

Build Your Online Presence as a Scientist

NCI Center to Reduce Cancer Health Disparities

HOW TO
BUILD YOUR ONLINE PRESENCE
AS A **SCIENTIST**



NCI PAVES – TUESDAY, APRIL 25

PRESENTED BY:
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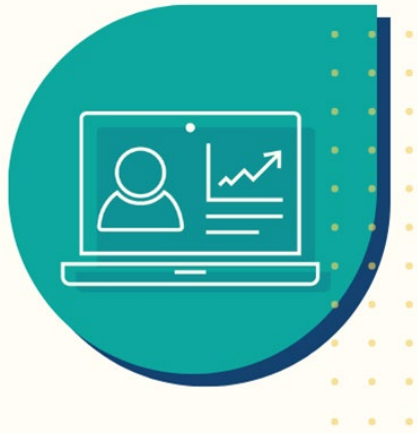
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Learning Objectives



1. Assess needs to identify a **professional niche** for your social media presence as a scientist
2. Learn how to **create and implement** a social media strategy for your professional brand based on best practices
3. Suggestions for **setting goals** for your social media and outlining steps to work toward them

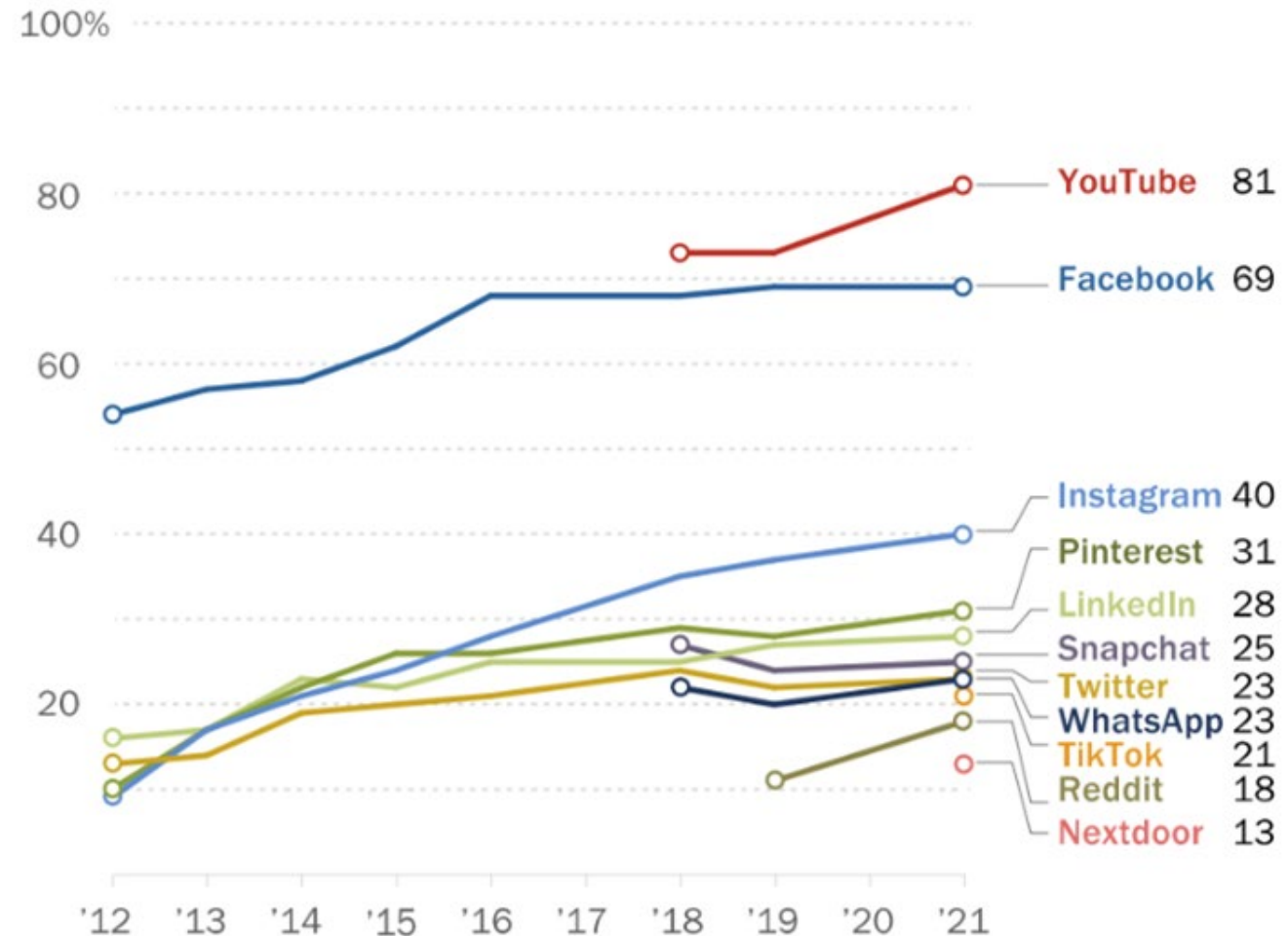
Social Media Snapshot



What are the most popular social media platforms?

