



**biodiversa+**  
European Biodiversity Partnership



# Using social media – An introduction for scientists

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Biodiversa+ Communication Officer

29 September 2023



# Agenda

# 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 favoured 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?

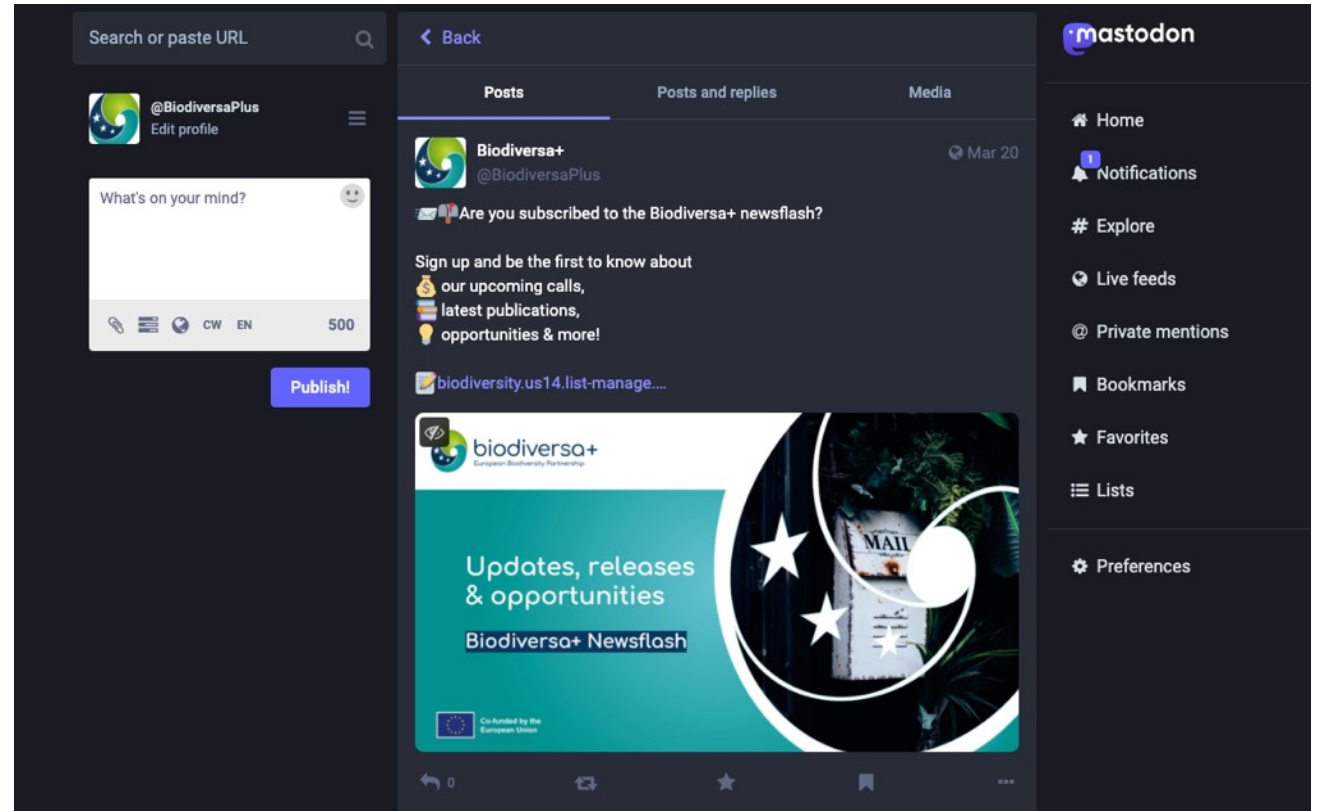


## Strengths:

- 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 favoured 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



Image: Calum Lewis on unsplash.com

- Call to action:
  - Read this article
  - Follow our project
  - Sign up for our workshop
- Use visual elements
  - Hashtags
  - Emoji's
  - Photos
- Tag people





**Biodiversa+ (European Biodiversity Partn...** @Biodiversa... · Apr 14 ...

📣 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 [👉 us06web.zoom.us/webinar/regist...](https://us06web.zoom.us/webinar/regist...)



