Using social media –
An introduction for scientists

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29 September 2023
Agenda of the session

10:00 – 10:05 | Introduction, context of this training
10:05 – 10:25 | Understanding social media platforms
10:25 – 10:45 | Leveraging social media for research promotion
10:45 – 11:00 | Managing time and information overload
11:00 – 11:30 | Sub-group exercise & restitution
11:30 – 11:55 | Q&A
11:55 – 12:00 | Wrap-up
Introduction, context of this training

- Part of Capacity Building Cycle: Next workshop on 10 October 2023, from 3:00 to 6:00 pm CEST on policy capacity building.

- This session **will** tackle:
  - Twitter, LinkedIn
  - **What** to post about
  - **When** to post
  - Practical **exercise**

- This session **will not** tackle:
  - Setting up new accounts
  - Defining your audiences
  - ResearchGate
  - Facebook, TikTok
Introduction, context of this training

Why communicate on social media?

• Grow and consolidate your project’s audiences and reach
• Show the quality of your work
• Position your project as interesting & relevant for biodiversity research
• Foster project cohesion
• Make your researchers & their work known

Image: Clay Banks on unsplash.com
Understanding social media platforms

Twitter / X
What is Twitter?

- “Microblogging platform” in the form of tweets *(max 280 characters)*
- Main features: post, share, like, and reply to tweets + direct messages
- Format:
  - text, videos, photos, polls or links
  - Use of hashtags and emoji’s
- Both formal & informal platform: features for professionals, also used for casual conversations, social interactions, and sharing news and humour.
- Use: get news updates, communicate with friends, follow leaders, politicians, and celebrities.
- Presence of algorithmic boosting of heavily favourited or frequently boosted content
What is Twitter?

**Strengths:**
- real-time updates,
- networking, discussions & engagement
- dissemination of information

**Weaknesses:**
- Limited content depth
- Credibility & misinformation
- Tweets’ lifespan

Image: Susan Q. Yin on unsplash.com
Understanding social media platforms

Mastodon
What is Mastodon?

• “Microblogging platform” in the form of **toots** (max 500 characters*)
• Decentralised open-source platform
  • Users can create servers organised around specific topics, companies, or interests
  • They can interact with members of other servers
• Main features: post, favourite (like), boost (retweet), reply + direct message
• Format:
  • text, videos, photos, polls, or links
  • Use of hashtags and emoji’s
• Both formal & informal platform: servers for professionals, also used for casual conversations, social interactions, and sharing news and humour.
• Use: get news updates, communicate with friends, follow leaders, politicians, and celebrities.
• **No algorithmic boosting:** posts listed in reverse chronological order
• **Privacy:** You can choose a server that aligns with your privacy preferences.
What is Mastodon?

**Strengths:**
- Longer texts
- Safe and friendly platform
- Editable

**Weaknesses:**
- Small user-base
- Less discoverability
Understanding social media platforms

LinkedIn
What is LinkedIn?

- Professional **networking** platform using posts (**up to 3000 characters**)  
- Main features: post, repost (+ send), like, comment + direct message  
  - Groups  
- Format:  
  - text, videos, photos, polls, PDFs or links  
  - Use of hashtags  
  - Articles  
- Formal platform: designed specifically with business networking in mind  
- Use: to showcase expertise, connect with colleagues, discover collaboration & employment opportunities  
- Presence of **algorithmic boosting** of heavily favourited or frequently boosted content
What is LinkedIn?

Strengths:
- Long texts
- Relevant audience
- Editable

Weaknesses:
- Less discoverability
- Limited user engagement

Image: Erik McLean on unsplash.com
Leveraging social media: Crafting posts
“Mandatory” ingredients

- Call to action:
  - Read this article
  - Follow our project
  - Sign up for our workshop

- Use visual elements
  - Hashtags
  - Emoji’s
  - Photos

- Tag people

Image: Calum Lewis on unsplash.com
Join us on 4 May for the online kick-off of #BiodivRestore projects, with @WaterJPI!

Come learn about these projects on #conservation & #restoration of degraded ecosystems and their biodiversity. Interested? Register HERE 🎉

BiodivRestore
Online kick-off of 22 funded projects
04 May 2022, 13:00 CET

The effectiveness of Marine Protected Areas (MPAs) depends on three main factors:
- management objectives,
- the level of protection,
- the proximity to other areas with human pressures.