“Roughly seven-in-ten Americans say they ever use any kind of social media site – a share that has remained relatively stable over the past five years,” according to a 2021 Pew Research Center survey of U.S. adults.

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

“Social Media Use in 2021”

PEW RESEARCH CENTER

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
Total	81	69	40	31	28	25	23	23	21	18	13
Men	82	61	36	16	31	22	25	26	17	23	10
Women	80	77	44	46	26	28	22	21	24	12	16
White	79	67	35	34	29	23	22	16	18	17	15
Black	84	74	49	35	27	26	29	23	30	17	10
Hispanic	85	72	52	18	19	31	23	46	31	14	8
Ages 18-29	95	70	71	32	30	65	42	24	48	36	5
30-49	91	77	48	34	36	24	27	30	22	22	17
50-64	83	73	29	38	33	12	18	23	14	10	16
65+	49	50	13	18	11	2	7	10	4	3	8
<\$30K	75	70	35	21	12	25	12	23	22	10	6
\$30K-\$49,999	83	76	45	33	21	27	29	20	29	17	11
\$50K-\$74,999	79	61	39	29	21	29	22	19	20	20	12
\$75K+	90	70	47	40	50	28	34	29	20	26	20
HS or less	70	64	30	22	10	21	14	20	21	9	4
Some college	86	71	44	36	28	32	26	16	24	20	12
College+	89	73	49	37	51	23	33	33	19	26	24
Urban	84	70	45	30	30	28	27	28	24	18	17
Suburban	81	70	41	32	33	25	23	23	20	21	14
Rural	74	67	25	34	15	18	18	9	16	10	2

Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

“Social Media Use in 2021”

Why should scientists use social media?

Be part of the conversation — interact with others in your field and with the **general public**.

Social media facilitates **two-way interactions**, and “allows information to proliferate within an electronic community.”

54% of people get their **government news** from social media.*

Finding your niche

Social media is all about **sharing** — what do you want to share as a scientist?

To identify your niche, ask a few starting questions:

- Where do you go for news and information online?
- What type of content do you want to share?
- Who is your target audience and where are they online?
- Who are you trying to network with?

Professional

Entertainment

LinkedIn

- Popular for working adults with college +
- Career oriented
- Job posting
- Write Blogs
- Join Groups

Twitter

- Short messages
- Sharing news & articles
- Engaging in Twitter
- Chats
- Search content using Hashtags

Youtube

- Popular for longer-form videos
- Find how to's & resources
- Watch interviews & webinars

Facebook

- Most popular social network for users aged 35-44
- Communicating with personal, close connections
- Manage who sees your content in privacy settings

Instagram

- Visual-based, popular for sharing photos & videos
- Good for creating a space for a specific topic or to showcase milestones in your career

Build your brand by establishing your voice

Developing your own voice allows you to clearly communicate about what you specialize in (your field) and what you care about (values and interests).

A consistent voice communicates your point of view and lets your audience know what to expect from your posts.

This consistency and your unique perspective builds your professional brand.

Crafting Your Strategy

Learn how to create and implement a social media strategy for your professional brand based on best practices

Keep your career goals in mind

Everything you do online, whether it be posting, liking, sharing, or messaging, reflects on you professionally.

Personal vs. professional

- Consider having public and private accounts

Think twice before sharing

- Does this post/ re-tweet/ re-share support my image?

What are your long-term career goals?

- Some industries are more social media-friendly
- Some industries prefer low social media profiles
- Government and defense industries most likely will review social media accounts from applicants

Best practices for safety, privacy & well-being online

Safety

- Avoid sharing your **location**
- Don't share **personal info** (ex: phone number, address)

Privacy

- If you want to create a **public account**, know you are sharing your identity
- Think about what is being **shown** in your posts?
 - Is there a credit card on your desk? Unpublished lab notes?
- Be aware of your university/ employer's policies

Handling criticism or harassment

- Sometimes it is best to **ignore** a comment
- Is the comment posted in a constructive way? Or, is it intended to **instigate negativity**?
- Report **harassment or hate speech** to the platform

Strategies to build your online presence

Post regularly

- Regularity depends on you – just commit to a schedule, whether it's daily, twice a week, weekly, etc.