Open Research Europe and 9 others



↻ 14

❤️ 18



**Biodiversa+ (European Biodiversity Partn...** @Biodiversa... · Mar 2 ...

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](https://biodiversa.org/1984)



RESERVEBENEFIT and 9 others



↻ 12

❤️ 21



# 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



**Biodiversa+ (European Biodiversity Partn...** @Biodiversa... · May 12 ...

Today let's celebrate #PlantHealth! 🌱🌻🌺🌿

#DYK that healthy plants can help to

- 🍲 end hunger
- 👉 reduce poverty
- 🌍 protect the environment
- 💰 and boost economic development.

Join @FAO in the first #PlantHealthDay [fao.org/plant-health-d...](https://fao.org/plant-health-d...)





**Biodiversa+ (European Biodiversity Partn...** @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

17

Register NOW [register.gotowebinar.com/register/41604...](https://register.gotowebinar.com/register/41604...)



Water JPI and 9 others



# Top tips for twitter

# 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**



⋮  
[Show this thread](#)

- 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)



**Biodiversa+**

1,401 followers

1w · 🌐

Counting down to **NetworkNature EU**'s webinar on Nature-based Solutions Knowledge Gaps!

...see more



**Webinar Nature-Based Solutions Knowledge Gaps**

[register.gotowebinar.com](https://register.gotowebinar.com)

🌐 Mariem EL Harrak and 13 others



**Biodiversa+**

1,401 followers

1w · 🌐

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 2024

Register NOW ↓

<https://lnkd.in/dc8rXR7U>

**#NatureBasedSolutions #KnowledgeGaps #innovation #research #webinar #database**



**Webinar Nature-Based Solutions Knowledge Gaps**

[register.gotowebinar.com](https://register.gotowebinar.com)

🌐 Mariem EL Harrak and 13 others



# 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 Partne...** @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 🌸 [biodiversa.eu/research-fundi...](https://biodiversa.eu/research-fundi...)



UN Biodiversity and 9 others



2



15



42



3,215



**Biodiversa+**

4,113 followers

9mo · 🌐

Biodiversity's equivalent to climate's 1.5 degrees objective was adopted at #COP15Montreal

The 30 x 30 x 30 goal of the Global Biodiversity Framework is in full alignment with our mission to halt and reverse biodiversity loss. Here's how 👉 <https://lnkd.in/edexsMrb>

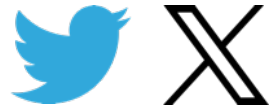
#biodiversity #COP15 #BiodiversityLoss #30X30X30



Highlights from the UN Biodiversity Conference (CBD COP15, Montreal 2022)

biodiversa.eu · 1 min read

## What + When to post



**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

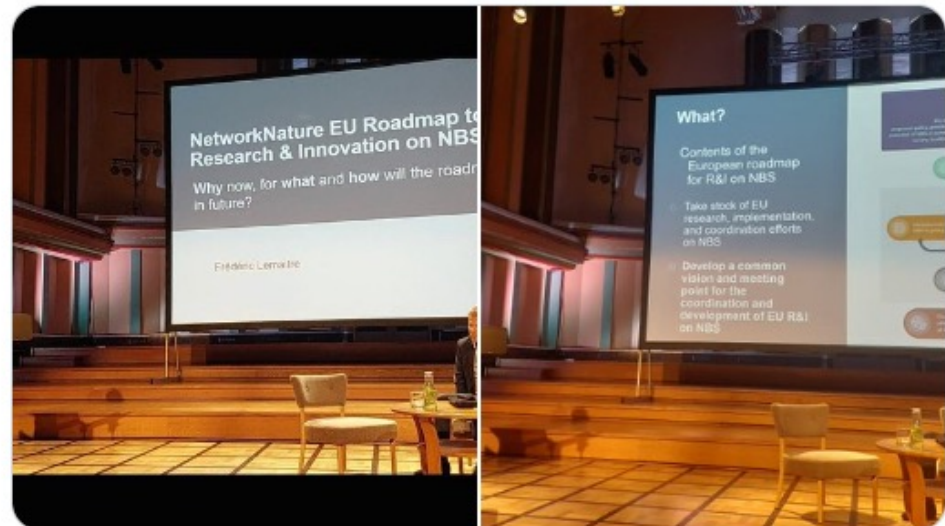


**Biodiversa+ (European Biodiversity Partner...** @BiodiversaP... · Jun 8 ···

We are at the @NetworkNatureEU annual event, celebrating the launch of the EU Roadmap to 2030 for R&I on Nature-based solutions 🇪🇺

We have facilitated the development of the Roadmap on behalf of NetworkNature, very excited to have it out 🙌

More info 🖱️ [biodiversa.eu/2023/06/08/out...](https://biodiversa.eu/2023/06/08/out...)