Discover why in our policy brief! 📄:
biodiversa.org/1984

Planning and managing networks of Marine Protected Areas in a changing climate

RESERVEBENEFIT and 9 others
Do’s

• Keep it short, use simple words. NO jargon
• Social media communication is visual
  • Royalty free images are your friend (Unsplash, Pexels, Wikicommons, Pixabay)
  • Think about GIFs and videos
  • Use line breaks + emoji’s in lists
• Make it dynamic
  • Fun facts
  • Ask questions
• Hashtags
  • Use “special days” & events + their hashtags
  • Limit your hashtags to 1-2 per tweet*
• Pin important tweets
• Engage
  • Tag co-authors, collaborators, or institutions involved in your research
  • Respond to mentions and comments, retweet relevant content
• Be consistent
Top tips for twitter
Top tips for twitter

Biodiversa+ (European Biodiversity Partnership) @Biodiversa... · May 6

Counting down to @NetworkNatureEU’s webinar on Nature-based Solutions Knowledge Gaps!

Join NBS experts M. El Harrak from @FRBiodiv, L. Baroni from @IEEP_eu & @LauraWendling5 to discuss #NBS Research and Innovation on 19 May

Register NOW 1 register.gotowebinar.com/register/41604...

Nature-Based Solutions Knowledge Gaps

Water JPI and 9 others
Don’ts

• Try to summarise the research
  • Take one idea, give it an interesting / surprising twist, and add a call to action (read my article!)
  • Break down your research into snippets or key takeaways. Create a series of tweets that provide a narrative about your research, keeping your audience engaged

• Retweet yourself
  • Posting multiple related tweets? Use threads

• Post too much, space out your tweets
• Forget your bio: Neglecting your bio can make you appear less credible or unapproachable. Introduce yourself and your interests.
Quick tips for Mastodon

Grossly same use as Twitter

• Less hashtags

• No GIFs

Image: Battenhall on unsplash.com
Quick tips for LinkedIn

• Make it **longer**, provide context, insights, and valuable information
• Fewer / no emoji’s
• Tag people & organisations in the message
• Only 2-3 lines will show – **important info / hook at the start**
• Go crazy with the hashtags (at the end of the post)
Counting down to NetworkNature EU’s webinar on Nature-based Solutions Knowledge Gaps!

Join NBS experts Mariem EL Harrak, Laura Baroni and Laura Wendling to discuss #NBS Research and Innovation on 19 May 🕒

Register NOW ↓
https://lnkd.in/dCBrX7U

#NatureBasedSolutions #KnowledgeGaps #innovation #research #webinar #database
Leveraging social media: When to post
When should you post?

**Share research updates:**
- Post about new projects starting, funding received
- Post about field work / lab work
- Post about your research progress, findings, and publications.

**Post about research questions:**
- Pose thought-provoking questions related to your research area. This can encourage discussions and engagement from others interested in the topic.

**Post about events, #days and news linked to your field**
- Post about upcoming opportunities, workshops you have attended
- Thank organisers of events you enjoyed and include your takeaways
- Use World … Day to promote your relevant research
Biodiversa+ (European Biodiversity Partnership) @Biodiversa+ - May 22

Happy #WorldBiodiversityDay from Biodiversa+ 🐢🌿🌱。

Today we celebrate the incredible richness of life on Earth, but also the efforts that are carried out worldwide to #BuildBackBiodiversity!

Check out our research projects to get inspired 🌱 biodiversity.eu/research-fund...
Live-tweeting conferences: Don’t need to present to do so!
• Shows you are engaged in your field’s events
• Chance to connect with speakers online
• Increases your visibility: Using the event’s hashtag & tagging the organisers
Top tips for twitter
Biodiversa+ (European Biodiversity Partnership) @Biodiversa… · May 16

We are hearing about Nicole Arbour from the @Belmont_Forum at the #BiodivScen final conference!

"We can't do it in a bubble" - She addresses the need for collaboration between stakeholders and sectors to tackle biodiversity

Hear it live 🎤: us06web.zoom.us/w/88078188408?...
When to post on Twitter

Best **times** to post:
- Tuesdays, 9 a.m. - 2 p.m.
- Wednesdays, 9 a.m. - 1 p.m.
- Thursdays, 9 a.m. - 2 p.m.
- Fridays, 9 a.m. - noon

Best **days** to post:
- Tuesdays through Thursdays

Worst **days** to post:
- Sundays

Source: sproutsocial.com
When to post on LinkedIn

Best times to post:
- Tuesdays and Wednesdays from 10 a.m. to noon

Best days to post:
- Tuesdays through Thursdays

Worst days to post:
- Weekends

Source: sproutsocial.com
Managing time and information overload
Managing time

**Set specific goals:**
Define what you want to achieve, increasing research visibility, networking, or staying updated in your field.

