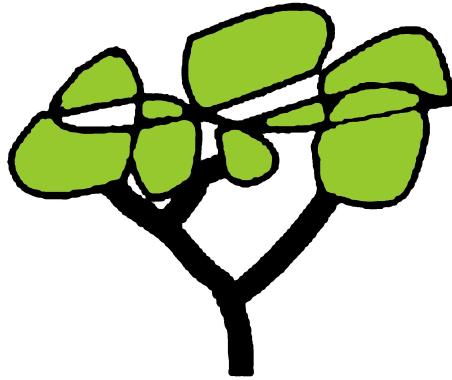


The Power, Potential and Pitfalls of Social Media



Isla Myers-Smith
Team Shrub
University of Edinburgh

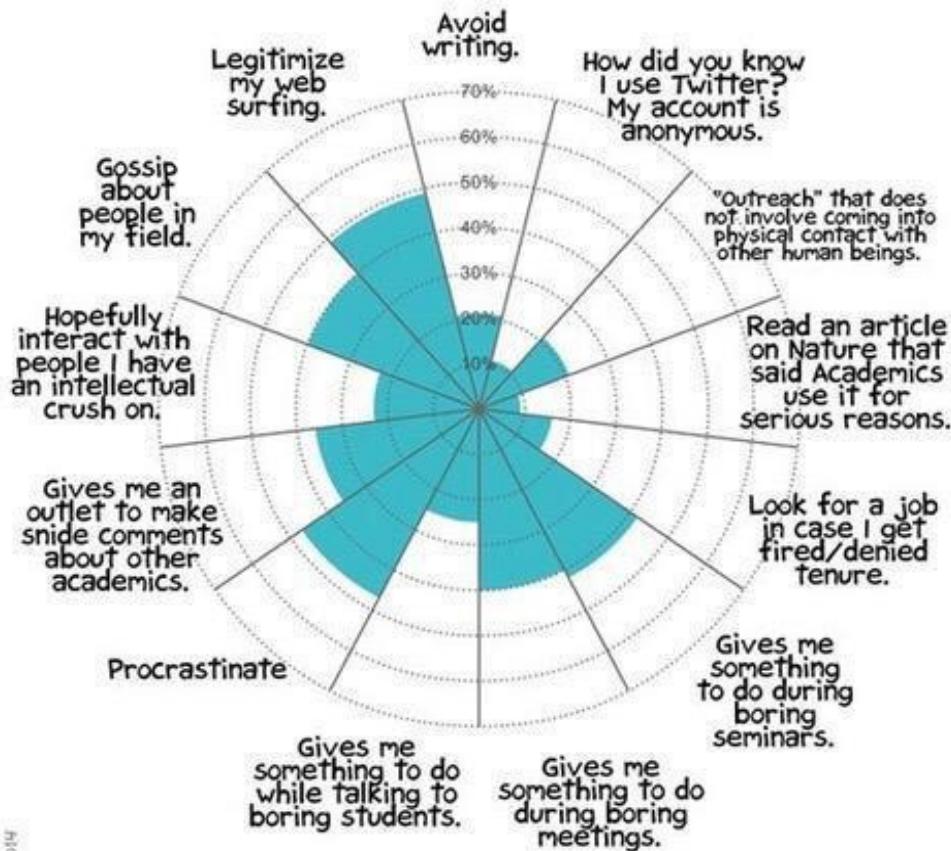
Wednesday 13th November 2019

13:00 – 14:30	Creating an online presence – social media and building your ‘brand’	Isla Myers-Smith	Murchison House 1.19
14:30 – 16:00	Guest Speaker – Science communication outside of the Ivory Tower	Gergana Daskalova	Murchison House 1.19
16:00 – 16:30	PhD and your career – ‘Where can your PhD take you?’	Isla Myers-Smith	Murchison House 1.19
16:30 – 17:00	Research plan progress meeting Progress review Compare draft reviews Peer to peer exchange	Isla Myers-Smith	Murchison House 1.19

Science Communication 101

- The hook
- Question? - resolution
- Analogies
- Relatable to everyday life
- Social math
- The story arc

Why Academics REALLY Use Twitter



JOE SIECKMAN © 2014

www.phdcomics.com

Original graph from: nature.com/news/online-collaboration-scientists-and-the-social-network-1.15711

<https://www.theguardian.com/profile/elsa-panciroli>

the guardian
website of the year

home

Elsa Panciroli

Elsa Panciroli is a researcher specialising in the origin of mammals as part of her PhD at the University of Edinburgh and National Museums Scotland. She is a member of Pal Alba, and has an interest in promoting and preserving Scotland's fossil heritage. Her current work centres on the mammal fossils of the Isle of Skye. Find her on Twitter @gscience lady

September 2016



Lost Worlds Revisited
Scientists reveal most accurate depiction of a dinosaur ever created

© 14 Sep 2016 | 673 |



Lost Worlds Revisited Did milk and fur evolve before the earliest mammals?