EU Environment and 9 others



15



32



3,698





**Biodiversa+ (European Biodiversity Partne...** @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?...](https://us06web.zoom.us/j/88078188408?)



Nicole Arbour



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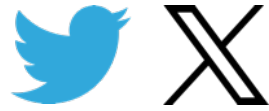
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# Top tips for twitter

# When to post on Twitter



## Best **times** to post:

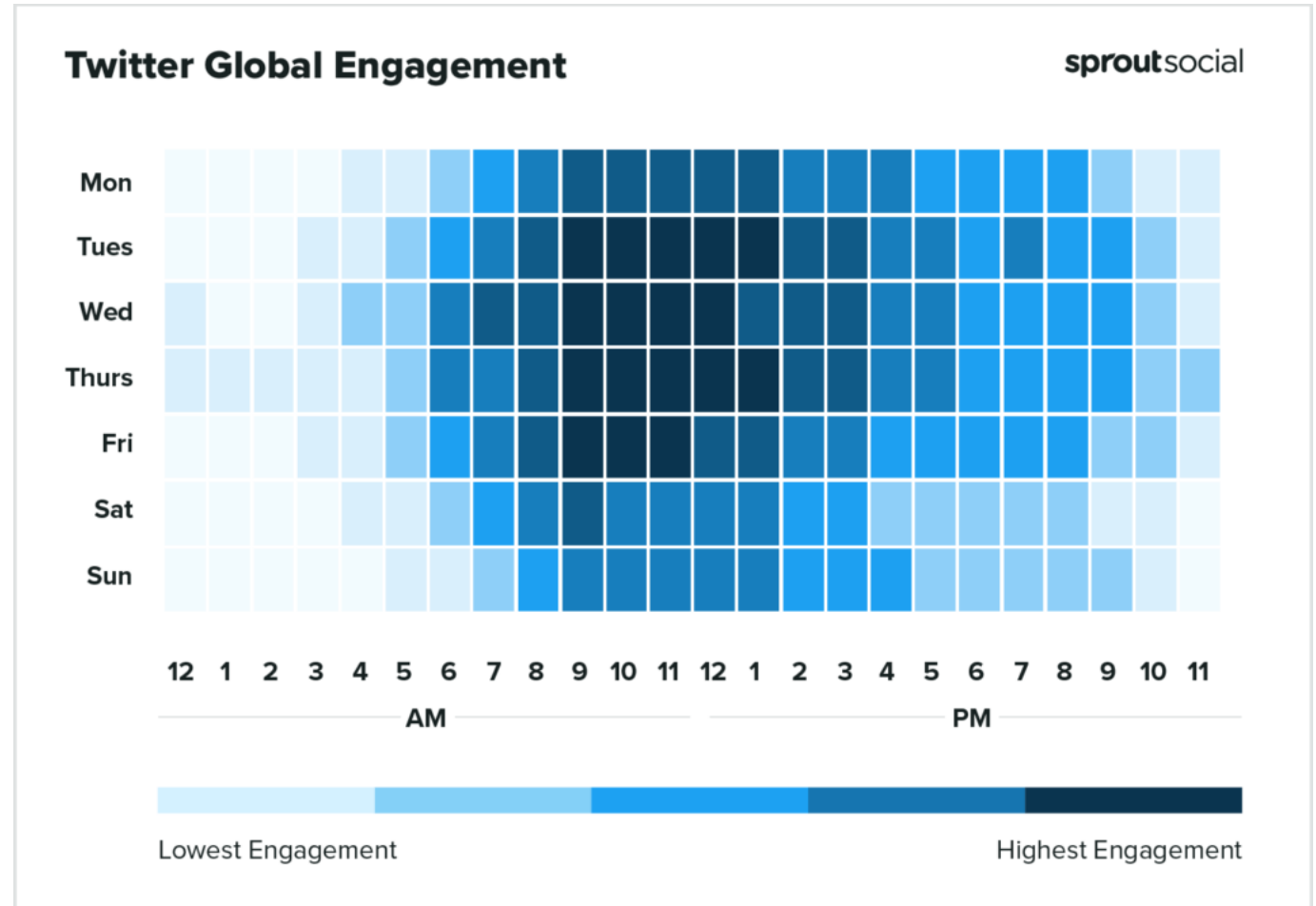
- Tuesdays, 9 a.m. - 2 p.m.
- Wednesdays, 9 a.m. - 1 p.m.
- Thursdays, 9 a.m. - 2 p.m.
- Fridays, 9 a.m. - noon

