ASPIRE to Connect: Building Professional Relationships
Josh Fessel, MD, PhD
Twitter: @JoshFessel
12 March 2018
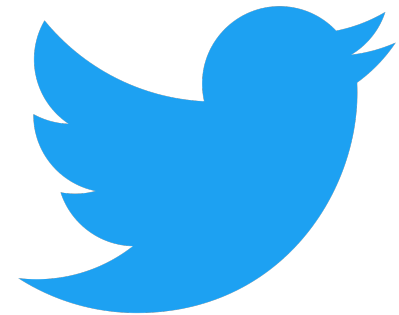
Science and Social Media: Lessons & Reflections from an 18 Month Twitter Experiment (n = 1)

What We'll Try to Cover

- Quick social media intro

- How you can help yourself

- How you can hurt yourself

- Emerging topics

- RCR-type issues

Social Media (SoMe)

- Facebook

- Twitter

- Instagram

- LinkedIn

- ResearchGate

- Many, many others

How Do They Differ?

- Types of interactions/posts

- Tone

- User base

- Accessibility to users and non-users

Why Bother With Twitter or *Any* Social Media?

- Exposure
  - Highly tweeted articles *eleven times* more likely to be highly cited (?cause vs. recognition, see PMID 22173204)
- Connections
  - Direct line to scientists you'd otherwise never meet
- Community
  - Can be a great source of input, support, critique, collaboration
- Network
  - Your future mentor/employer may be on SoMe

Why Twitter, Specifically?

Image from Jacquelyn Gill (@JacquelynGill)
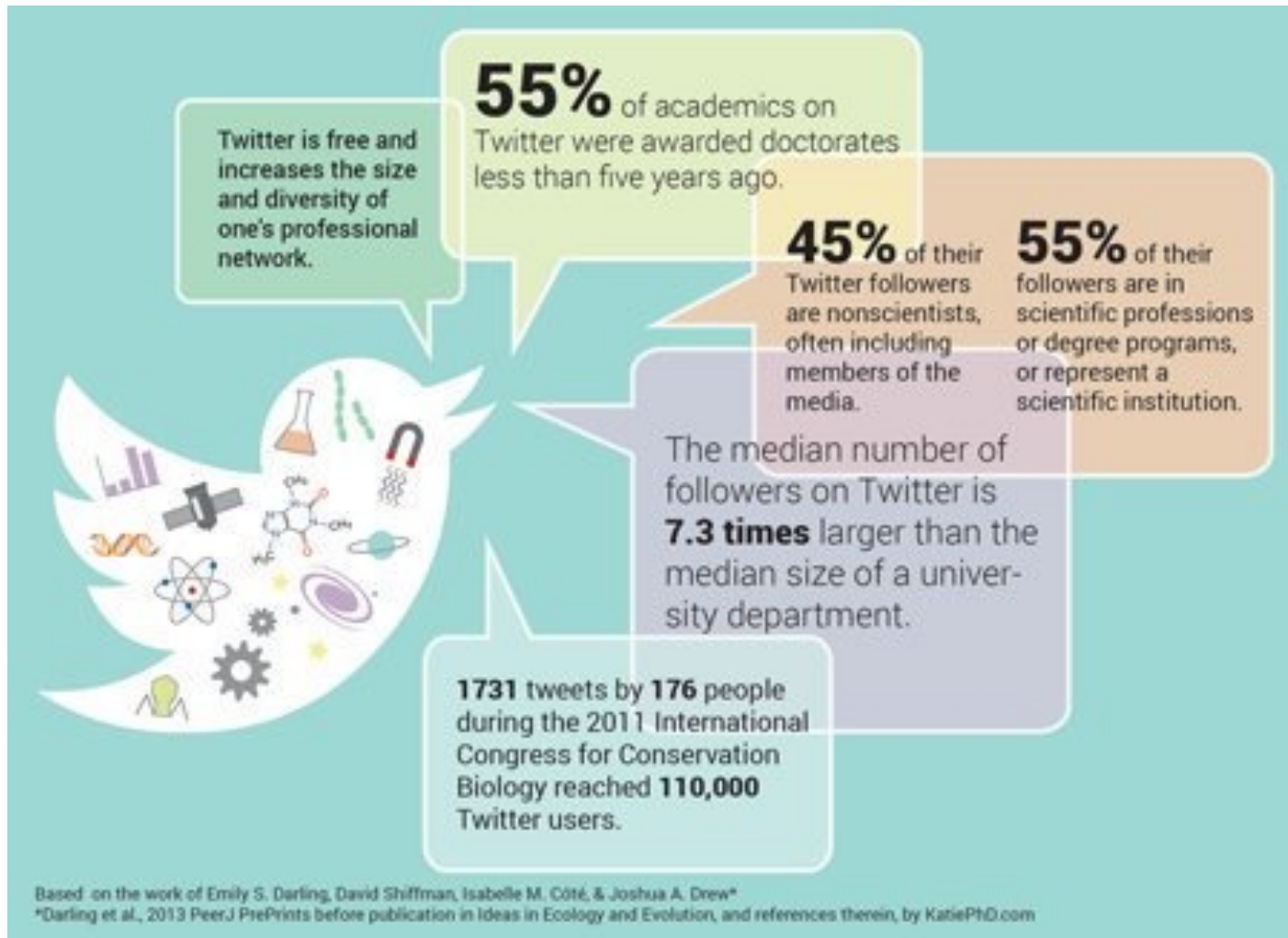
Reach = Power