What to share

- Accomplishments: awards, recognitions
- Research: publications, conference presentations, photos at conferences
- Videos: speeches, panels, interviews
- Keep it visual. Use photos, graphics, gifs

Repurpose others' content. Share:

- From established scientific organizations, the NIH, leaders in science, your university, alumni association, etc.
- Posts you are tagged in, other people's posts you want to highlight

Getting your message across

Use storytelling to connect with your audience.

Speak in your own voice and share your unique perspective.

Tailor messages that are both emotive and fact-based.

Place your research in the context of people.

2014 Ice Bucket Challenge



187%

increase in
research
funding for
ALS Association

Collaboration & community

Follow/connect with people in your community of interest to find collaborators.

Social media is particularly helpful to reach and support younger mentees.

Use to help recruit for job and internship positions.

Networking Toolbox

Specialized Interest Networks:

- [Research Gate](#)
- [NRMN](#) (National Research Mentoring Network)
- [ORCID](#) (Open Researcher and Contributor ID)

General Interest Networks:

- **LinkedIn:** Professional, career and business oriented.
 - Groups, Blogging
- **Twitter** - Very public
 - Hashtags, Lists, and Tweet Chats



LinkedIn

Best practices

Establish a professional online presence

Building your LinkedIn profile

Use a **high quality headshot** for your photo

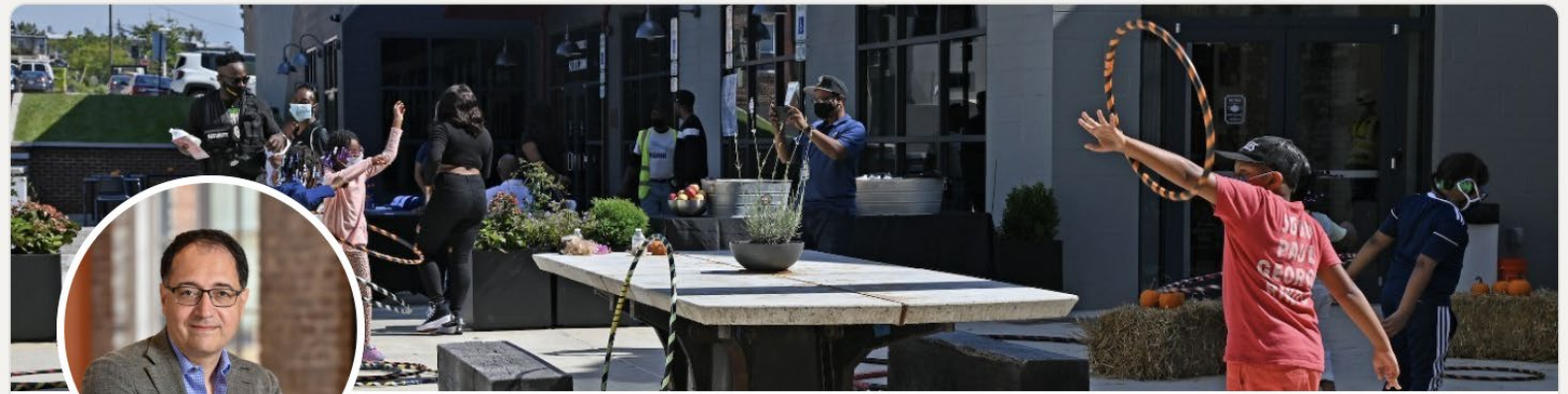
Write an **engaging** headline

Provide a **succinct** “about” section

Include **keywords** for recruiters (look up jobs, use those in profile)

Examples: incorporating broad terms like “research” and more specific terms related to your area of study like “biochemistry,” “artificial intelligence,” “model organism” will help you stand out

LinkedIn profile example



Dr. Payam Sheikhattari · 1st
Professor and Director at Morgan State University
Baltimore City County, Maryland, United States · [Contact info](#)
500+ connections

 Morgan State University
 Johns Hopkins Bloomberg
School of Public Health

About

I am cross-trained in epidemiology, public health, and medicine with over 18 years of international experience working as a practitioner, researcher, trainer, administrator, and technical advisor. I have managed large research and health projects with documented evidence of success. I have worked on numerous assignments as a technical expert in: monitoring and evaluation (M&E), capacity development, strategic planning, gender analysis, quality management, and behavioral change communication (BCC) program design and implementation. My areas of expertise are: health promotion, disease prevention, reproductive health, mental health, and emergency management and response. I have done research and served as an international consultant in over 20 countries. I am fluent in three languages (English, Farsi, and Kurdish) with working knowledge of Arabic and Turkish.