## Best **days** to post:

- Tuesdays through Thursdays

## Worst **days** to post :

- Sundays



Source: sproutsocial.com

# When to post on LinkedIn



## Best **times** to post:

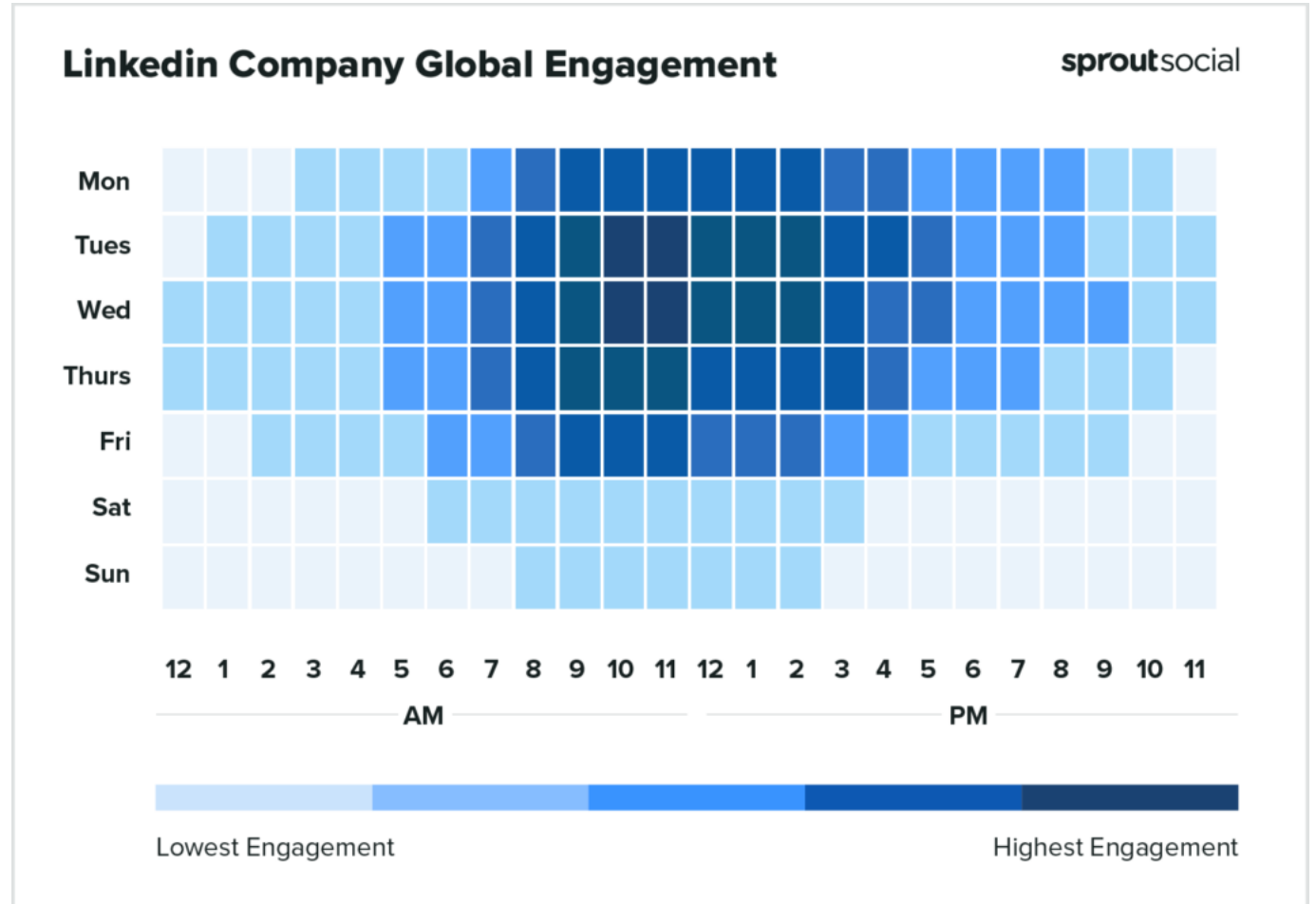
- Tuesdays and Wednesdays from 10 a.m. to noon