© 7 Sep 2016 | 43 |

August 2016

Lost Worlds Revisited / Did T. rex make your dog colour blind?

Recent genetic discoveries reveal how the first mammals acquired night vision in order to thrive in a world dominated by reptiles

© 3 Aug 2016 | 8 |



July 2016

Lost Worlds Revisited / How did legless worm-lizards cross the Atlantic?

How did a reclusive, underground animal colonise so much of the world? The answer to this and other unexpected animal migrations could be "rafting"

© 13 Jul 2016 | 131 |



June 2016

Lost Worlds Revisited / Australia's



<https://scholar.google.com/citations?user=ZYa44FMAAAJ&hl=en&oi=ao>



Isla H. Myers-Smith

 FOLLOW

[University of Edinburgh](#)
Verified email at ed.ac.uk

Ecology

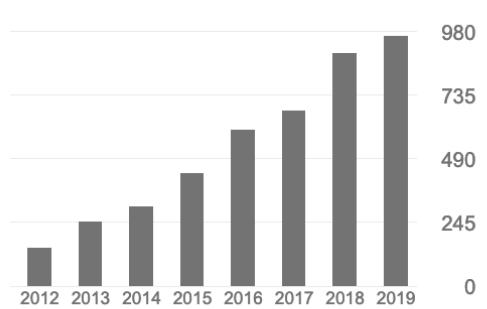
Cited by

[VIEW ALL](#)

All Since 2014

	All	Since 2014
Citations	4513	3905
h-index	30	27
i10-index	42	38

<input type="checkbox"/>	TITLE		...	CITED BY	YEAR
<input type="checkbox"/>	Shrub expansion in tundra ecosystems: dynamics, impacts and research priorities IH Myers-Smith, BC Forbes, M Wilmking, M Hallinger, T Lantz, D Blok, ... Environmental Research Letters 6 (4), 045509			738	2011
<input type="checkbox"/>	Global assessment of experimental climate warming on tundra vegetation: heterogeneity over space and time SC Elmendorf, GHR Henry, RD Hollister, RG Björk, AD Bjorkman, ... Ecology letters 15 (2), 164-175			595	2012
<input type="checkbox"/>	Plot-scale evidence of tundra vegetation change and links to recent summer warming SC Elmendorf, GHR Henry, RD Hollister, RG Björk, N Boulanger-Lapointe, ... Nature Climate Change 2 (6), 453			511	2012
<input type="checkbox"/>	Global meta-analysis reveals no net change in local-scale plant biodiversity over time M Vellend, L Baeten, IH Myers-Smith, SC Elmendorf, R Beauséjour, ... Proceedings of the National Academy of Sciences 110 (48), 19456-19459			286	2013
<input type="checkbox"/>	Climate sensitivity of shrub growth across the tundra biome IH Myers-Smith, SC Elmendorf, PSA Beck, M Wilmking, M Hallinger, ... Nature Climate Change 5 (9), 887			254	2015
<input type="checkbox"/>	A synthesis of methane emissions from 71 northern, temperate, and subtropical wetlands MR Turetsky, A Kotowska, J Bubier, NB Díse, P Crill, ERC Hornbrook, ... Global change biology 20 (7), 2182-2197			216	2014



Co-authors [EDIT](#)

	Mark Vellend Professor, Département de biolo... >
	Carissa Brown Associate Professor of Biogeogr... >
	Martin Wilmking Professor for Landscape Ecology >
	David Hik Professor of Biology >

<https://teamshrub.com/>



TUNDRA ECOLOGY LAB LAB BLOG TEAM SHRUB RESEARCH

PUBLICATIONS DATA AND CODE MEDIA OUTREACH

MENTORSHIP RESEARCH REPORTS LINKS

WELCOME TO TEAM SHRUB!

We are ecologists working to understand how global change alters plant communities and ecosystem processes. We work at focal research sites in Northern Canada and conduct data syntheses at tundra biome and global scales.



SEARCH

Search ...

TWITTER LATEST

Tweets by @TeamShrub

Team Shrub Retweeted

Cockburn Geological Museum
@CockburnGeol

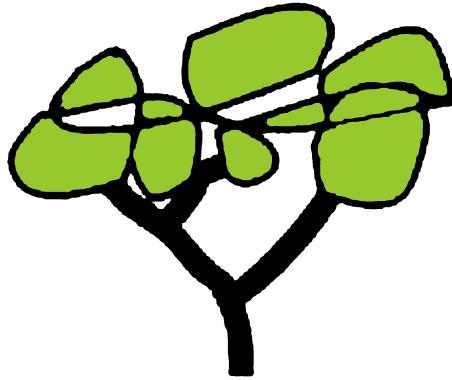
#PhD #E4DTP @GeosciencesEd
Plant phenology change in a warming #Arctic
Supervisor: Isla Myers-Smith @IslaHMS
Test drivers of #plant phenology change in
Arctic #tundra using data collected from
#EcologicalMonitoring, time-lapse
#photography & #satellites ed.ac.uk/e4-
dtp/how-to-...



