WHY YOU SHOULD TAKE SOCIAL NETWORKS INTO…
ACCOUNT

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2 OPTIONS

SOCIAL NETWORKS FOR SCIENTISTS

SOCIAL NETWORKS FOR... EVERYBODY

Twitter   Google+   LinkedIn   Academia.edu

ResearchGate   Mendeley   Facebook

SOCIAL NETWORKS FOR SCIENTISTS

MENDELEY

Showcasing your work

Connect with colleagues, peers or classmates to follow their research output. Showcase your published research to millions around the world.

ResearchGate

Recruit researchers

Advance your research

Discover scientific knowledge, and make your research visible

Join 36,420,867 Academics

Academia is the easiest way to share papers with millions of people across the world for free. A study recently published in *PLOS ONE* found that papers uploaded to Academia receive a 69% boost in citations over 5 years.

8+ GOOGLE SIGN UP

f FACEBOOK SIGN UP

SOME DEBATE...

Open Access Meets Discoverability: Citations to Articles Posted to Academia.edu

Abstract

Using matching and regression analyses, we measure the difference in citations between articles posted to Academia.edu and other articles from similar journals, controlling for field, impact factor, and other variables. Based on a sample size of 31,216 papers, we find that a paper in a median impact factor journal uploaded to Academia.edu receives 16% more citations after one year than a similar article not available online, 51% more citations after three years, and 69% after five years. We also found that articles also posted to Academia.edu had 58% more citations than articles only posted to other online venues, such as personal and departmental home pages, after five years.

http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0148257

Academia, Not Edu

And if the network is to turn a profit, that profit has a limited number of means through which it can be generated: either academics who are currently contributing their work to this space will have to pay to continue to access it, or the work that they have contributed will somehow be mined for sale, whether to advertisers or other interested parties. In fact, Academia.edu's CEO has said that "the goal is to provide trending research data to R&D institutions that can improve the quality of their decisions by 10-20%." Statements like this underwrite

A social networking site is not an open access repository

	Open access repositories	Academia.edu	ResearchGate
Supports export or harvesting	Yes	No	No
Long-term preservation	Yes	No	No
Business model	Nonprofit (usually)	Commercial. Sells job posting services, hopes to sell data	Commercial. Sells ads, job posting services
Sends you lots of emails (by default)	No	Yes	Yes
Wants your address book	No	Yes	Yes
Fulfills requirements of UC's OA policies	Yes	No	No

http://osc.universityofcalifornia.edu/2015/12/a-social-networking-site-is-not-an-open-access-repository/

SOCIAL NETWORKS FOR... EVERYBODY

SOCIAL SITES EXPLAINED

FACEBOOK
I like donuts

TWITTER
I'm eating a #donut

INSTAGRAM
Here's a photo of my donut

LINKEDIN
My skills include donut eating

"You don't actually have to be on social media"

"You don't want to force it"

GENERAL ADVICE

DECIDE ON YOUR MISSION

THEN

SELECT THE TOOL
(1 is enough, do not waste your energy and do not be too ambitious)

GENERAL ADVICE

PERSONAL BRANDING

"**Personal branding** describes the process by which **individuals** and entrepreneurs **differentiate** themselves and stand out from a crowd by identifying and articulating their **unique** value proposition, whether **professional or personal.**"

GIVE PEOPLE A REASON TO FOLLOW YOU AND READ YOUR STUFF

GENERAL ADVICE

MAKE A PLAN OF YOUR ONLINE ACTIVITY

It can't be "on and off"

GENERAL ADVICE

TAKE IT SERIOUSLY (BUT HAVE A FRIENDLY APPROACH)

IT IS A TIME CONSUMING ACTIVITY

IT IS A (VERY) SLOW PROCESS

GENERAL ADVICE

BE WARM

Check for updates

Gaining trust as well as respect in communicating to motivated audiences about science topics

Susan T. Fiske and Cydney Dupree

Article	Figures & SI	Info & Metrics		PDF

Gaining trust as well as respect in communicating to motivated audiences about science topics

