on tackling the challenges of a globalized, 21st century world with fresh thinking and a politics that no longer settles for the lowest common denominator.



State Senator

Illinois State Senate

1997 – 2004 · 7 yrs

Proudly representing the 13th District on Chicago's south side.



Senior Lecturer in Law

University of Chicago Law School

1993 – 2004 · 11 yrs

Education



Harvard University

Juris Doctor, Law

1988 – 1991

Activities and Societies: Editor, Harvard Law Review, 1990


Professional Website





- As you move through and for your career, people can find you!
- Keep it updated with research outputs and interests and your contact information

BRITTANY N. LASSEIGNE, PHD

[Home](#) [Publications](#) [Projects](#) [Teaching](#) [Contact](#)

2018 HudsonAlpha BioTrain Computational Biology Bootcamp

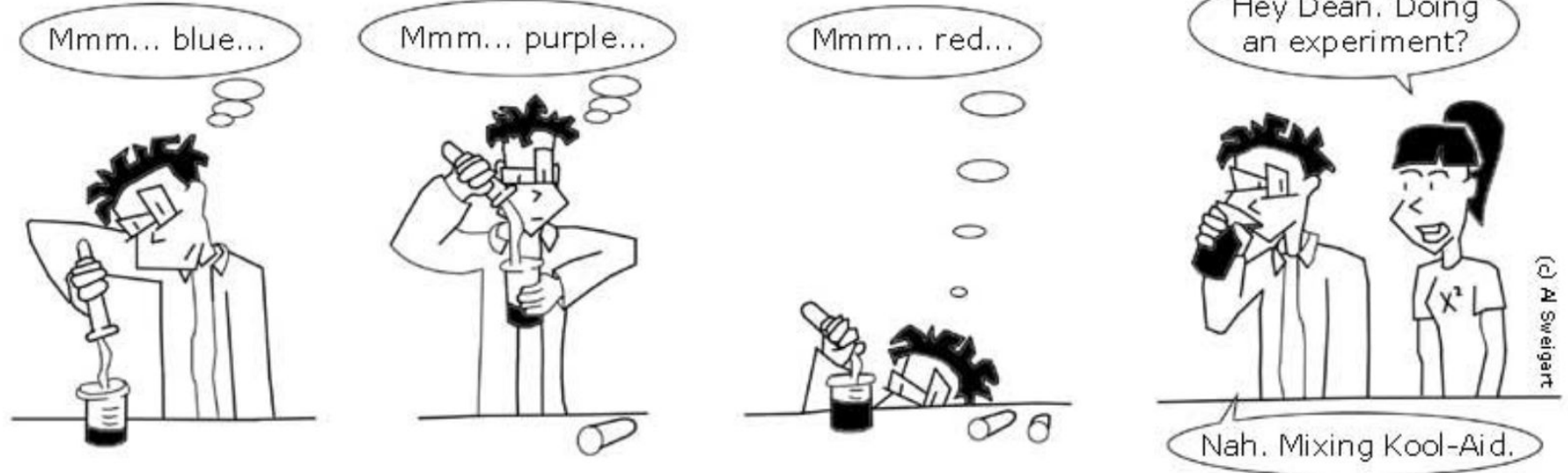
Jun 4, 2018 · 2 min read ·  training

Objective/Rationale: This one day workshop is intended to provide HudsonAlpha undergraduate student BioTrain interns and graduate rotation students an introduction to computational biology through a discussion on why computers are necessary in genomics, short unix shell and R tutorials followed by hands-on exercises ([The Carpentries lessons](#)), and tips on how to ask for help, keeping a computational lab notebook, and finding additional learning resources.

Pre-requisites: Curiosity about computational biology and a basic understanding of the concepts of files and directories. Additionally, access to a laptop with the necessary software and data (see below).





- Social media is one tool in a scientist's toolbox for observing, gathering, and sharing information



- Social media is one tool in a scientist's toolbox for observing, gathering, and sharing information
- Know what your goals are on social media and make sure your approach serves that purpose

Resources

<https://journals.plos.org/ploscompbiol/article?id=10.1371/journal.pcbi.1003906>
<https://journals.plos.org/plosbiology/article/figure?id=10.1371/journal.pbio.1001535.g002>
<http://blogs.nature.com/naturejobs/2017/08/23/social-media-as-a-scientist-a-very-quick-guide/>
<https://www.academictransfer.com/en/blog/how-to-use-twitter-as-a-scientist/>
<http://media.inscopix.com/twitter-for-academics-101-getting-started>
<https://www.bestcollegesonline.com/blog/100-serious-twitter-tips-for-academics-2/>
<https://ipscell.com/2012/05/the-scientists-top-10-guide-to-twitter/>
<https://blog.addgene.org/early-career-researcher-toolbox-social-media-for-scientists>
<https://www.nature.com/articles/s41556-018-0253-6>
<https://www.aaas.org/resources/communication-toolkit/strategies-social-networking-sites>
<https://blog.addgene.org/tips-tools-online-social-networking-for-scientists>
<https://www.apa.org/science/about/psa/2017/02/academic-social-networking>

Lasseigne Lab is Hiring!

UAB Department of Cell, Developmental, and Integrative Biology

brittany.lasseigne@gmail.com

Biomarker/signature discovery for prevention/diagnosis/prognosis/treatment human disease

- integration approaches for multiomic data sets
- methods for assaying and analyzing cell-free disease signatures
- transfer learning and context-dependency precision medicine applications

Brittany N. Lasseigne, PhD

brittany.lasseigne@gmail.com

www.lasseigne.org

@bnlasse