Social Media 101: The Basics for Scientists
Why?
Being a Scientist Online

- Pros/Cons
- Building your brand
- Protect your credibility
Being a Scientist Online

**PROS**
- Learn
- Network
- Disseminate

**CONS**
- Time
- Conflict
- Controversy

https://doi.org/10.1111/ppe.12630
Building Your Brand

Make a plan

✓ Audit
✓ Goals
✓ Profile
✓ Connect
✓ Lurk
✓ Engage
✓ Revise
Step One...

Goals

- Determine audiences
- Stay in the know
- Find a job
- Collaborate
- Funding
Twitter
- Learn
- Searching
- Fast-paced
- Informal

LinkedIn
- Living CV
- Longer form
- Recommendations
- Suggestions
Christina H. Fuller
@DrCHFuller  Follows you

Dr. Fuller works in environmental epidemiology with a focus on #airquality, cardiovascular health, community-based research and #environmentaljustice.

Atlanta, GA  publichealth.gsu.edu/profile/christ...  Joined September 2016
From #BPA to #estrogen and beyond (#PFAS and #GenX), we are working on understanding the low dose toxic effects of #EDCs in people and wildlife.
Start Following

Connect

- People
- Groups
- Conferences
- Hashtags
Harvard Chan-NIEHS Center for Environmental Health
@hspihniefhsctr

Re-Envisioning Environmental Health: Integrating Environmental Exposures of People and Place.

📍 Boston, MA 🌐 hsp.h.harvard.edu/niehs/ 🗓 Joined November 2016

164 Following 503 Followers
#ForeverChemicals

#EnvironmentalJustice

#PhDChat

#SciComm

#WomenInSTEM
LURK

✓ @JonLevyBU
✓ @AmiZota
✓ @EJToxicDoc
✓ @TraceyJWoodruff
✓ @DrBobBullard
Engage

Start Posting

✓ Self-promotion
✓ Informative
✓ Comment
✓ Congratulate
✓ Current events
Andrea Baccarelli @BaccarelliAA · Jan 31
Thanks so much to @joanacasey for the invitation to talk about time management in science! See you all on the webinar!

ISEE Env Epi @ISEE_global · Jan 31
The North America Chapter of ISEE @ISEE_NAC is hosting a webinar - Time Management w/Dr. Andrea Baccarelli @BaccarelliAA of @ColumbiaMSPH Tuesday, March 3 @12PM EST. #epitwitter #EnvEpi Register at docs.google.com/forms/d/e/1FAI... #ISEE @ISEESNRN

Shanna Swan, PhD @DrShannaSwan · 5h
This Friday, @ceh4health is hosting a virtual town hall where I'll be joining @greenmgreen & @berkeley's Dr. Tyrone Hayes to discuss how toxic chemicals affect sperm counts, #fertility, and #reproductivehealth.

RSVP here to join! ceh.org/support-us/vir...

Tamara James-Todd @TJamesTodd_PhD · May 12
Just because it's on the shelf doesn't mean it's safe, see our recently published work in @JExpSciEnvEpi. Certain commonly used #blackhair care products showed hormonal activity. #healthdisparities @SMahalingaiahMD @QUB_Disruptor

Hormonal activity in commonly used Black hair care products: evaluating hormone disruption as a... ⬇️nature.com

May 21
How toxic chemicals are causing disastrous consequences for human reproduction and other species.
#CEHTownHall
○ CEH
Audrey Gaskins @audreyjane4 · Jan 28
I’m recruiting! Please share with anyone who may be interested. #epitwitter #postdoc

Post Doctoral Fellow- Environmental and Reproductive Epidemiology (#Atlanta, Georgia) #job

Post Doctoral Fellow- Environmental and Reproductive Epidemiology in Atlanta, Georgia | Careers at... 🌐 social.icims.com

Joseph M. Braun @JosephMBraun1 · Jan 27
Colleagues, please consider submitting your work to me and Dr. Sathyanarayana's special issue on children's health in @IJERPH_MDPI. #sheelasathy

International Journal of Environmental Research and Public Health, an international, peer-reviewed Open ... 🌐 mdpi.com
Timely article for @ISEE and #ISEE2021 - which is focusing on using epidemiology in decision making about toxic chemicals.

The EPA’s rationale for banning chlorpyrifos may make it harder to eliminate other brain-harming pesticides intero.pt/3sKg7VB by @fastlerner
"COVID-19 has prompted a universal awakening about the power of our buildings to make us sick or keep us well. At this point, really, who wants to go back to a building that isn’t healthy?" My article in The Atlantic. #HealthyBuildings

Employers Have Been Offering the Wrong Office Amenities
Before you read any further, take a long, slow, deep breath. Congratulations! If you’re sitting in a typical American home, office building, or school, about 3 percent of the air you breathed in recently...
Revise & Adapt
Trolls, Bots & Contrarians

**Be Prepared**
- Controversial science
- Ask for help
- Be deliberate
- Harassment
Let’s Recap...

- Expand your network, reach
- Be deliberate
- Protect your credibility
- Turn it off
RESOURCES
Check ‘Em Out

- AAAS Comm Toolkit
- Naturejobs blogs
- Press office
- Online Harassment Field Manual
- Other tools:
  - TweetDeck
  - Sprout Social, Planoly
  - Canva, BioRender
THANK YOU

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