## Best **days** to post :

- Tuesdays through Thursdays

## Worst **days** to post:

- Weekends



Source: sproutsocial.com



# Managing time and information overload

# Managing time

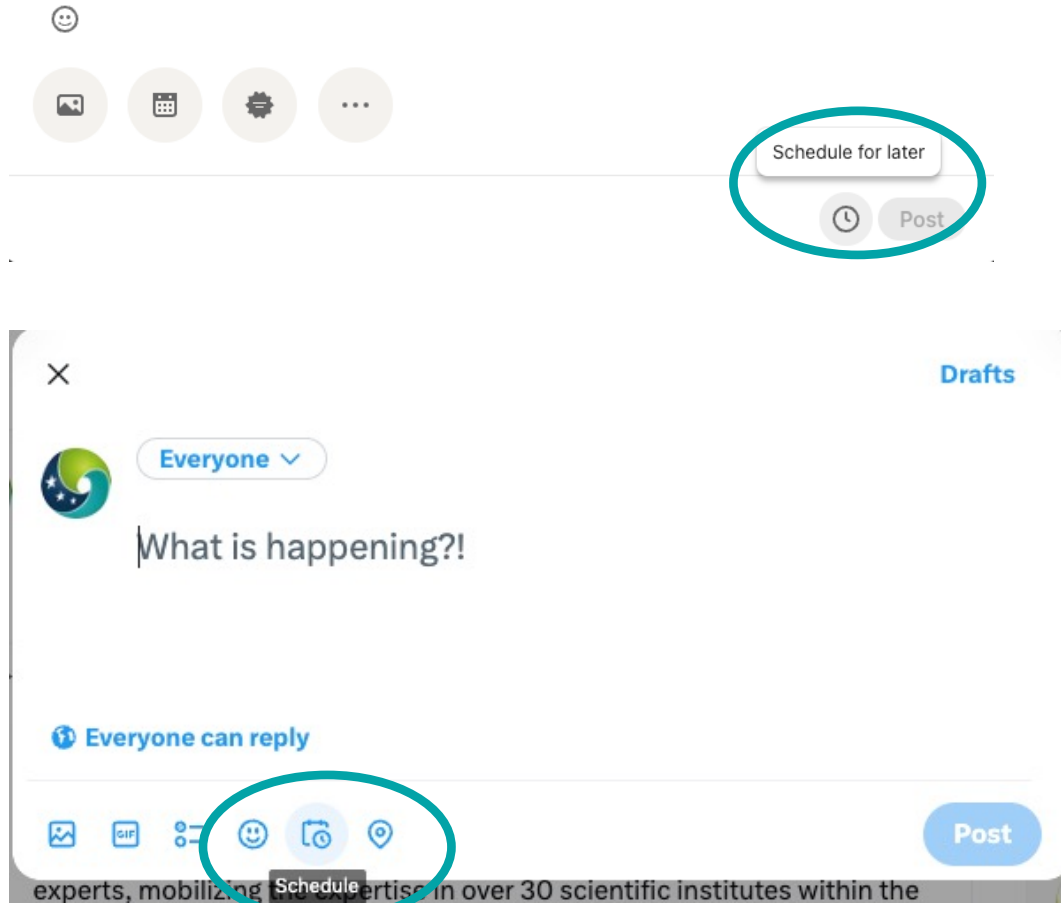
## **Set specific goals:**

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