E4 DTP Projects

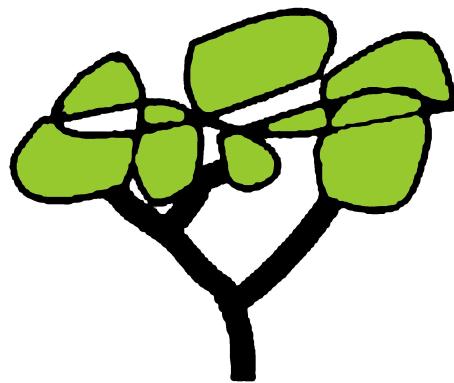
We have around 150 PhD projects on of...
ed.ac.uk

The Power, Potential and Pitfalls of Social Media



Isla Myers-Smith
Team Shrub
University of Edinburgh

Create your brand



Your PhD in 5 words

www.menti.com

Code: 42 39

Your PhD in 5 words

<https://www.mentimeter.com/s/6f214e09c0ef15a274c03f07defdb9dc/cab8d0c5425f>

Make your digital business card

 TEAM SHRUB

TUNDRA ECOLOGY LAB LAB BLOG TEAM SHRUB RESEARCH
PUBLICATIONS DATA AND CODE MEDIA OUTREACH
MENTORSHIP RESEARCH REPORTS LINKS

WELCOME TO TEAM SHRUB!

We are ecologists working to understand how global change alters plant communities and ecosystem processes. We work at focal research sites in Northern Canada and conduct data syntheses at tundra biome and global scales.



A key theme of our research is investigating climate change impacts in tundra ecosystems. There is strong evidence that tundra ecosystems are responding to a warming climate. However, we don't yet know the mechanistic pathways leading to change that would allow for quantitative predictions. Vegetation change could restructure the tundra by influencing nutrient cycles, carbon storage, surface reflectance, thus creating feedbacks that can affect the planet as a whole. Our research group is addressing these major knowledge gaps to better understand the causes and consequences of vegetation change.

SEARCH

TWITTER LATEST

Tweets by @TeamShrub

 Team Shrub Retweeted 
Janet @InterPlantJanet How will #tundra #phenology change in the future? Warmer temperatures may lead to shorter flowering seasons - check out our new synthesis in @NatureEcoEvo - rdcu.be/bdbFK @WSL_research @usfs_pnwrs @TolkeHoye @annebeejay @IshaHMS @CWKopp @Susanna_Venn @ArcticPermafrost



11h

 Team Shrub @TeamShrub Thanks to the organizers for the @theNASEM workshop on "Understanding Northern Latitude Vegetation Greening and Browning". A great group of people and some fascinating discussions of how we observe change in #Arctic and #Boreal systems. dels.nas.edu/Study-In-Progr...



Dec 8, 2018

Define your persona



jtkerby • Follow

Ellesmere Island

jtkerby Dr. Shrub! // Prof. Isla Myers-Smith (U. Edinburgh) is a global expert on how tundra responds to climate change in the far north. She leads the **#TeamShrub** working group, and not surprisingly, much of her research focuses on how and why shrubs are 'taking over' parts of the Arctic. Seen here on Ellesmere Island waaaay up north in Canada, she seems to have finally found a spot in Alexandra Fiord free from shrubs! Scene from a busy summer full of collaborative work with **#TeamShrub** and the



1,138 likes

OCTOBER 23

[Log in to like](#)



natgeo • Follow

natgeo Photo by @jtkerby || The cold waters of Alexandra Fiord and the snout of the Twin Glacier pin the valley's meadows between two dolomitic ridgelines. Research scientist Dr. Isla Myers-Smith (University of Edinburgh) ascends the ridge in front of the glacier, the human scale in this austere yet beautiful landscape. Just decades ago, glacial ice would have covered the spot where Isla stands. As the ice retreats, vegetation and even animal remains are sometimes released from their frozen tombs,



267,025 likes

AUGUST 29

[Log in to like or comment](#).

...

