

SOCIAL MEDIA CHANNEL & SCIENTISTS





TWITTER

Probably one of the most relevant social media channels for scientists.

...When posting on Twitter, make sure to be pro-active in posting contents



...works with images so scientists can typically use it to share original images of life in the lab, field, or during an event.

INSTAGRAM



LINKEDIN

...main reasons why scientists should use LinkedIn are:

- to get contacted for work
- to discover peers
- to contact peers



FACEBOOK

Scientists use Facebook to:

- Promote recent publications
- Share current news of labs, organisations, research institutes
- Comment on current events or topics of interest in the field.



YouTube

VS



vimeo

... It is very important to use social media to promote your video in order to get traffic in the first 24 hours of publishing a video.



MANAGING A SOCIAL MEDIA PRESENCE



.....some management tools....

.....EXAMPLES FROM “CDC’S GUIDE TO WRITING IN SOCIAL MEDIA”

PROF CECARO MASSIMO

Here are some basic principles of plain language:

- Quickly engage the reader.
- Limit use of jargon, technical, or scientific language.
- Write in active voice.
- Keep messages short.
- Write in a friendly but professional tone.
- Choose words with one definition or connotation.
- Use measurements that are familiar to your audience.
- Choose familiar terms, and use them consistently.
- Use acronyms with caution.
- Use numbers when they help you make your point.
- Consider using alternatives to words expressing mathematical concepts, such as *risk*, *normal*, and *range*, if those words do not have meaning to your audience.

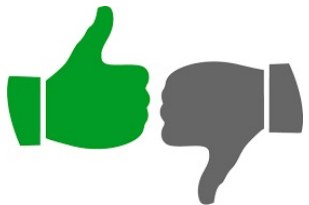
• Plain Writing to Promote Health Literacy

Quickly engage the reader, and tell them what to do (don't be ambiguous)

1. Give the most important information first.
2. Tell what actions to take in clear, easy-to-understand language.
3. Explain why the action is important.
4. Use concrete nouns (things you can see, hear, smell, taste or touch).

“Gifts from your kids like a yummy mud-pie, a timid turtle, and a dandelion bouquet are cute, but they all have germs.

That’s why it’s important to wash your hands before preparing dinner.”



dandelion bouquet



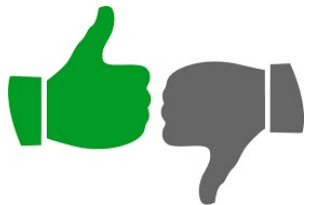
«Always wash hands with soap and warm water for 20 seconds before and after handling food.»



Food can carry germs that might make you and your family sick.»



dandelion bouquet



Following safety precautions can reduce food-borne disease transmission.



Follow these rules to avoid getting sick from food:



Cook meat until it is not pink in the middle.

Wash your hands with soap and warm water for 20 seconds after touching raw meat.

Wash fresh fruit and vegetables completely before you eat them. Keep hot food hot and cold food cold.



Limit use of jargon, technical, or scientific language

Unless you are communicating with experts in the subject, avoid using jargon and technical language as much as possible. If technical information is essential to help the audience understand the action steps, define the terms first and explain them in everyday language your readers will understand.



Hypertension

or

high blood pressure

birth control

contraception

- **Write in active voice**

In active voice sentences, the subject is doing the action of the verb. Active voice sentences are often easier to understand.

A sample of the patient's blood was taken by the nurse.



The nurse took a sample of the patient's blood.

-

Keep messages short

Use words with one or two syllables when you can.



- Stress is normal. It's a mental or physical reaction to problems people have in their lives.

- Stress is a prevalent psychological and physical consequence of the ever-increasing demands of life.

- **Write in a friendly but professional tone**

A conversational style is easier to understand.
Use personal pronouns as often as possible.



- Exposure to the chemical could cause adverse health effects.

- You could get sick if you are near the chemical.

- **Choose words with one definition or connotation**

People with limited literacy skills might not be able to figure out the meaning of ambiguous words.

Workers who earn less money are less likely to seek medical help when they feel sick.

Poor workers are less likely to seek medical help when they feel sick.

“Poor workers” could mean workers with poor performance or workers with limited income.

