

# The Science behind Social Media



Best practices on how to get involved and engage your audience through social media platforms



## Facebook

- 71 % of online american adults use Facebook.
- Posts that use imagery are the most shared.
- If you want someone to act, give them a call to action.
- Join "Scientific Communicator" groups and introduce yourself on the forum.



## Pinterest

- Pinterest is all about aspiration or utility. Here, you're not just selling something; you're giving others *knowledge*.
- The longer the post, AKA "pin," the more visibility. Infographics, STEM focused lesson plans, or links to pages are welcome here.

# The Big

# 4



## Twitter

- Popular among those under 50 and/or college educated.
- Posts, AKA "tweets" must be 140 characters or less.
- Keep your tweets short and original.
- Include links along with your tweets.
- Tweets that utilize a **hashtag** (#) that is trending have a better chance of getting engagement from people who aren't your followers.
- Tweets that include images will receive more shares, AKA "retweets" than those with just words.
- Provoke thought and offer interesting statistics when applicable.



## Instagram

- 2013/2014 data shows Instagram as the fastest growing social media pillar among young adults.
- Instagram is all about real images. Where are you? What are you doing now?
- Instagram is personal and best used for real life moments.

# Helpful Tips for Sharing Science on Social Media

## General Rules of Conduct

### Be Transparent

It is important to represent yourself ethically and with integrity.

### Be Truthful

Always tell the truth and admit up front that you have a personal interest in the topic.

### Be Respectful

Treat everyone you meet with the respect and courtesy that you would expect or deserve.

## Sources

<http://www.inc.com/magazine/201311/gary-vaynerchuk/how-to-master-the-four-major-social-media-platforms.html/> ( 10/2015)

<https://blog.kissmetrics.com/which-social-accounts-matter/> ( 10/2015)

<http://nowsourcing.com/2011/08/16/10-ways-to-make-your-tweets-stand-out/>

<http://www.pewinternet.org/2015/01/09/demographics-of-key-social-networking-platforms-2/>

## The Most Successful Shares are:

### Surprising

Content that is unexpected gets noticed. Maybe it's a picture from a new point of view or a different way to think about an idea.

### Educational

People love to learn and share new knowledge. Put out information that makes your followers feel like they know something new or on a deeper level.

### Authentic

People share ideas that represent who they feel they are. Followers who can identify with that idea will share it.

## A Successful Twitter Post Showcasing Science