LinkedIn profile example

Listing your articles



Gabriela Chavira

Student Training Core Director at BUILD PODER, National Institutes of Health (Office of Extramural Research)

Publications

"I definitely feel like a scientist": Exploring science identity trajectories among Latinx students in a critical race theory-informed undergraduate research experience program

Infant and Child Development · Jan 31, 2023

Show publication

The current study investigated science identity development among Latinx university students selected for a critical race theory (CRT)-informed undergraduate research experience. Twenty students (12 female, 8 male; M ...see more

Other authors



Evaluating mentorship programs: Survey items for improving student affairs practice

Journal of College Student Development · Apr 1, 2022

Show publication

In this Research in Brief, we draw on our experiences evaluating a program that uses critical race theory to improve faculty-student mentoring. We share survey items from the quantitative portion of the evaluation, which € ...see more

Other authors



Science identity among biomedical science Latinx majors: The role of a critical race theory-informed undergraduate research experience

CBE-Life Sciences Education · May 1, 2021

Show publication

Leverage LinkedIn as a professional networking tool

LinkedIn is like a **resume that can be viewed 24/7**.

- Share your accomplishments
- Highlight publications and news coverage

Keeping your profile up-to-date helps to tell the story of your career.

Following the right people and organizations and joining groups can also help you find news and research, funding opportunities, jobs and webinars to increase your knowledge.

Connecting with people in your field on LinkedIn allows you to stay in touch with them long term.

Examples of what to share on LinkedIn

Ayanna Culmer-Gilbert · 1st
Graduate Student at Indiana University Bloomington
1mo · 🌐

Last week I presented research at the fall ACS conference. It was my first time giving a talk at an in-person conference and it was an amazing experience!



ACS
Chemistry for Life®
AMERICAN CHEMICAL SOCIETY

PROUD TO BE A CHEMIST

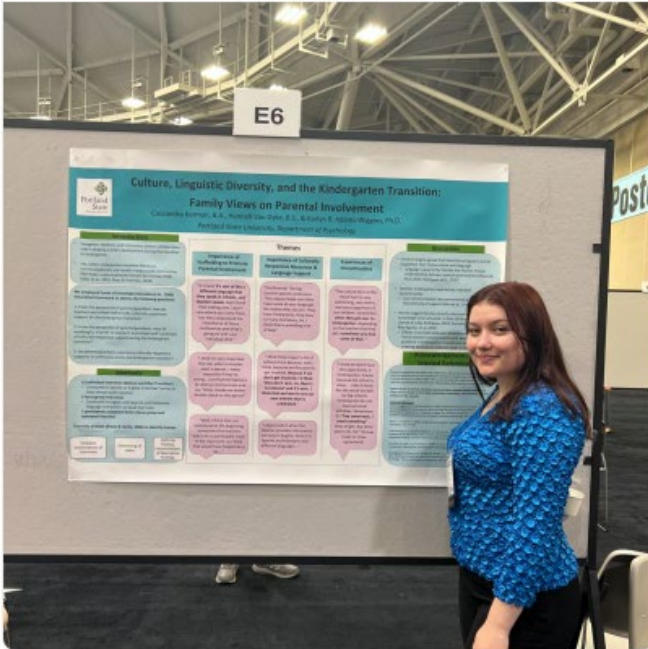
You and 85 others
2 comments · 3 shares

Karlyn Adams-Wiggins · 1st
Assistant Professor at Portland State University
2mo · 🌐

Congrats to **BUILD EXITO** and **Portland State University** alum **Cassandra Michaela Korman** for an excellent job with this national level presentation at APA. Thanks to c ...see more

Cassandra Michaela Korman (She/Her) · 1st
2mo · 🌐

Excited to share that I presented my **#research** & first official scientific poster as a first-time attendee at the **American Psychological Association 2022** con ...see more



E6

Culture, Linguistic Diversity, and the Kindergarten Transition:
Family Views on Parental Involvement
Cassandra Korman, B.S., Hannah Van Dine, S.J., & Karlyn A. Adams-Wiggins, Ph.D.
Portland State University, Department of Psychology


You and 8 others
3 comments

Beatriz Panariello · 1st
DDS, MSc, PhD
5d · 🌐

I am honored to be part of the authors of this excellent paper coming out today.

Here we studied the encapsulation of curcumin in polymeric nanoparticles (NPs) using polycaprolactone (PCL) as a polymer and performed Antimicrobial Photodynamic Therapy on a periodontopathogenic biofilm. Curcumin-NPs showed antimicrobial activity and are not cytotoxic.