# 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)

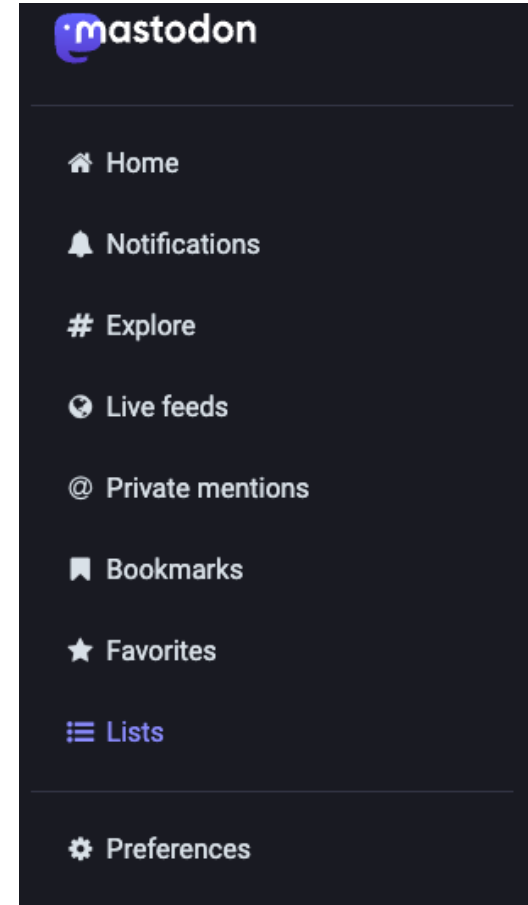
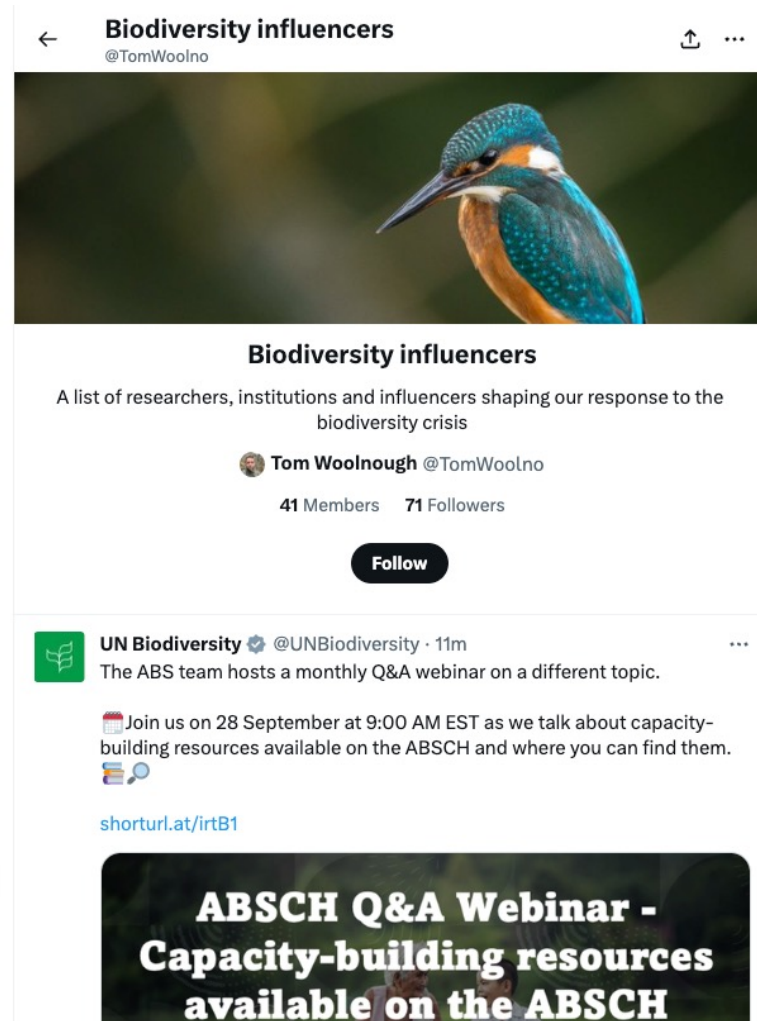
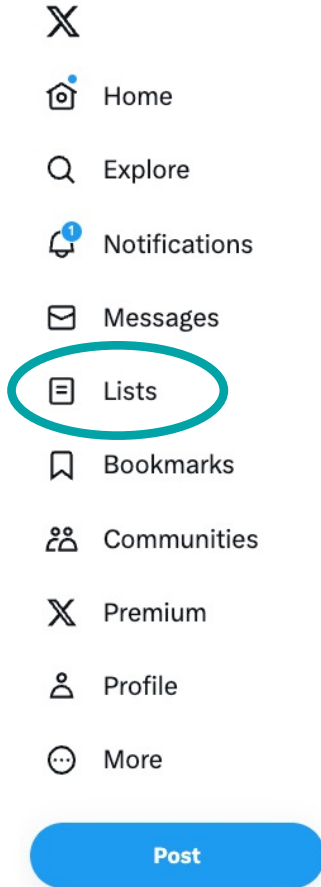
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# Managing information