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| Article | Figures & SI | Info & Metrics | PDF |

perceived high-competence but low-warmth, "envied" professions included lawyers, chief executive officers, engineers, accountants, scientists, and researchers. Being seen as competent but cold might not seem problematic until one recalls that communicator credibility requires not just status and expertise but also trustworthiness (warmth). Other research indicates the risk from being enviable. Turning to a case study of scientific

GENERAL ADVICE

DO NOT EXAGGERATE WITH SELF-PROMOTION

GENERAL ADVICE

MORE PEOPLE, FEWER INSTITUTIONS

BEHIND THE SCENES

STORIES, GOALS, PROBLEMS, RESULTS, VISIONS, OPINIONS

GENERAL ADVICE

DIVERSIFY THE CONTENT

GENERAL ADVICE

DON'T FORGET ABOUT THE VISUAL STUFF (VIDEOS, IMAGES, LINKS...)

GENERAL ADVICE

KEEP YOUR PRIVATE AND PUBLIC PERSONAS SEPARATED (?)

GENERAL ADVICE

IF YOU WANT TO TALK WITH GENERAL AUDIENCE… BE CREATIVE!!

THE TONE OF VOICE

Define Your Social Media Voice

YOUR AUDIENCE
Demographics?
Location?
Occupation?

YOUR LANGUAGE
Casual?
Professional?
In-between?

Your Social Media Tone

YOUR TONE
Cheerful?
Serious?
Concerned?

YOUR PURPOSE
To Instruct?
To Inform?
To Entertain?

CoSchedule

Scientists are fostering public trust on social media, one selfie at a time

A new study finds empirical evidence that #ScientistsWhoSelfie is an effective communication tool
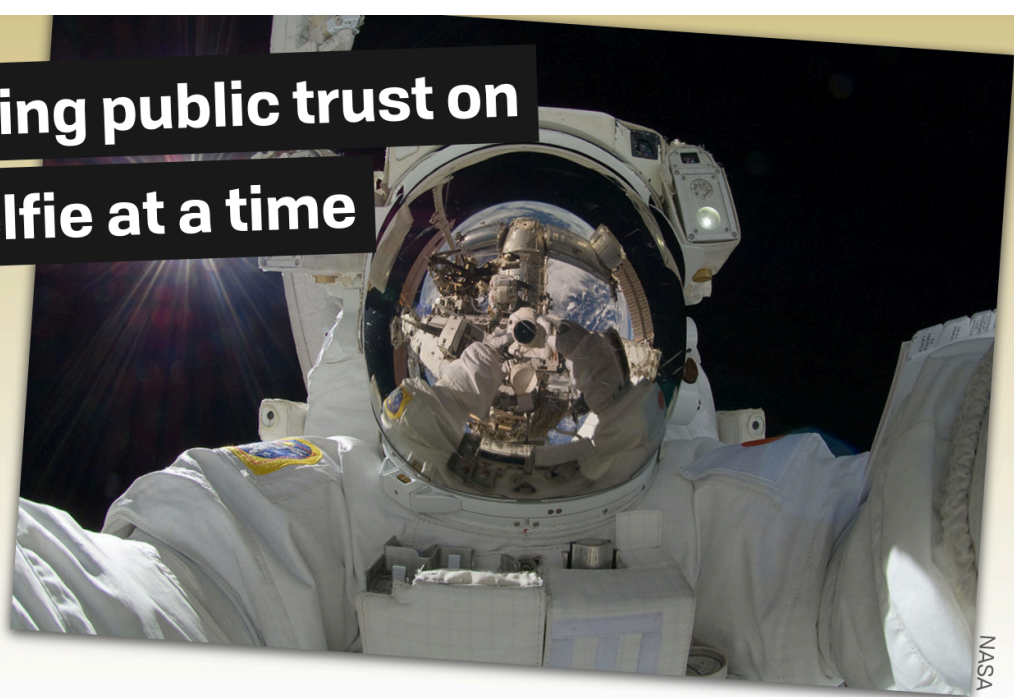
Farah Qaiser
Molecular Genetics
University of Toronto

May 6, 2019   💬 2 peer comments

NASA

Using selfies to challenge public stereotypes of scientists

Paige Brown Jarreau ✉, Imogene A. Cancellare, Becky J. Carmichael, Lance Porter, Daniel Toker, Samantha Z. Yammine

