

#scicomm

Science communication on social media

What **is** social media?



Users of the world, unite! The challenges and opportunities of **Social Media**

[AM Kaplan](#), [M Haenlein](#) - *Business horizons*, 2010 - Elsevier

Abstract The concept of **Social Media** is top of the agenda for many business executives today. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and ...

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“Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of **User Generated Content.**”

User generated content

1. Published somewhere
2. Reasonably creative
3. Not professional*

(Kaplan & Haenlein, 2010)

Basically,
anyone can publish.

(Whether or not that's a good thing is anyone's guess.)

Why use social media?

That's a really good question.

Social media in Australia



Almost **100% Internet access**; **84%** use the **Internet every day**, mostly at **home** (96%) or on **public transport** (43%)

79% have a **social media profile** (rising)

Twitter is returning to popularity (32%, rising); **Instagram** (46%) and **Snapchat** (40%) also rising; **LinkedIn** use falling (24%)

Average number of **Internet-enabled devices owned** is **three**

Smartphones (81%, rising) are the most common means of Internet access; **99%** of **18-25** year olds; **47%** of **65+**

29% had liked, shared or commented on a post about **Donald Trump**

Traditional media remain the **most trusted news** source (82%)

Telephone survey; $n=800$

Promotion

Convincing people to come to your event or read your article or like your organisation...



`/r/[topic]` - `/r/space`, `/r/biology`, `/r/everythingscience`

Just your standard public Facebook events

Networking

Meeting other scientists & communicators



@realscientists, @iamscicomm, @biotweeps

(Also, @UWAresearch, weirdly.)

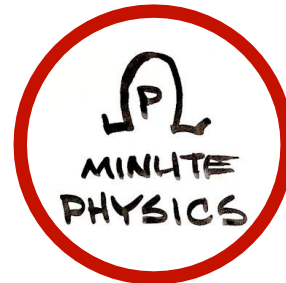
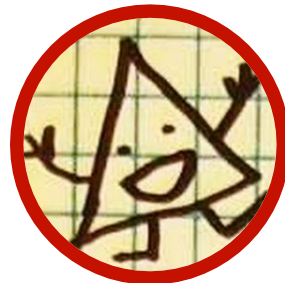
Outreach

Actually communicating science



CSIRO, National Science Week, National Geographic

Outreach



Research

Collecting data or finding participants



/r/samplesize, Twitter ads (yes, really.)

Research

(or just getting recommendations!)



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@rockym93



Hey, **#tumblr** users out there: can you recommend any cool science related blogs? Asking for a friend.

3:39 PM - 24 Aug 2018



Best practices for optimising your social media

(Buzzword! Everybody drink.)

Be consistent!

Make a schedule and stick to it

Spread your content out evenly

Learn to use your platform's scheduling tools

Decide on a tone and a style

Be persistent!

It takes time to build an audience.

If you sign up for a site, use it.

Not everything is going to go viral.

Be interactive!

Nobody likes those accounts that just post their own stuff.

Share other people's things

Be active in the comments

Follow users and tags you're interested in

Be yourself!

(But like, a professional version of yourself)

Nobody likes those accounts that just spout corporate brand nonsense

It's still supposed to **look** user-generated, even if you're getting paid to do it.

To summarise

Know your **purpose**

Know your **platform**

Know your **audience**

Have fun!

References & links

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.

(for definitions of social media, user-generated content and web 2.0)

Bik HM, Goldstein MC (2013) An Introduction to Social Media for Scientists. PLOS Biology 11(4): e1001535. <https://doi.org/10.1371/journal.pbio.1001535>

(mostly around the importance of deciding on your purpose and choosing the platform accordingly)

Sensis. (2017). Sensis social media report 2017: chapter 1–Australian and social media. <https://www.sensis.com.au/about/our-reports/sensis-social-media-report>

(for data on usage and reach in Australia.)

<https://twitter.com/rockym93/lists/science>

(feel free to subscribe, I won't be weirded out, I promise)

Questions & discussion

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 @rockym93 ;)