



Social Media in Science Communication

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A little bit about me

- Manage social media, content creation and digital strategy for BioExcel
- Run training courses on how to use twitter for the scientific research community

What are we going to cover today?

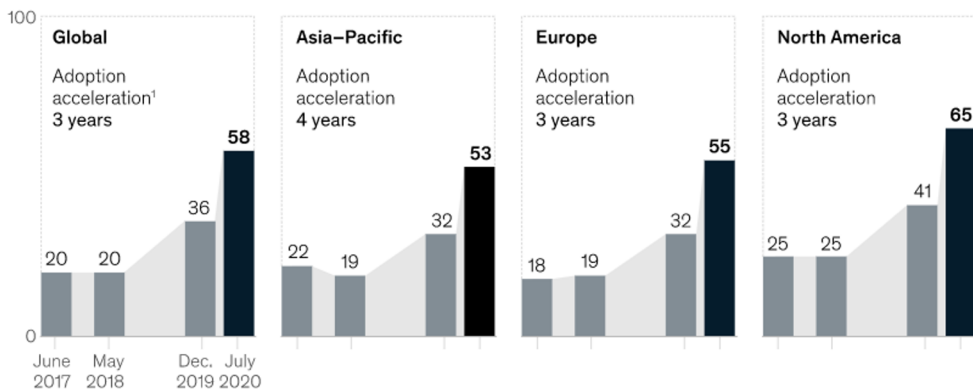
- Role of social media in science communication
- Three examples of organisations and individuals acing the social game
- Personal branding

Pandemic accelerated digital transformation

The COVID-19 crisis has accelerated the digitization of customer interactions by several years.

Average share of customer interactions that are digital, %

■ Precrisis ■ COVID-19 crisis



¹Years ahead of the average rate of adoption from 2017 to 2019.

McKinsey
& Company

<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>

COVID-19 and misinformation

- Rise of misinformation and anti-vaccination/masks messages
- A survey by the Royal Society for Public Health
50% of British parents of children younger than 5 years regularly encountered negative messages about vaccination on social media.

Initiatives taken to combat misinformation

- World Health Organisation partnered with influencers and launched #SafeHandsChallenge
- Data scientists partnered with micro-influencers to spread facts on COVID-19 and vaccines on social media.



Creative use of social media by organisations and individuals

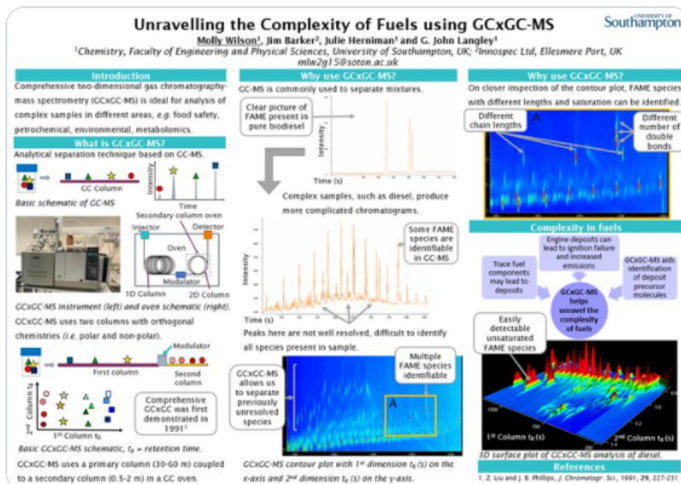
Royal Society of Chemistry

2021 #RSCPoster Twitter Conference

- Annual online event held entirely over Twitter to bring the scientific community to share their research and network
- Removes environmental and financial costs