Cheers to **Caroline Coradi Tonon**, **Simone Duarte** and all our team for the publication! **#teamwork #research #dentistry**

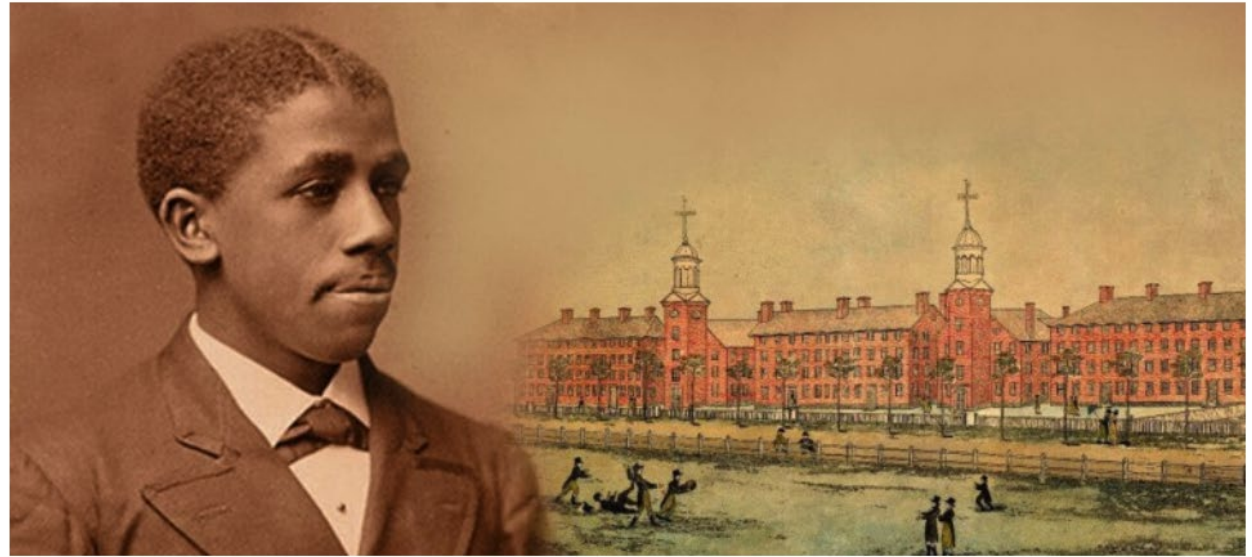


Effect of Curcumin-loaded Photoactivatable Polymeric Nanoparticle on peri-implantitis-related...
sciencedirect.com · 1 min read

14
3 comments · 2 reposts

LinkedIn blogging

“My mentee [Sierra A. Nance](#) and I wrote this article almost 5 years ago and we struggled to get it published. The power of [#socialmedia](#) is that we can leverage digital platforms to spread positivity, so here we are publishing it ourselves for the [#linkedincommunity](#).”



Portrait of Edward Bouchet and lithograph of early Yale College campus. Courtesy of Yale University. Via [uniquecoloring.com](#)

Meet America's First Black Ph.D. Scientist Who Turned Opportunity Into Academic Success - Edward Bouchet