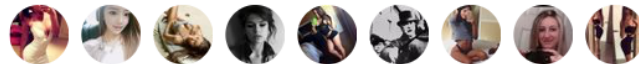**Donald J. Trump** ✔
@realDonaldTrump

Follow

Based on the tremendous cost and cost overruns of the Lockheed Martin F-35, I have asked Boeing to price-out a comparable F-18 Super Hornet!

2:26 PM - 22 Dec 2016

14,591 Retweets **60,819** Likes

💬 11K   🔁 15K   ♡ 61K

Lockheed Martin lost 2% of its value in under 24 hours following this tweet. That amounted to almost ***$1.5 billion***. (Source: IVN Jan 27, 2017)

The Experiment

- To procrastinate while writing a grant, decided to try out Twitter

- Minimum of one year

- Focus on science and scientists

- Started by limiting myself to one tweet daily

  - Will talk about why that doesn't work

- All promoted tweets blocked

Ways to Make It Work

- Actively network
  - Reference others
  - Promote to be promoted
- Picture = 1000 words
- DON'T BE A TROLL!
- Topics/hashtags
- Cross platform connections
- Timing

Active Networking

Picture = 1000 Words

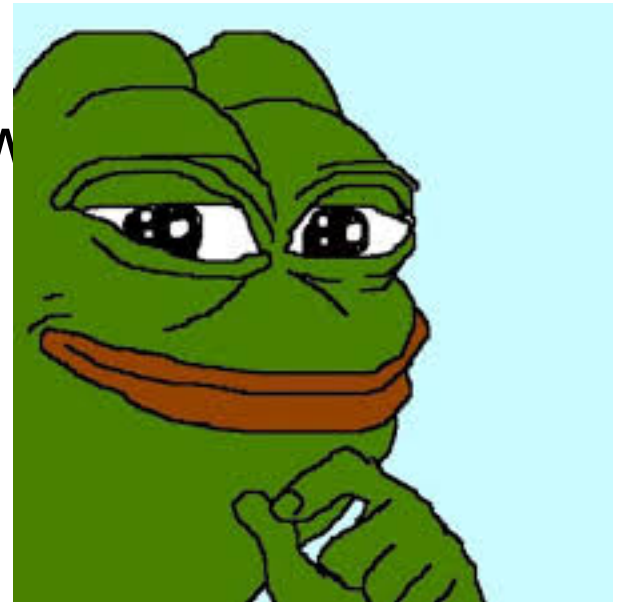- Picture vs. GIF vs. video

- Pictures you take may be geotagged

- Pictures you find should be properly attributed

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Timing

- People's social media use varies through the day

- A lunchtime or evening tweet/post might get seen more

- Consider retweeting/re-posting stuff at opportune times or multiple times

- If you want to nerd out on this, there are ways to extract analytics

Unanticipated Benefits

- Easie... ...e of scien...
- Awa... ...elds
- Unex...
- Lear... ...deep and ...
  - Cha... ...s in aca...
  - As ...

Gina Baucom @gbaucom · Following

Seeking info for a talk: what's the crappiest thing you've heard said about a woman academic? (No names, pls RT).

6:32 AM - 7 Jun 2017

704 Retweets 362 Likes

883 · 704 · 362

Tweet your reply

Gina Baucom @gbaucom · Jun 7
Replying to @gbaucom
I'll start -- "She got the job because the men wanted to f--k her and the women weren't threatened by her"

5 · 10 · 65

Gina Baucom @gbaucom · Jun 7
Another "I won't hire women post-docs bc they will have babies"

11 · 12 · 82

Things to Consider and Remember

- The Internet **never forgets**
- The Internet is public and searchable
- Pseudonym vs. real name
- All business vs. mix vs. personal
- Employers *will* Google you/look you up
- So will students, postdocs, employees, patients….
- Consider the "optics"

How You Can Get Into Trouble

- Offensive words/images
    - On purpose or by accident
- Incomplete information
- Misunderstanding
- Surprise visibility
- Drunk tweeting/posting (seriously)
- Many, many others….

