

**Social Media and its role in the MiRoR project**  
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How do you find information?

# 1.0

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**There are many forms of communication**

Traditional, academic outlets; e.g.,



- Journal articles
- Book chapters
- Conference presentations
- Workshops, seminars, webinars

**Pros**

- Targeted
- Regulated (stamp of approval)
- Persistent
- Linked to incentive structure

**Cons**


- Slow
- Resource heavy (time, cost etc)
- Restrictive

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**Social media vs traditional scholarly communication**

- No paywalls
- Low bar to entry
- Widely used by non-scientific audience
- Information spreads incredibly fast
- Interactive
- Network with people with common interests.



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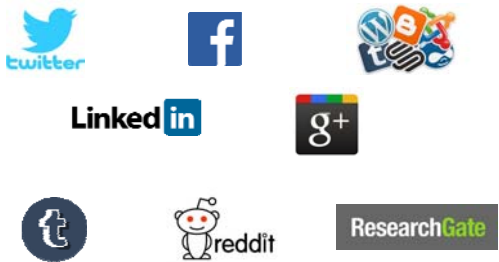
**Why would you use social media?**

- 3131 Dogs are sensitive  
Abstract [...]  
Zoology
- 2057 The Kardashian ir  
Abstract [...]  
Environmental Sciences
- 1814 A genetic assessn  
Abstract [...]



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**Different types of social media**



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### What are the (potential) pitfalls?

- Instant
- Public (non-specialist audience)
- Restrictions on sharing pay-walled content
- Can decrease face-to-face interaction
- Time sink
- Circular
- Lots of options
- ...

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## A MiRoR dissemination plan

# 2.0

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### What would the objectives be?

Profile of people themselves?  
Awareness of project?  
Dissemination of results?  
Get lots of citations?

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### Why do we need to focus?

Urgency	High	Urgent, Not Important	Urgent and Important
	Low	Not Urgent, Not Important	Not Urgent, Important
		Low	High
		<b>Importance</b>	

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### What would success look like?

898 ITEMS CITE THIS ARTICLE

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## Setting the tone

# 3.0

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### The Style Test

Different institutions, companies and people tweet in different ways:

# What's the right tone for MiRoR?

@ How should we be addressing followers?

↻ What sounds good?

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Wellcome Trust (@wellcome) Good to see the Great Brain Experiment (@citizenbrn) feature on Inside Science with @AdamRutherford - listen here wellc.mz/19t6b1j

Nature News&Comment (@nature) Fish farms cause rapid sea-level rise [divx/1349kq7](#)

Nature (@nature) BBC Radio 4 - Inside Science, University of... Science genes... Search for a universal flu vaccine, and the scien... like using genome graphs for research

NaturalHistoryMuseum (@NHM\_UK) It's #BigNatureDay - keep cool in the shade of our outdoor marquee and Wildlife Garden with our guest nature groups: [bit.ly/15289OT](#)

Guardian Science (@guardianscience) Heavy coffee consumption increases death rates in under-55s, study suggests [gu.com/p/3t4fk/tf](#)

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### Retweets

Think of retweeting as passing on a message and spreading the word...

Followers that retweet your tweet are spreading your tweet to THEIR followers.

Why should WE retweet?

- Encourages users to retweet our content in return - it's a mutualistic arrangement
- Shows that we are interacting with & considering our followers & colleagues
- Spices up the Twitter feed - with new and interesting content
- We can promote other, linked Twitter accounts, e.g., personal ones.

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### Hashtags?