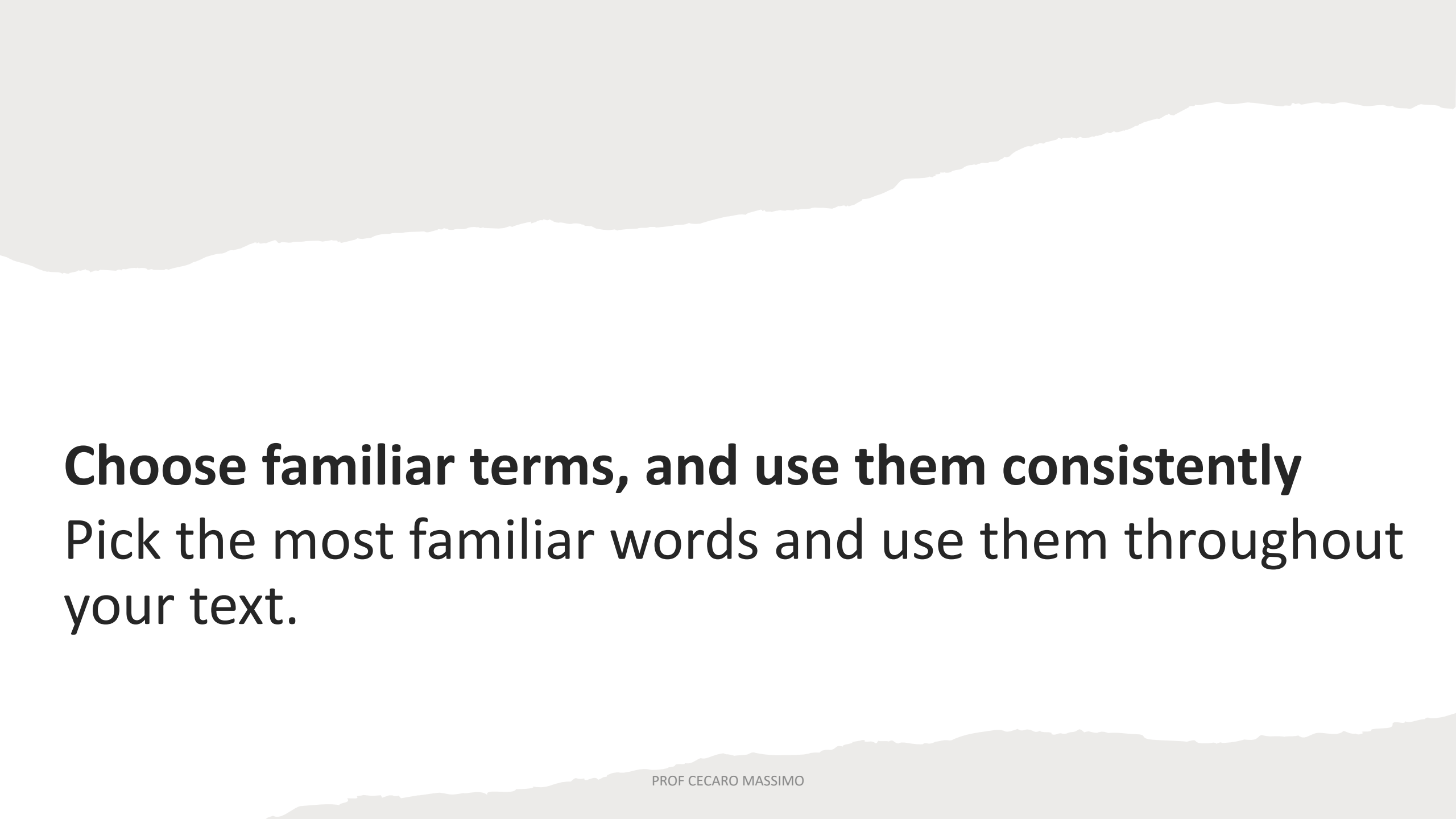
Use measurements that are familiar to your audience

Consider using a comparison if a measurement is not familiar.



- Feel for lumps about 5 to 6 millimeters in diameter

Feel for lumps about the size of a pea.



Choose familiar terms, and use them consistently
Pick the most familiar words and use them throughout your text.