Example of tweets

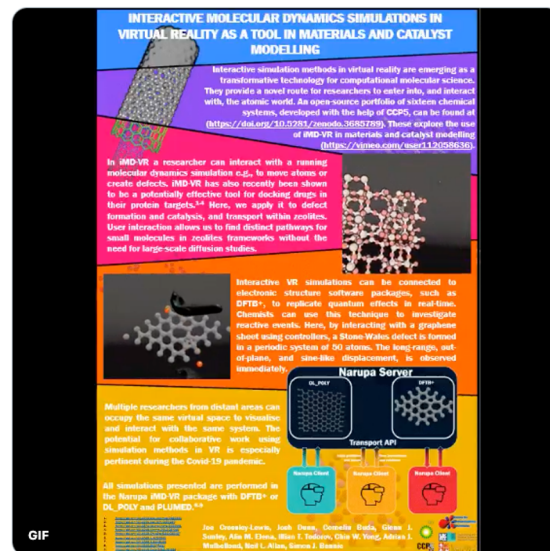
Excited to share my first #RSCPoster with you all, looking at how comprehensive two dimensional gas chromatography-mass spectrometry can help unravel the complexity of fuel! #RSCAnalytical @UoSChemistry



#RSCPoster Twitter conference 2020.

'Interactive molecular dynamics simulations in virtual reality as a tool in materials and catalysts modelling'

#RSCMat @RoySocChem @BristolChem



John Hopkins University

Vaccine and mask information



Raven the Science Maven

Science communicator

- Raven Baxter, internationally acclaimed science educator and molecular biologist who works to progress inclusive science culture
- Unique style of combining science and music





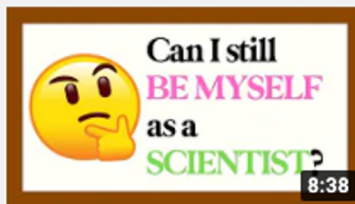
Dr. Raven the Science Maven

14.6K subscribers



Uploads ▾

PLAY ALL



Can I be a Scientist and Still be ME? #BeExtraordinary

270 views • 5 days ago



Introducing Dr. Raven the Science Maven!

619 views • 6 days ago



@Nicki Minaj Fractions Remix #math #science

754 views • 3 weeks ago



Q&A with Raven the Science Maven Part 1

1.4K views • 1 month ago

Unique Selling Point

- Identifying the right audience
- Addressing a knowledge gap
- Clear and effective communication

How BioExcel used Twitter to build a community in biomolecular research

- Real time interaction
- Instant feedback
- Listen and engage



Community-first approach

- Who is our audience?
- What are their pain points?
- How does BioExcel add value to their lives?



Outcome

- Summer School applications increased from 80 to 160
- Higher participation in webinars
- Increased engagement on Twitter



Why should you be on social media?

- Build awareness of your research
- Establish credibility as a leader
- Networking opportunities and build a community

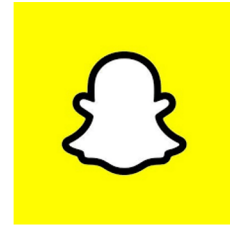
What are the commonly used platforms?