## 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

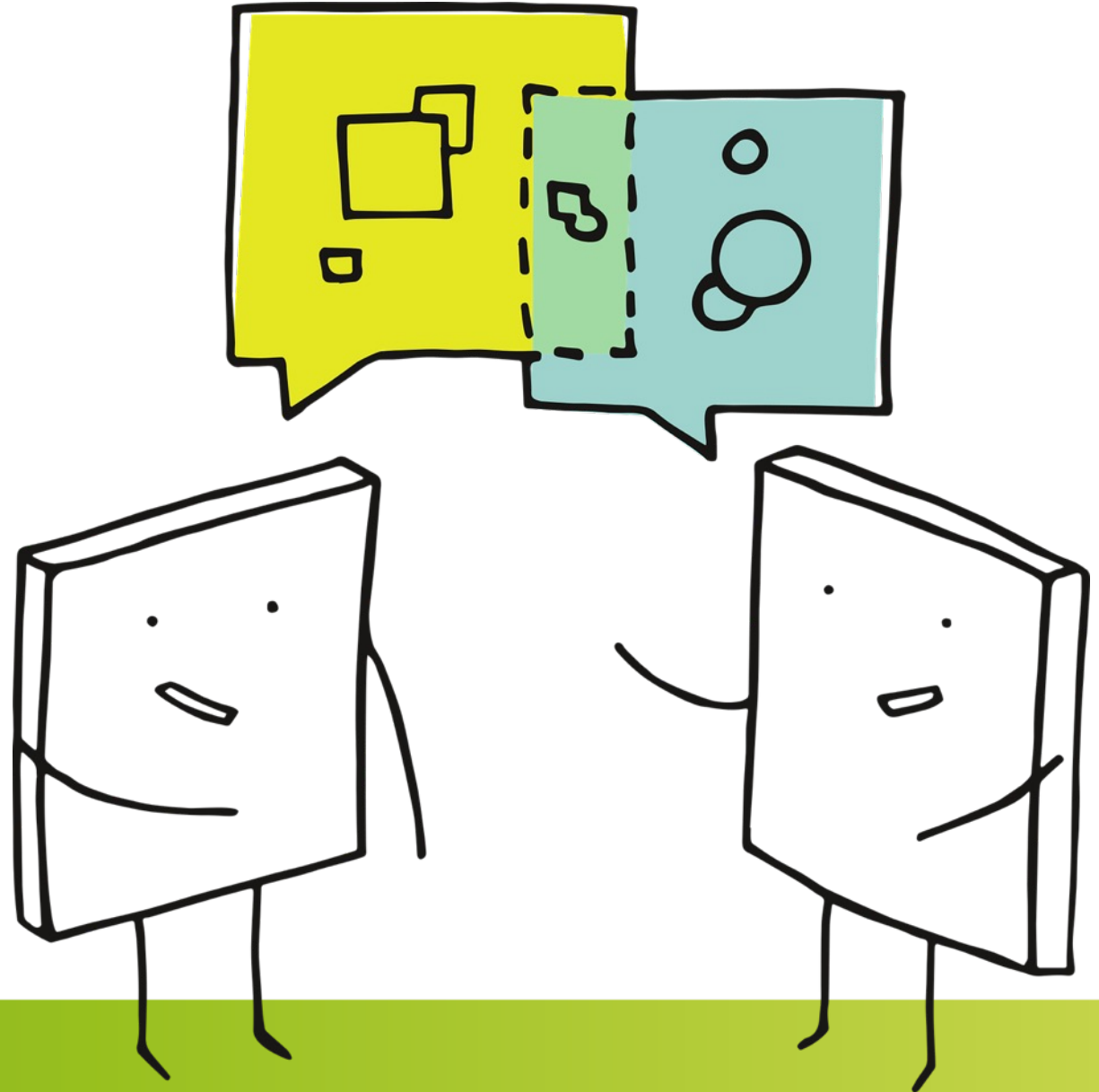
## **Search hashtags and keywords:**

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.