Bryan A. Wilson, Ph.D., M.B.A
Medical Affairs Executive Director at Genentech

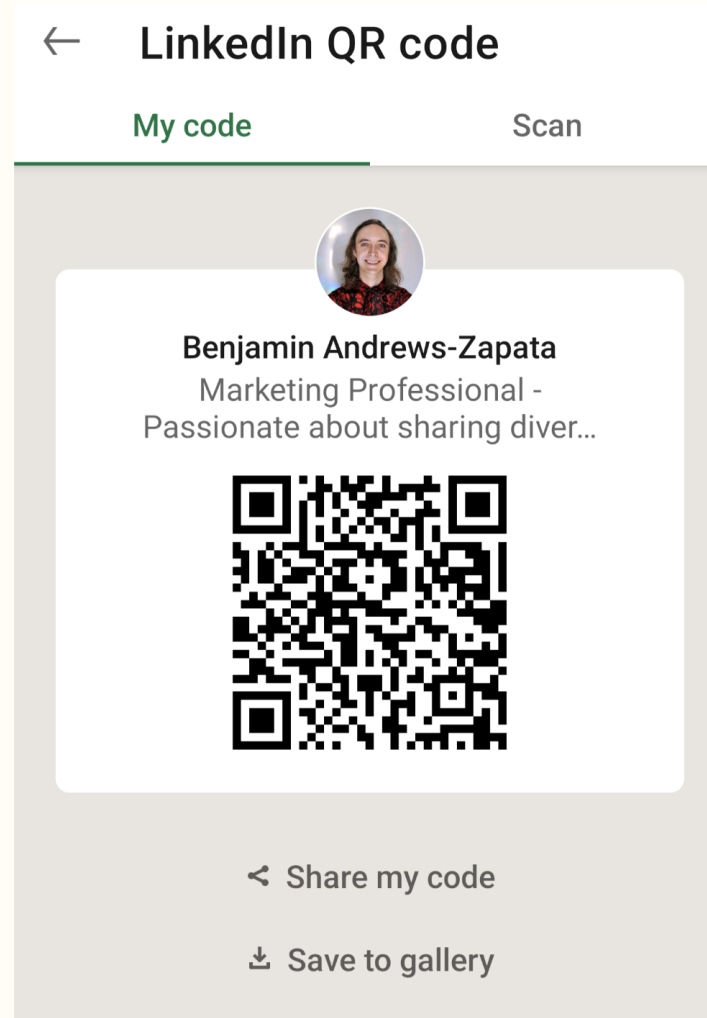
2 articles

✓ Following

February 27, 2023

LinkedIn Profile QR code

Tip: Use the LinkedIn app to pull up a QR code with your profile to scan and add people to your network in person at events like conferences.



To access the QR code:

- Open **LinkedIn app**
- Tap on the search bar at the top
- Tap the square icon in the upper right corner to bring up your QR code.
- Tap "Scan" to scan someone else's QR code and add them to your network



Twitter

Best practices

Sharing your research and finding community

Science sharing

Twitter provides unique benefits for science professionals due to its very **public and interactive** format.

The **micro-blog** style of content allows for fast information sharing to a wide audience and tools like hashtags to find conversations to join.

Sharing your research

- Articles promoted on Twitter are more likely to be cited*
- Use open-access links for manuscripts
- Track clicks with a vanity url (bit.ly)

Anatomy of a Tweet

- 280 characters max
- @mentions
- #hashtags
- Hyperlinks
- Media

Author



@mention

#hashtag

Hyperlink

Media (image)



Alt text

Tags


Mentions

- Using the “@” symbol and a Twitter username allows you to mention or tag another user in your tweet
- Avoid placing this at the very front of your tweet, as that will become a reply to that specific user


🔄 You Retweeted

 **NIGMS** 
@NIGMS

An NIGMS-supported U-RISE program for undergrads at [@RITtigers](#) aims to increase representation of scientists who are deaf and hard of hearing in research careers. In our latest [#Biomedic](#) program’s trainees share their experiences.




ALT

 **RIT** 
@RITtigers

Rochester Institute of Technology. Home to leading artists, creators, entrepreneurs, innovators & researchers. 19,000 students & 140,000 alumni strong.

1,762 Following **23.3K** Followers

 Followed by Deaf Health Lab at RIT, CLIC (CTSA Program), and 10 others you follow

 RIT Liberal Arts and RIT/NTID

Accessibility

- Alt text provides a description of the image for users that have low vision or are blind
- Closed Captions provide captions that can be read by users that are deaf or hard of hearing

The screenshot shows a tweet from NIGMS (@NIGMS) with a blue verification checkmark. The tweet text reads: "An NIGMS-supported U-RISE program for undergrads at @RITtigers aims to increase representation of scientists who are deaf and hard of hearing in research careers. In our latest #BiomedicalBeat post, two of the their experiences. bit.ly/3F9rlKx". Below the text is a promotional image for a blog post. The image features two young women standing in front of a dog, with one person kneeling. The text on the image reads: "Launching Biomedical Careers for Students Who Are Deaf and Hard of Hearing" and "NIGMS Biomedical Beat blog". The NIH logo and "National Institute of General Medical Sciences" are also visible in the top right of the image. An "Image description" overlay is positioned over the image, containing the text: "Image description", "Five people standing behind one dog and one person kneeling in front. Text reads: Launching Biomedical Careers for Students Who Are Deaf and Hard of Hearing -NIGMS Biomedical Beat blog", and a "Dismiss" button. Below the image, there is an "ALT" label and the text "RIT Liberal Arts and RIT/NTID".