facebook



Instagram



LinkedIn



YouTube

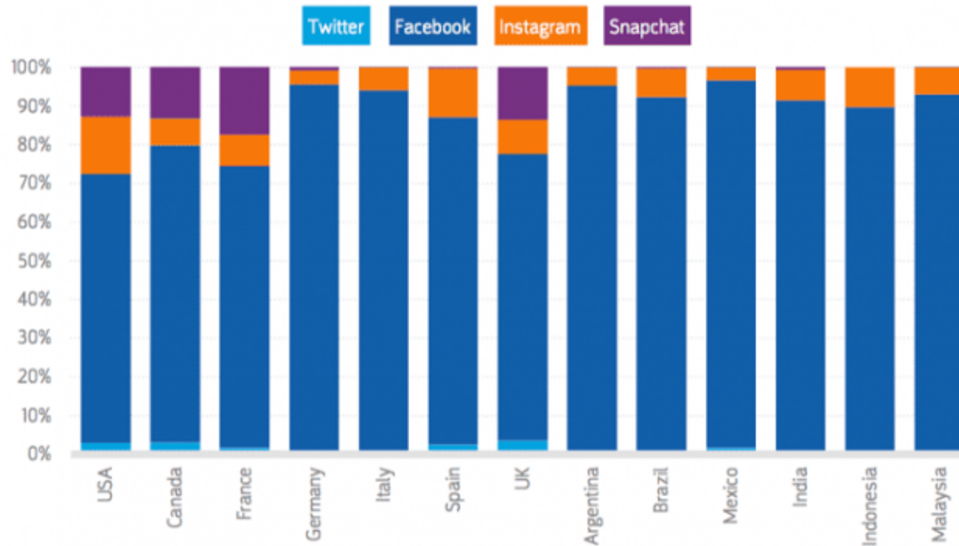


TikTok

Geographic use of platforms

Social Networks' Share of Time

Share of Combined Minutes for 4 Major Social Networking Apps



Variation by:

- Age
- Location
- Interests

You do not have to be on platforms!

Choose what works for you

Optimize your Twitter profile

Header

Profile photo

Bio

Scicomm **Raven The Science Maven**

Dr. Raven the Science Maven is healing ❤️✅
@ravenscimaven

Award winning science communicator, molecular biologist, & rapper making good trouble in STEM 🏆 #ForbesUnder30 #FortuneUnder40 🏆❤️ shop 🖱️ @smartypantsgear

📁 Science & Technology 📍 Space rock spinning 1000 mph 🌍
🔗 scimaven.com 📅 Joined February 2018

1,489 Following 123.5K Followers

What makes a good post?

- Keep it short and simple (200 - 300 words)
- Use images
 - Posts with images get 2-3 times more engagement
 - Be careful with using images if you do not own copyright
 - Example of websites to sources free images:
<https://unsplash.com/>, <https://www.pexels.com/>
- Do not overuse hashtags
`#Science #is #awesome`

Avoid Jargon

Before: Did you know that adult male chickens can propel themselves up to 200 feet in the air? Meanwhile, roosters don't lay eggs. Also, roosters crow at sunrise. In this blog post, we will talk about roosters.

After: Did you know that roosters can fly up to 200 feet? In this blog post, we will discuss the rooster's aerodynamic abilities.



Utilize	Use
Objective	Goal
Facilitate	Help
Illustrate	Explain
Locate	Find

Accessibility best practices

- Add Alt text (alternative text) to images and GIFs
- **Alt text (alternative text)** is a word or phrase to tell viewers the contents of an image
- Read aloud by screen readers (text to speech) allowing the image to be accessible to those with visual or cognitive disabilities

Twitter



Register for our upcoming webinar|

Social Media in Science Communication

17 FEBRUARY
15:00 CET

Edit

Tag people

Add description

Everyone can reply

LinkedIn



Edit your photo



Social Media in Science Communication

17 FEBRUARY
15:00 CET

Edit

Edit

Tag

Alt. text

Done

- Use Camel Case in hashtags - capitalise the first letter. E.g. #MolecularBiology, #SciComm
- Include captions in videos
- Limit emoji use to 2-3 and use it at the end of the text
 - Slows down screen reader when reading out text

How to handle negative feedback online?

- If you receive criticism or post something with errors, engage respectfully and send a correction if needed
- Not sure about a post? Consult with a colleague or the communications department

Be yourself!

- Be authentic and true to yourself
- It's okay to talk about your life and personal interests as per your comfort level
- Putting the social in social media - Interact with people



Social media and mental health

- It can be overwhelming
- It's okay to take mental health breaks
- Reserve dedicated hours



Let's summarise!

- Identify your audience
- Choose a platform that works for you
- Keep it short, simple and accessible
- Be authentic

Get in touch!



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Thank you to Alessandra Villa
for the opportunity!

A stylized graphic of the words "thank you!" in a black, cursive script. The text is surrounded by numerous small, yellow, four-pointed stars and dots. A thick, black, curved swoosh underline is positioned beneath the word "thank".

thank you!

Questions?