Construct your message

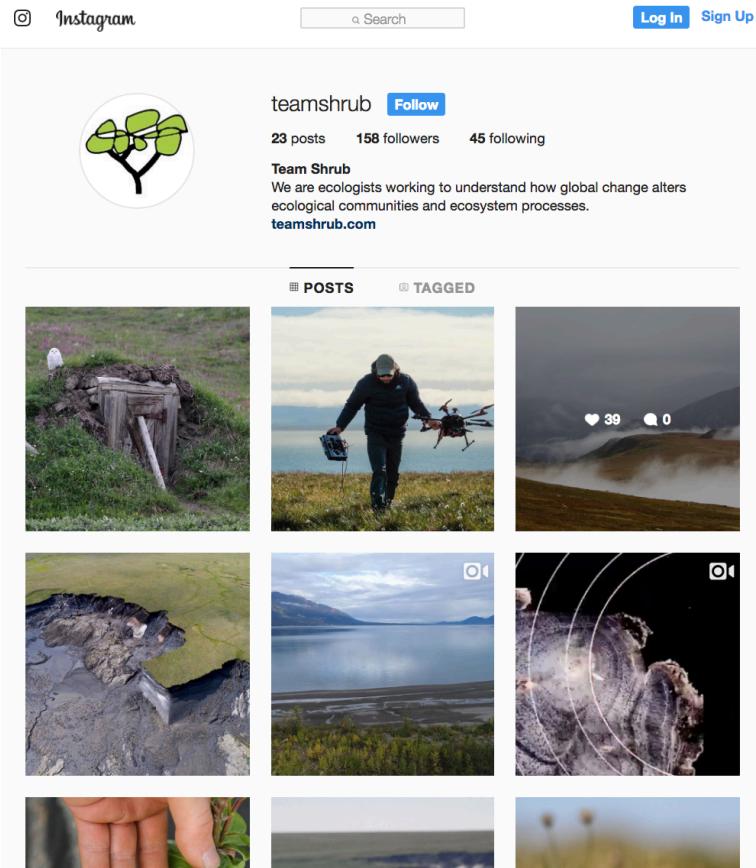
Instagram Log In Sign Up

teamshrub [Follow](#)

23 posts 158 followers 45 following

Team Shrub
We are ecologists working to understand how global change alters ecological communities and ecosystem processes.
teamshrub.com

[POSTS](#) [TAGGED](#)



teamshrub • Follow
The University of Edinburgh...

teamshrub Taller plants are taking over in the warming tundra. Our findings published today in *Nature* suggest that the traits of tundra plant communities, despite differing across biome-wide climate and soil moisture gradients, are not changing rapidly with warming... except for plant height! Species like this *Salix arctica* (Arctic willow) are expanding across the landscape, leading to an increase in the height of tundra plant communities as a whole. As plant communities get taller, the functions of their associated ecosystems might change. Snow is trapped by taller plants, insulating winter soils and

35 likes
SEPTEMBER 26

[Log in](#) to like or comment. ...

Tell compelling stories

WELCOME TO THE ARCTIC, WELCOME TO THE REAL WORLD

AUGUST 27, 2018 | IMYERSSMITH | EDIT

For the past several summers, I have set the following message on my Skype account: "Sigh. I'm back from the Arctic and back to the real world". But this summer, I switched things up. The message now reads: "I'm off to the Arctic and off to the real world. Yay!" The Arctic is very much the real world, more real than the rest of my life perhaps, and here's why.



DRONING ON ABOUT ARCTIC CHANGE

AUGUST 10, 2017 | TEAMSHRUB | EDIT

"Droning on about Arctic change" was a joke title that collaborator Jeff Kerby and myself came up with for a presentation recently, but it does actually accurately describe some of the research that we are doing here on Team Shrub. Nearly three years ago our research project – the ShrubTundra project, was funded by the [Natural Environmental Research Council](#) and that has given us the opportunity to get into the drone ecology business and travel for the past three summers up to the [Canadian Arctic](#) to [bridge the gap](#) between satellite and on the ground observations of vegetation. In this [long-awaited](#) blog post, I will tell you all about the drone research we have been conducting on the island, the [new collaborations](#) that we are building with drone ecologists around the Arctic and the preliminary results of our work thus far. Is the Arctic greening that satellites are sensing the same vegetation change that we observe on the ground? Here I go... droning on about Arctic change.



DEEP IN THE SHRUBS – BIRDING THE WILLOWS ON HERSCHEL ISLAND-QIKIQTARUK

JULY 7, 2017 | TEAMSHRUB | EDIT

Team Shrub guest blog – Cameron D. Eckert

It was little more than a flash in the willows, just for an instant and then vanishing, but one that stopped me in my tracks. Could that have been a hummingbird?

That was my last view of the hummer, and it never went to the feeder. My initial impression was confirmed – this was an adult female Calliope Hummingbird, the first for the Yukon and the Arctic. A staggering 1,800 km north of its breeding range.



Herschel Island is well-known for rare birds, but still, this adult female Calliope Hummingbird, 1,800 km north of its breeding range, along east Ice Creek on 19 June 2017 was a total shocker. Photo C. Eckert.