NIGMS @NIGMS

An NIGMS-supported U-RISE program for undergrads at @RITtigers aims to increase representation of scientists who are deaf and hard of hearing in research careers. In our latest #BiomedicalBeat post, two of the their experiences. bit.ly/3F9rlKx

Image description

Five people standing behind one dog and one person kneeling in front. Text reads: Launching Biomedical Careers for Students Who Are Deaf and Hard of Hearing -NIGMS Biomedical Beat blog

Dismiss

ALT

RIT Liberal Arts and RIT/NTID

NIH National Institute of General Medical Sciences

Launching Biomedical Careers for Students Who Are Deaf and Hard of Hearing

NIGMS *Biomedical Beat* blog

Hashtags

- The “#” symbol is called a hashtag and allows you to click on that word and see all the other posts that contain that hashtag
- Utilizing this feature allows you to connect around an event or a subject

The Healthcare Hashtag Project

A free, open platform for patient advocates, caregivers, doctors, and other providers that connects them to relevant conversations and communities.

Tweetchats & Conferences

- #MedTwitter
- #MedEd
- #AACR23

#FaceOfScience - Tomorrow, April 26!

Show us your
#FaceOfScience




WRITE
#FaceOfScience ON
A PIECE OF PAPER +
TAKE A SELFIE


POST
YOUR #FaceOfScience SELFIE
+ WHAT YOU LOVE MOST
ABOUT BEING A SCIENTIST


TAG
@EnhanceScience
+ USE #FaceOfScience
IN YOUR POST



@enhancescience @NIHdpc



Dequina Nicholas
@QuinaScience

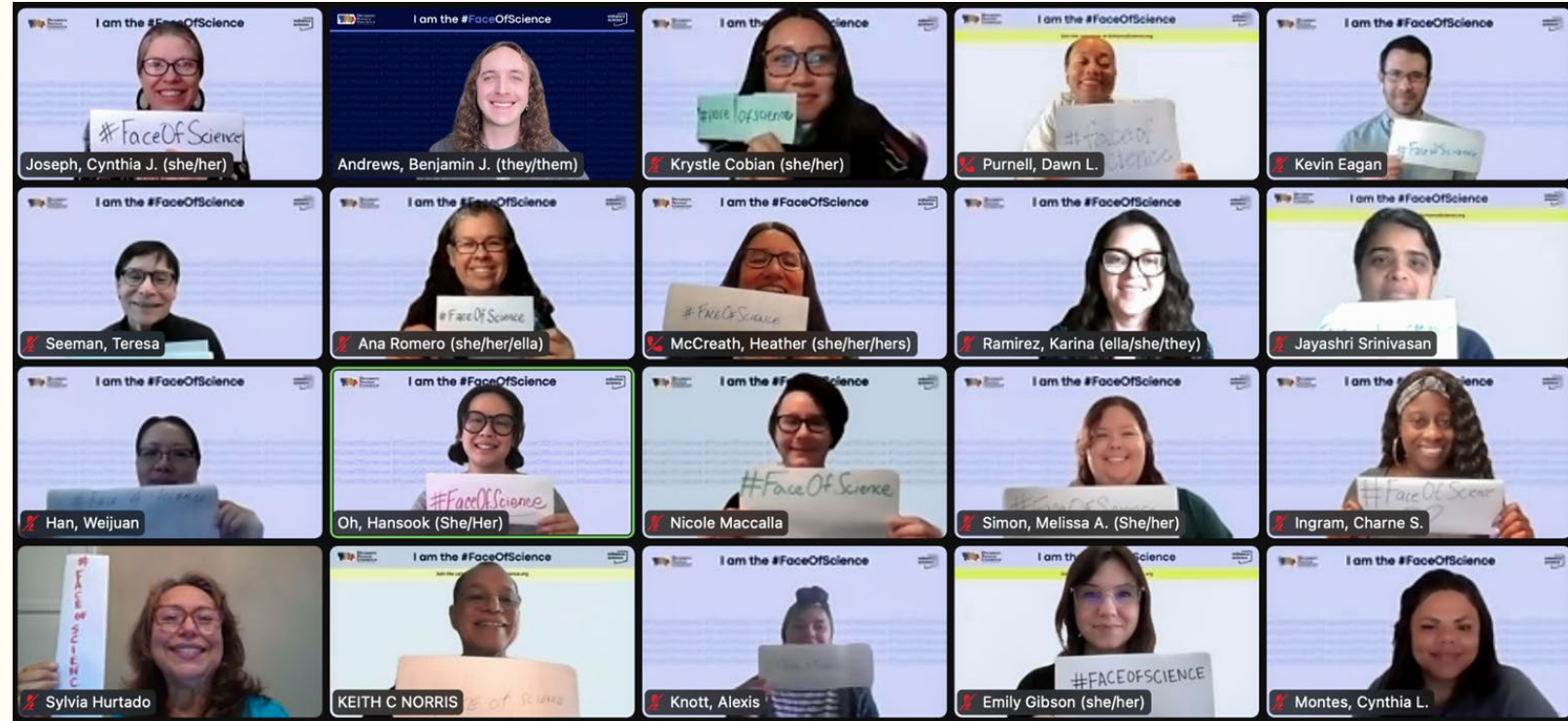
#FaceOfScience The Nicholas Lab is a diverse group of scientists getting work done! Our favorite part of doing science is doing it together! Collaboration is everything! #science @NIH @NIGMS @NIHdpc @UCIBioSci