Article	Authors	Metrics	Comments	Media Coverage
⌄				

Abstract

Introduction

Background and literature review

Research questions and hypotheses

Materials and methods

Results

Discussion
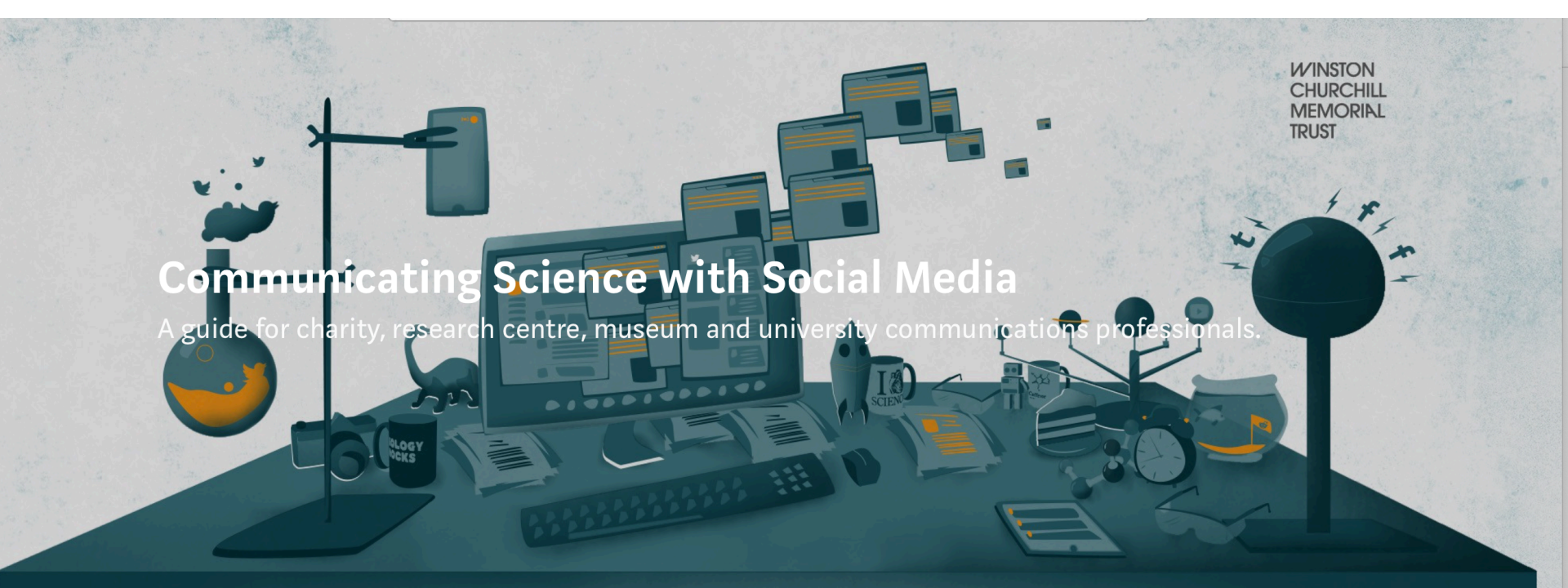
Supporting information

Abstract

In an online Qualtrics panel survey experiment (N = 1620), we found that scientists posting self-portraits ("selfies") to Instagram from the science lab/field were perceived as significantly warmer and more trustworthy, and no less competent, than scientists posting photos of only their work. Participants who viewed scientist selfies, especially posts containing the face of a female scientist, perceived scientists as significantly warmer than did participants who saw science-only images or control images. Participants who viewed selfies also perceived less symbolic threat from scientists. Most encouragingly, participants viewing selfies, either of male or female scientists, did not perceive scientists as any less competent than did participants viewing science-only or control images. Subjects who viewed female scientist selfies also perceived science as less exclusively male. Our findings suggest that self-portraiture by STEM professionals on social media can mitigate negative attitudes toward scientists.

Figures

https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0216625

https://medium.com/communicating-science-with-social-media