Have a story arc

FROM WEST TO EAST AND NORTHWARDS TO
ELLESmere ISLAND



JULY 13, 2018 | IMYERSSMITH

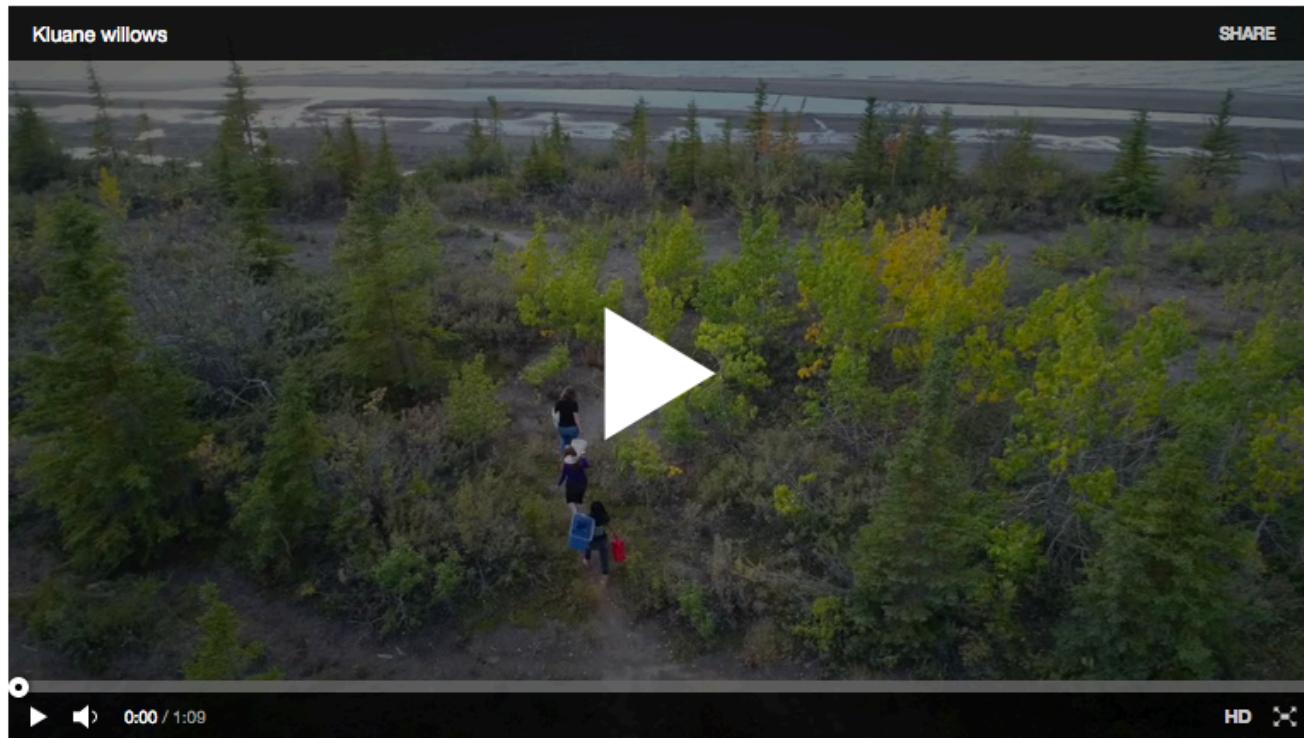
FROM THE GROUND TO THE SKY: FIELDWORK
IN KLUANE



AUGUST 2, 2018 | GNDASKALOVA

Have a hook

Inspired by the 1988 movie “[Willow](#)”:



Use visuals

ARCTIC FROM ABOVE

EXHIBITION ABOUT LINKS



COASTLINES



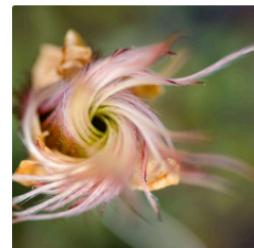
HERITAGE



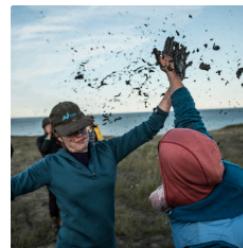
LANDSCAPES



PERMAFROST



PLANTS

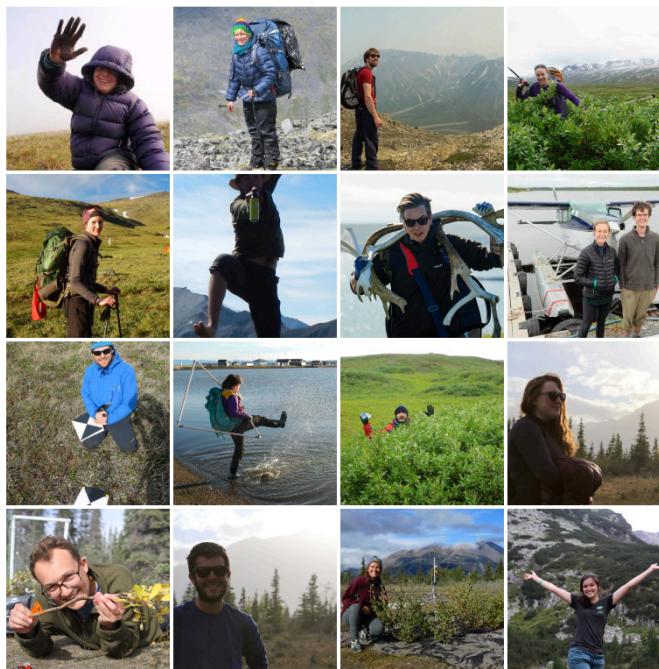


SCIENCE

Use analogies and memes

A TIME FOR UNLIKELY HEROES

The heroes of this story are many, and it's their combined work that has made the common garden what it is today. From many of Earth's corners, people have come to the common garden and worked away – preparing the beds, moving soil and sand, planting, weeding, measuring, recording observations, the list goes on and on!



Be consistent – have a policy – across platforms and within



TUNDRA ECOLOGY LAB LAB BLOG TEAM SHRUB RESEARCH
PUBLICATIONS DATA AND CODE MEDIA OUTREACH
MENTORSHIP RESEARCH REPORTS LINKS



Team Shrub
@TeamShrub
Exploring how climate change is altering life in the tundra and beyond



teamshrub [Follow](#)

23 posts 158 followers 45 following

Team Shrub

We are ecologists working to understand how global change alters ecological communities and ecosystem processes.

teamshrub.com

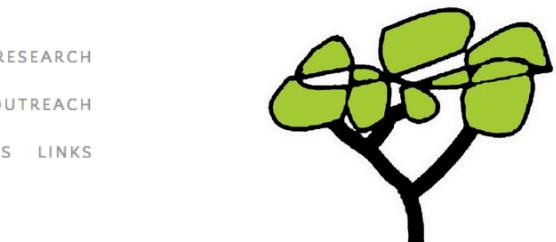


Team Shrub

271 like this · Edinburgh, United Kingdom · Educational Research Center

Santeri Santhor Lehtonen and 73 other friends like this

We are a plant ecology research group that studies the influence of wa...



Isla H. Myers-Smith

IslaMS

Quantifying and synthesizing global change impacts in the tundra and beyond

[Edit bio](#)

University of Edinburgh

Edinburgh, Scotland

<https://teamshrub.com/>

Organizations



Spread the word



Paul Sokoloff @paul_sokoloff · Sep 26

It's not every day that Arctic plants make the **BBC**. Well done to Drs. Bjorkman and **Myers-Smith** and the whole team **@TeamShrub!**



Taller plants moving into warmer Arctic

The profile of Arctic shrubs and grasses is changing as temperatures rise in the far north.

bbc.com

Control the message

 Team Shrub @TeamShrub · 12 Oct 2016

Is social media useful for research? Presenting on #TS to the new PhD intake.
(i.e. tweeting about talking about tweeting). @GeosciencesEd

1 2

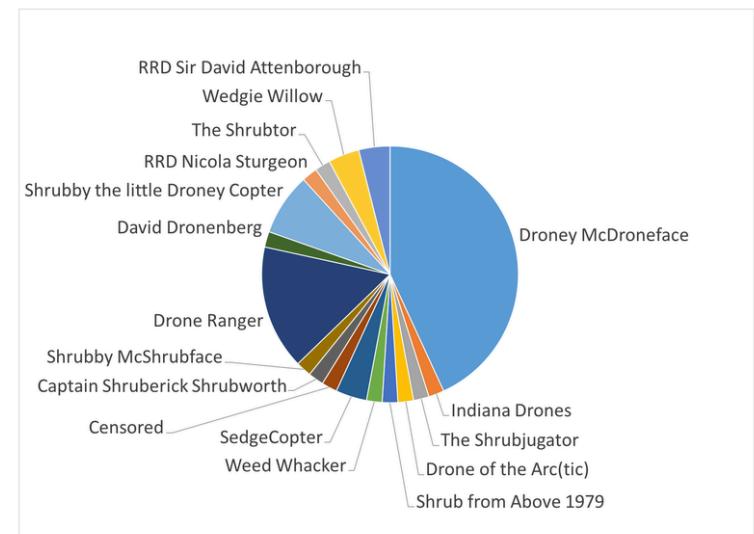
Boaty McBoatface wins poll to name polar research vessel

NERC chief has final say and faces dilemma between credibility of the organisation and burden of public opinion