To Pseud or Not to Pseud?

A Couple of Cautionary Tales

- The dating website profile that wouldn't die

- The unfortunate Facebook profile pic

- "So proud of my baby girl!"

- "Remember this? LOL!"

- Mistaken identity (aka, the IMDB incident)

- And so on….

So, Is It Worth It?

- For me, yes

- Met lots of new colleagues

- Learned about things I never knew existed (e.g., preprints)

- MUCH more aware of important social issues

- Developed new professional opportunities

- Have "attended" conferences virtually

- Have come to think that some social media savvy will be required for scientists

How This Might Evolve

- Social media as a factor in tenure and promotions decisions
    - "favorable recognition within their discipline and at a national level"
    - In the age of SoMe, this can be quantified (in a way that doesn't involve grant $$$)
- Real time discussions
- Open science
- Subject recruitment
- Other opportunities are constantly popping up

Real World Summary

Academic Twitter Etiquette 101
Version 1, by Sabah Ul-Hasan (@s_ulhasan) October 2017
Credits: Hao Ye (@Hao_and_Y), Christine Liu (@christineliuart), Tayler SantaMaria (@itatiVCS)

At a Conference? (live tweeting)

- Are there already social media guidelines (i.e. @ESA_org 2017)?

- If not, pose one for a future conference code of conduct.
- If not, ask the session chair or moderator for clarification.

- Always give credit where due.
- Ensure a poster presenter or speaker is comfortable with pictures taken and/or tags.

- Be aware of Tweet pacing out of courtesy to other attendees or followers of your personal account.

Tagging and Commenting

- Are your tags and who you follow biased? (i.e. gender gap)

- Avoid comments of only tags or hashtags, it reads as spam.
- Be mindful of automatic tags in each thread comment or reply.

- Retweet people who respond to extend their reach and keep them in the conversation.

- Maintain professionalism, but don't be afraid to call out ignorant or false statements.
- Note the tone when addressing professors versus undergraduates and mind Tweet permanency.

Original Content

- Compose easily retweetable content and untag as a courtesy.
- For example, instead of Tweets with usernames pose a question for open and inclusive input.

- Avoid spill-over Tweets or note (1/n).

- Compose publication Tweets with credit to the author(s) and journal.
- A publication Tweet with the key figure can also extend reach.

- Incorporate commonly-used hashtags for the topic of interest your field and/or time of the year.

Resources
Priego (@ernestopriego), 2013
Bik (@hollybik) and Goldstein (@MiriamGoldste), 2013
Barretta (@angiabar), 2014
Scoble (@paraphyso), 2015
The Guardian (@guardian)
PLOS Biology (@PLOSBiology)
eCampusNews (@ecampusnews)
The Online Academic on WordPress (@wordpressdotcom)

Ethical and Legal Issues in Sci Comm

- Attribution

- Image & likeness utilization

- Public disclosure

- For whom do you speak?

- THE INTERNET NEVER FORGETS

- Discourse on social media

- Actionable information

- HIPAA

Self-Care and Social Media

- Take deliberate breaks

- Nuance is nearly nonexistent online

- Anonymity can bring out the worst in some people

- Some people just want to watch the world burn

- SoMe is deliberately designed to keep you coming back for more

- Pocket friends (and pocket enemies)

A Word on Blogs

- Do you need one?

  - Some folks (e.g., DrugMonkey, Chemjobber) have gotten pretty well known for their blogs

- Edge for Scholars

  - Can post and comment without actually maintaining your own blog

  - I got a writing gig through Edge

- All the same issues apply

- Remember to watch the comments!

Web Presence

- You should have a website

  - Full disclosure: I don't have a website

- Your website should look good

- Consider the goals of the website

  - Visibility

  - Recruitment

  - Communication

Common Website Mistakes

- WAAAAAY out of date

- Multiple conflicting websites

- No template

- Too much text

- Empty sections

- Broken links

- Looks like no one ever actually looked at it

Points to Remember

- You WILL be judged on your website

    - If you can't make a good one, don't make a bad one

    - Consider hiring a pro

- Your website should reflect your lab and you

- Your website should be honest

Keep Talking!