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Guardian Science (@guardianscience) Elizabeth Loftus: Falsifying memories | Mo Costandi [gu.com/p/3t4fk/tf](#)

BioMed Central (@BioMedCentral) Research from @sharoncohen finds elevated #autistic traits in girls with #anorexia - could this redefine #illness? [ow.ly/nFFTx](#)

Brown PAW (@brown\_paw\_03) we should #stopanimalabuse #dog #pet #cat #protectanimalwelfare #protect #animal #welfare [ow.ly/1zTpyo](#) cc @domitilis @alberthienne

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### Good examples

### Take pictures!

Retweeted by James Blain

Anna Perman (@thepermanator) May 17 A live wordle of the questions students asked @pmascientist - they have their priorities right #sixcomm13 pic.twitter.com/Gd8cT10Y8

### Quote, quote, quote:

Retweeted by James Balm

**Wendy Sadler** (@wendysadler) May 17  
 "You need the emotional engagement techniques from art to engage people with science" - Joe Oriol #SciComm13 #SciComm13 @theagency

Expand

**Alice Bell** (@albell) May 17  
 Challenge, don't worship, the chiefs and high prestesses of science guardian.co.uk/science/poeti... my #SciComm13 talk yesterday

View summary Reply Retweet Favorite Buffer Pocket More

Retweeted by James Balm

**Andrew Swale** (@AndrewSwale) May 16  
 "Scientists who don't value science communication are myopic" - Brian Cox #SciComm13 #thehear

Expand

### Tell a story:

Retweeted by James Balm

**Anna Perman** (@thepermanator) May 16  
 Brilliant! Audience member saying @ProfBrianCox = the Jessie J of Wayne Rooney of science. #SciComm13

Expand

**James Wisdon** (@jameswisdon) May 16  
 At #SciComm13 @alicebell calls "bullshit" on efforts to strip the politics from science.

Expand

**James Wisdon** (@jameswisdon) May 16  
 Also sport the boots speed lovely #SciComm13

Expand

**Jamie Gallagher** (@JamieGall) May 16  
 Today and tomorrow I'm at #SciComm13 follow the hashtag for the debates throughout the day.

Expand

### Interact with others:

**Jean Liu** (@portablebrain) May 17  
 @justbamy +1 This is why @jalmetric tracks YouTube mentions of papers as one indicator of online impact! @metric.com/blog/introduct... #SciComm13

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**Matt Shipman** (@ShipLives) May 17  
 @raekalyar And I write a blog that focuses solely on various aspects of #SciComm: sciogs.com/communication... is that useful? #SciComm13

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**Elin Roberts** (@elinroberts) May 17  
 Huge thanks to @JamieGall for being such a great sport #SciComm13 #SciComm13 #thehear

Expand

### Opinion!

**DavidPWFreeborn** (@DPWF) May 17  
 I would like scientists to accept that communicating their ideas: interacting with society at all levels, as part of their work. #SciComm13

Expand

Favorited by Laura Wheeler

**Ed Yong** (@edylong09) May 17  
 Sometimes I look at the #SciComm13 feed and wonder if I've somehow tuned in to the #SciComm13 feed instead.

Expand

**Lizzie Crouch** (@LizzieCrouch) May 16  
 There's always talk of science and art, but where's the vital talks about about good design in communicating science? #SciComm13

Expand

## Example: Using Twitter to drive article accesses

# 4.0

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### Dissemination plan - objective

Objective	Action(s)	Measure(s)	Timeline
<p><del>Increase article accesses</del></p> <p>Achieve &gt;1000 articles access for each article within 30 days of publication</p>			


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### Dissemination plan - objective

Objective	Action(s)	Measure(s)	Timeline
Achieve >1000 articles access for each article within 30 days of publication	<p><del>Tweet articles</del></p> <p>Tweet each article regularly daily over the first 30 days</p> <p>Target initiatives and/or institutions using Twitter handles</p>	<p>Unique articles accesses &gt;1000 within 30 days of publication</p> <p>Referrals from Twitter to article &gt;250</p> <p>Article AltMetric score over 40</p>	Within 30 days of publication

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## Your turn...

# 5.0

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### Reporting on this training event

- What are the objectives?
- What avenues will you use?
- What would success look like?

Objective	Action(s)	Measure(s)	Timeline

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## Thank you

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### Methods in Research on Research

A presentation delivered at the  
 first MiRoR training event  
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