## Scientific article

**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!)

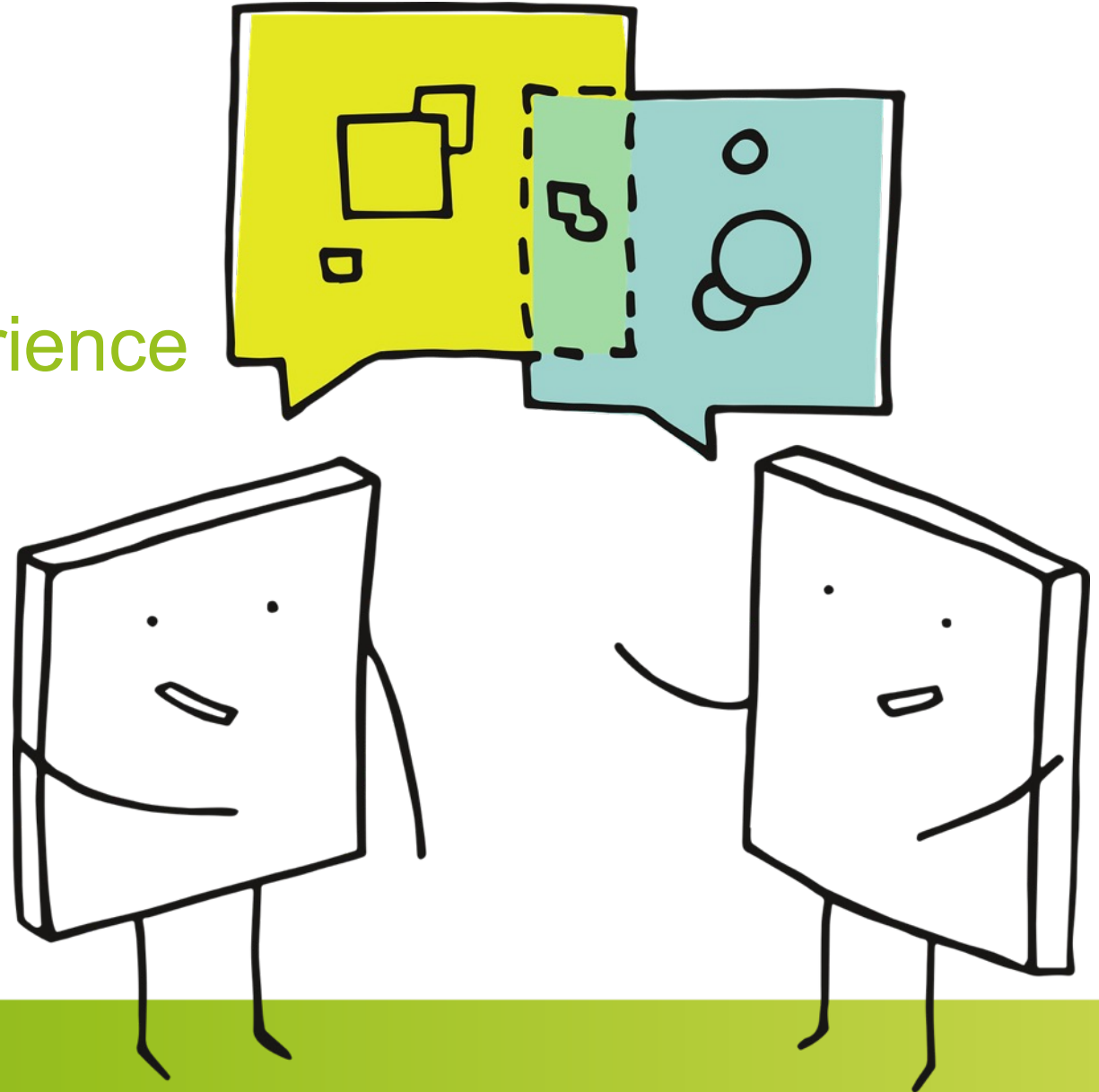
**Visual:** Look for a royalty free image.

Good places to look are [Unsplash.com](https://unsplash.com), [Pexels.com](https://pexels.com) and [Pixabay.com](https://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





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European Biodiversity Partnership

EUROPEAN PARTNERSHIP



Co-funded by  
the European Union

# Thank you!



[www.biodiversa.eu](http://www.biodiversa.eu)



[communication@biodiversa.eu](mailto:communication@biodiversa.eu)



BiodiversaPlus