4:48 PM · May 4, 2022

8 Retweets 2 Quote Tweets 45 Likes

Use our Zoom backgrounds!



Download at:
www.enhancescience.org

Best practices

What makes a great tweet?

- Keep your message short, clear, and to the point
- Use a **call to action (CTA)** to invite readers to learn more
- Include relevant #hashtags and @mention collaborators

How can I build an audience on Twitter?

- Engage in Twitter Chats
- Search for people and content using hashtags
- Share your research
- Share news and articles in your field



What Now?

Setting goals and outlining the steps to get there.

Set Goals

Now that you know how you can use social media, what results do you want to focus on measuring?

Growing your network

- More connections and followers

Building your brand

- Better visibility and overall online presence
- Showing up more easily in search results / easier to find online

Research dissemination

- More views / readers
- Increase citations* of your research

Create benchmarks

How do you measure your **success**?

Benchmarks capture **where you are at now** so you can compare future growth.

Researching others in your field and seeing how many followers they have, how active they are, etc., can you give a benchmark to strive for.

Keep in mind how long has someone with a large following been posting and what major things have boosted their profile.

Doing the work

It's a marathon not a sprint.

Invest over time to build up your profile by **posting consistently**.

Posting regularly helps build an audience because your followers will know they can keep coming back for more.

- Posting at least monthly on **LinkedIn** is a good start.
- **Twitter** is more fast-paced, with most users looking for daily activity and engagement.

Measuring the results

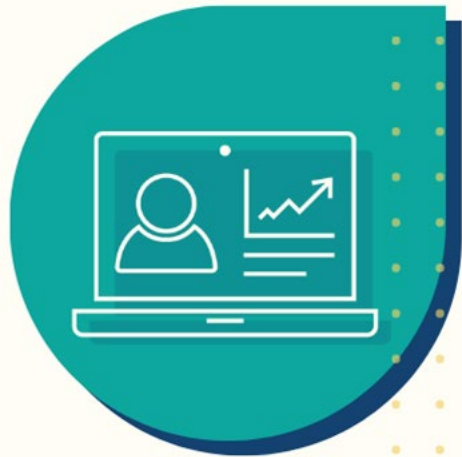
Check in regularly on the performance of your posts and growth of your audience according to the benchmarks you set.

Social networks include their own free **analytics dashboards**.

There are also third-party programs that can help you manage and measure your social media.

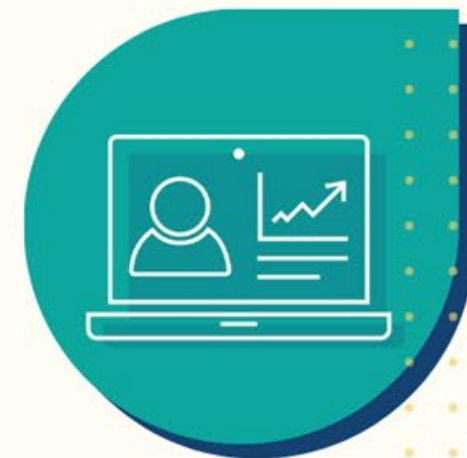
Analyze your best performing posts to look for patterns of what works best for reaching your audience.

A step by step checklist.



- ❑ Claim your profile
 - ❑ Your username and custom url
- ❑ Fill out your profile
 - ❑ Photo
 - ❑ About section
 - ❑ Link to somewhere your publications are listed (Website / ORCHID Profile)
- ❑ Follow
 - ❑ People you know
 - ❑ Trusted news and orgs
- ❑ Plan and Post
 - ❑ Content
- ❑ Comment
 - ❑ Congratulate others
- ❑ Share
 - ❑ News, peer's work
- ❑ Measure your results and adapt accordingly!

HOW TO
BUILD YOUR ONLINE PRESENCE
AS A **SCIENTIST**



FOR MORE RESOURCES:

www.enhancescience.org



Thank You!

Questions?



**NATIONAL
CANCER
INSTITUTE**

www.cancer.gov

www.cancer.gov/espanol