**Batch create posts:**
Write multiple tweets or posts at once and schedule* them to be published over time.
Scheduling posts

What is happening?!

Experts, mobilizing expertise in over 30 scientific institutes within the
Managing time

Set specific goals:
Define what you want to achieve, increasing research visibility, networking, or staying updated in your field.

Batch create posts:
Write multiple tweets or posts at once and schedule* them to be published over time.
• Prepare your LinkedIn post first, use that as a basis to write the shorter tweet / Mastodon post.

Create a excel/sheet with relevant accounts to tag
• Name, Twitter handle, Mastodon handle, LinkedIn account, topic/theme

Make a schedule & set a timer:
• Allocate specific time blocks

Prioritize engagement:
• Avoid “mindless” scrolling. Dedicate time to engage with comments, respond to messages, and participate in discussions

Manage notifications (LinkedIn especially)
Managing information

Use (existing) lists (Twitter/Mastodon):

• Categorize and curate accounts to follow, such as colleagues, institutions, themes..
• Helps streamline content
Use (existing) lists
Managing information

Use (existing) **lists** (Twitter/Mastodon):
  • Categorize and curate accounts to follow, such as colleagues, institutions, themes..
  • Helps streamline content

Search **hashtags and keywords**:
Follow hashtags to find relevant content related to your research interests.

**Mute and unfollow**:
Regularly review and unfollow or mute accounts that consistently provide irrelevant or distracting content.
Hands-on exercise
Exercise

**Objective:** Crafting engaging social media posts to promote a research paper

**Duration:** 20 mins, in smaller groups

**Instructions:**

- Phase 1 (in groups) (12 min)
  - Decide of a **reporter** for your group
  - Based on the research paper your group was assigned, craft a LinkedIn post and a Tweet
  - Write the post as if **you** are authors of this paper
  - Your post should be **concise, engaging, and informative**

- Phase 2 (in groups) (8 min)
  - 2 by 2, groups will be merged
  - Share your content with the other group et give each feedback. Consider factors like clarity, relevance, and engagement potential.

- Phase 3 (in plenary)
  - Each reporter will have 1 minute to present the challenges their group encountered.
Exercise

• Each group will work on a separate article of a Biodiversa-funded project
• Work done in Google slides, link will be sent out to the breakout rooms.
Title: Opportunities for Increasing Resilience and Sustainability of Urban Social–Ecological Systems: Insights from the URBES and the Cities and Biodiversity Outlook Projects

Abstract: Urban futures that are more resilient and sustainable require an integrated social–ecological system approach to urban policymaking, planning, management, and governance. In this article, we introduce the Urban Biodiversity and Ecosystem Services (URBES) and the Cities and Biodiversity Outlook (CBO) Projects as new social–ecological contributions to research and practice on emerging urban resilience and ecosystem services. We provide an overview of the projects and present global urbanization trends and their effects on ecosystems and biodiversity, as a context for new knowledge generated in the URBES case-study cities, including Berlin, New York, Rotterdam, Barcelona, and Stockholm. The cities represent contrasting urbanization trends and examples of emerging science–policy linkages for improving urban landscapes for human health and well-being. In addition, we highlight 10 key messages of the global CBO assessment as a knowledge platform for urban leaders to incorporate state-of-the-art science on URBES into decision-making for sustainable and resilient urban development.

Link: https://link.springer.com/article/10.1007/s13280-014-0505-z
## LinkedIn post

| **Post:** | Your post should be **concise, engaging, and informative**  
Don’t forget your **call to action** (and include the link to follow through!) |
|-----------|-----------------------------------------------------------------------|
| **Visual:** | Look for a royalty free image.  
Good places to look are Unsplash.com, Pexels.com and Pixabay.com  
If you don’t have time, describe what image you would like, i.e. a photo of a forest canopy, a person in the lab looking into a microscope etc. |
| **Accounts to tag:** | Mention the types of accounts you would tag (colleague, funding organisation….) |
Feedback of group experience
Time for questions
Thank you!

www.biodiversa.eu
communication@biodiversa.eu
BiodiversaPlus