Latest: Boaty McBoatface may not be name of new polar research vessel



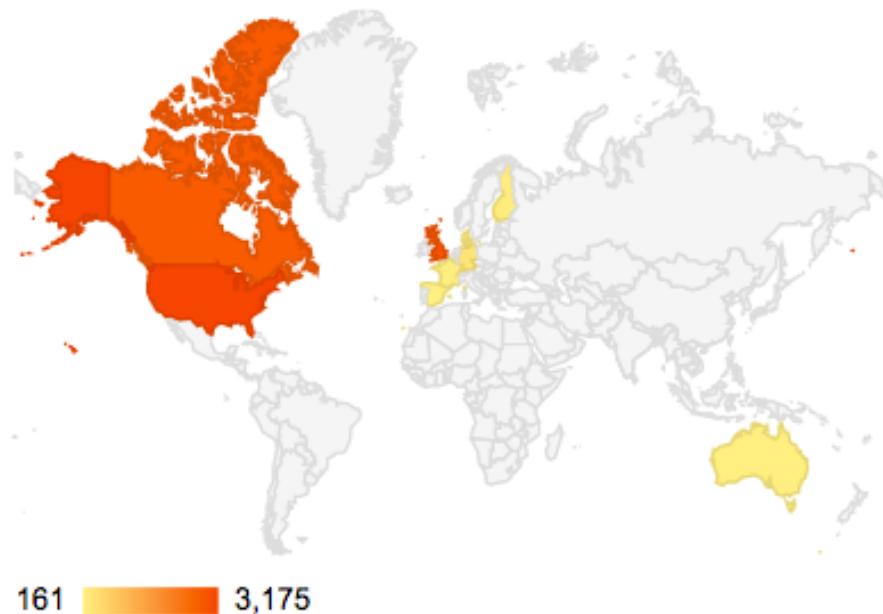
▲ RRS Boaty McBoatface – video explainer



Choose your audience

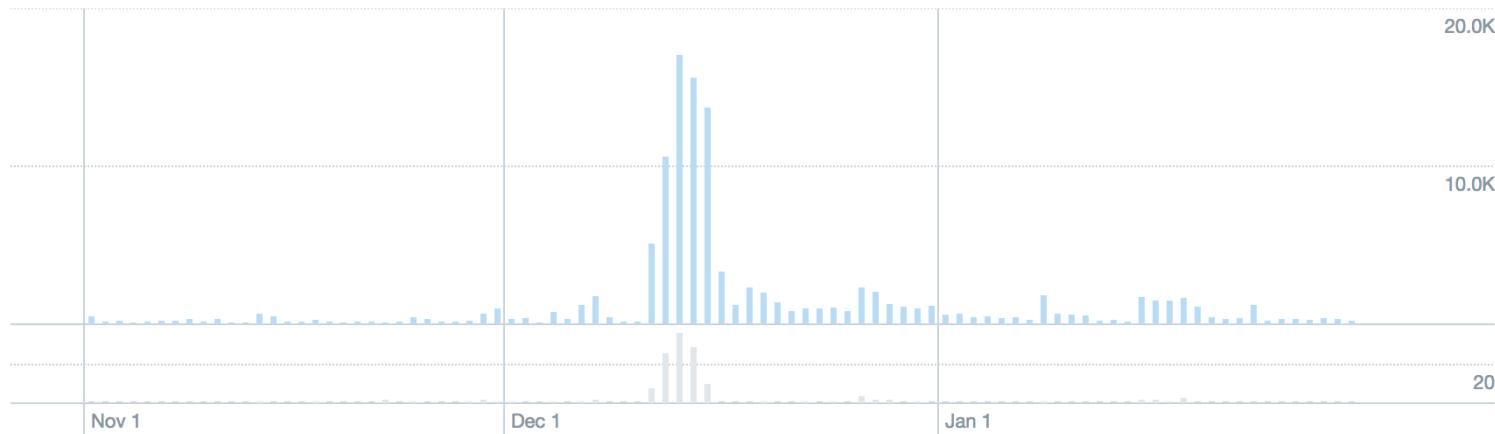
Countries		>
Country	Views	
🇺🇸 United States	3,175	
🇬🇧 United Kingdom	2,910	
🇨🇦 Canada	2,793	
🇩🇪 Germany	380	
🇫🇮 Finland	248	
🇫🇷 France	199	
🇦🇺 Australia	194	
🇩🇰 Denmark	192	
🇨🇭 Switzerland	179	
🇪🇸 Spain	161	

[View All](#)



Build your profile

Your Tweets earned **121.5K impressions** over this **91 day** period



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2015									43	816	396	401
2016	1.2K	533	616	402	726	1.4K	2.2K	2.4K	1.5K	534	1.2K	558
2017	696	934	972	1.1K	597	882	2.3K	1.0K	1.3K	1.0K	910	1.5K
2018	1.2K	802	1.0K	1.2K	666	1.1K	1.1K	916	1.7K	1.3K	1.2K	387