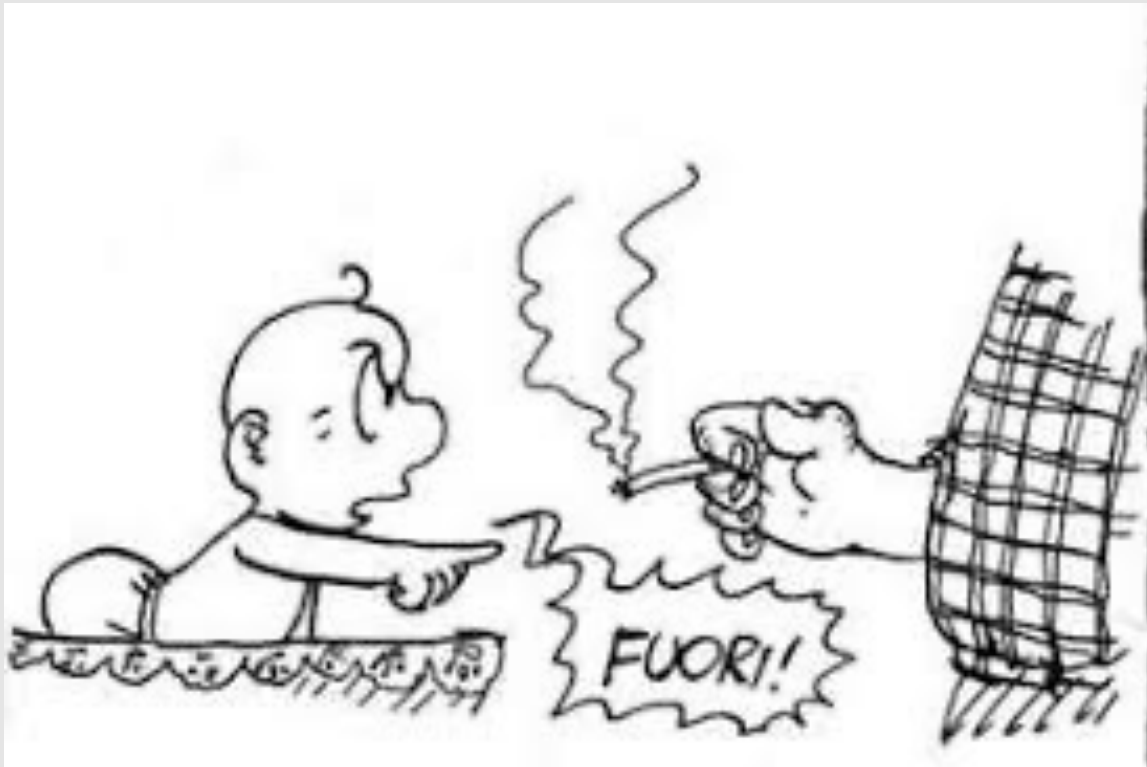


Mad Cow Disease captured public attention in the 1990s. Bovine Spongiform Encephalitis is a neurological disease that affects the brain and spinal cord of cattle.

“Mad Cow Disease,” which captured public attention in the 1990s, is a disease of the nerves that affects the brain and spinal cord of cattle.

Use acronyms with caution

- Provide the term before the acronym.
- Define all terms, even those you believe might be obvious to the reader.
- Avoid beginning a sentence with an acronym.
- Do not spell out familiar acronyms, such as HIV or AIDS.
- Omit the article “the” when referring to CDC or when the acronym is pronounced as a word.



- Breathing smoke from someone else's cigarette or pipe (secondhand smoke) can cause sudden infant death syndrome (SIDS).
- Breathing secondhand smoke is a known cause of sudden infant death syndrome (SIDS).

Use numbers when they help you make your point

It is clearer to write “3 in 4 people” rather than “75% of people.” However, because of character limitations (and to make the message stand out), it’s okay to use % rather than “percent” and to use numbers rather than spelling them out in letters when creating social media messages.

Researchers found that 90 percent of Americans believe the risk from vaccines is very small.

Researchers found that 90% of Americans believe the possible harm from vaccines is very small.

Consider using alternatives to words expressing mathematical concepts, such as risk, normal, and range, if those words do not have meaning to your audience

If possible, use words such as “chance” or “possibility” instead.



Most Americans believe there are very few risks associated with vaccines.

Most Americans believe the chance that something bad can happen to them after getting a vaccine is small.

Highlight the positive

Tell your audience what they should do rather than what they should not do.

Do not ride your bicycle without wearing a helmet.

Wear your helmet every time you ride your bicycle.

Answer the question “What’s in it for me?”

Tell your audience how your message will benefit them.

Learn ways to have a healthy pregnancy and how to prevent possible complications.

Pregnancy can have all sorts of complications that range from routine to fatal.

Respect your audience

Don't talk down or preach. People are less likely to act on information if you make them feel bad about their current behavior or health situation.

Fetal alcohol syndrome (FAS) occurs when the mother consumes too much alcohol during pregnancy.

Fetal alcohol syndrome (FAS) is a condition that occurs when a baby is exposed to alcohol during pregnancy.

Encourage your readers

Emphasize small, practical steps.

Offer concrete examples of successful action steps.

People who use tobacco are more likely to develop disease and die earlier than people who don't use tobacco. Quit today.

You can live a healthy, tobacco-free life. The first step is deciding to quit. Set a quit date and mark it on your calendar.

Tie messages to specific products or services

Give specific directions or links to services that allow people to personalize their search or get information that will be useful for them.

Get Tested for HIV. Visit [XXXXXX@yyy.Gov](#) or contact your local health department to find the testing site nearest you.

Everyone should get tested for HIV. Your state health department or CDC can help you get started.