FEWER VIEWS MORE VIEWS



Tweets
749

Following
674

Followers
704

Likes
938

Lists
0

Moments
0

[Edit profile](#)

Team Shrub

@TeamShrub

Exploring how climate change is altering life in the tundra and beyond

Edinburgh and the Arctic

[teamshrub.com](#)

Joined May 2015

274 Photos and videos



Tweets

Tweets & replies

Media

You Retweeted

Janet @InterPlantJanet · 10h

How will #tundra #phenology change in the future? Warmer temperatures may lead to shorter flowering seasons - check out our new synthesis in @NatureEcoEvo - rdcu.be/bdbFK

@WSL_research @usfs_pnwrs @TokeHoye @annebeejay @IslaHMS @CWKopp @Susanna_Venn @ArcticPermafrost



Your Tweet activity

Your Tweets earned 6,206 impressions over the last 28 days

[View your top Tweets](#)

Who to follow

[Refresh](#) · [View all](#)



Nick Smith @nick_greg_s...

[Follow](#)



jeff atkins ✅ @atki...

[Follow](#)



Dagmar Egelkraut @Dag...

[Follow](#)



Find people you know

Import your contacts from Gmail

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate



Team Shrub @TeamShrub · Dec 13

Top 10 Monitoring Needs for the Arctic from Donald McLennan:

1. Marine mammals 🐳
2. Large ungulates 🐂
3. Small mammals 🐾
4. Plant change 🌱
5. Sea ice 🍦
6. Marine invasives 🐚
7. Ocean acidification 🌊
8. Land erosion 🏜
9. Snow ❄️
10. Carbon flux 🔥

#ArcticChange2017

[View Tweet activity](#)

5,909

117

2.0%

Promote

Create and share voices

QIKIQTARUK PERSPECTIVES BY RANGER EDWARD MCLEOD

SEPTEMBER 28, 2017 | GNDASKALOVA | EDIT

Edward McLeod is a park ranger on Qikiqtaruk – Herschel Island from Aklavik, NWT. Here he shares his perspectives on working as a park ranger and the collaboration between the rangers and researchers here on the island.



Monitoring plant phenology plots on Qikiqtaruk

CHANGES ON QIKIQTARUK: PERSPECTIVES FROM RANGER RICKY JOE

AUGUST 14, 2017 | TEAMSHRUB | EDIT

Ricky Joe is a park ranger on Qikiqtaruk – Herschel Island from Aklavik, NWT. Here he shares his perspectives on life in the Arctic, working on the land, and the changes he has observed on Qikiqtaruk.



Rangers Ed McLeod (second left) and Ricky Joe (right) with Team Shrub, Canada Day 2017

Communicate



Team Shrub

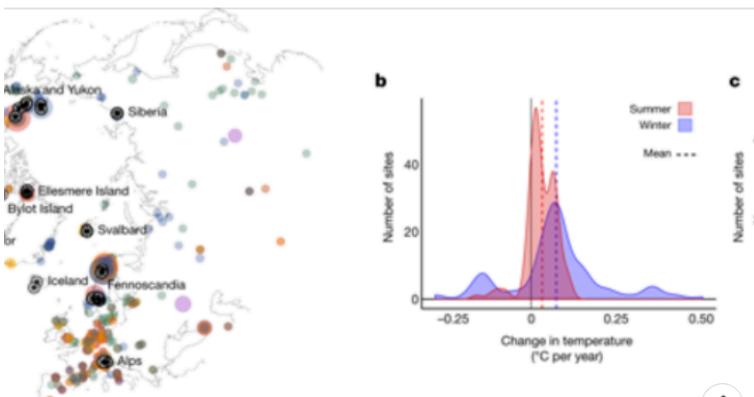
Published by Isla Myers-Smith [?]- September 26 ·

...

Taller plants are taking over the warming tundra biome!

Our findings published today in *Nature* indicate that the traits of tundra plant communities, despite differing along biome-wide climate and soil moisture gradients, are not changing rapidly with warming... except for plant height! This is tundra trait change with global implications.

<http://www.nature.com/articles/s41586-018-0563-7... See More>



NATURE.COM

Plant functional trait change across a warming tundra biome

Analyses of the relationships between temperature, moisture and seven...

3,555
People Reached

1,091
Engagements

Boost Post



New Scientist Live

@newsclive

Following

How can drones and tea bags help us figure out how tundra ecosystems are changing with a warming climate? Find out more about the greening of the Arctic at #NSLive with @TeamShrub - Get your tickets now! Use code FLASH40 for 40% off bit.ly/2PenCPj



1:00 AM - 29 Aug 2018

11 Retweets 32 Likes



Comment 11 Heart 32 Share

Thank you!

For more information... <https://teamshrub.com/>



@TeamShrub



#TeamShrub



teamshrub.com

