Researcher Wise Seminar
Series #4
Social Media For Researchers

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Chemical and Materials Engineering

Date: 28th October 2016
Social Media:

Online means of communication used by large groups of people to share information and to develop social and professional contacts
Academics don’t need to be bound by their geographical location.

Social media platforms open up opportunities for idea exchange, troubleshooting, problem-solving and enabling cross-cultural, cross-geographical and cross-discipline exchange.
Social media can increase your ‘impact’
Push for alternative measures

US National Science Foundation's (NSF) grant application policies and procedures: Instructions for preparation of the Biographical Sketch have been revised to rename the "Publications" section to "Products" and amend terminology and instructions accordingly. This change makes clear that products may include, but are not limited to, publications, data sets, software, patents, and copyrights.

Incorporating social media into the research workflow can improve the overall responsiveness and timeliness of scholarly communication. It also has a powerful secondary advantage: exposing and pinpointing scholarly processes once hidden and ephemeral.
Who’s talking about your research?
Who are you trying to talk to?

What are you trying to tell them?
Where to start?

Linkedin

Over 225 million members
Shows up at top of Google searches.
Allows you to control your brand.
Packed with invaluable resources.
TMS - The Minerals, Metals & Materials Society
13,975 members

Start a conversation with your group

Enter a conversation title...

ABOUT THIS GROUP
TMS provides forums and other opportunities for the exchange of information among all segments of minerals, metals and materials science and engineering. It is a platform for networking and making contacts vital to members’ interests pertinent to the... Show more

MEMBERS
13,975 members

Join your colleagues in San Diego—registration is now open for the TMS 2017 Annual Meeting & Exhibition (TMS2017)! Your registration fee covers more than 80

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How much gold is in an Olympic medal?

Published on August 28, 2018 | Featured in: Design, Entertainment

Dr Michelle Dickinson (MNZM)
Director Nanogirl Labs LTD, University of Auckland

The Olympics is over and as the athletes head back home, you may be surprised to know that this year’s gold medals actually contain very little gold.

While we’ve watched our athletes collect their medals, they are actually a relatively new concept to the Olympics. Originally, champions in the ancient Olympic games received an olive branch wreath at the closing ceremony and the 1900 Paris Olympics gave most of its winning athletes cups or trophies. It wasn’t until the 1904 Olympics that the gold, silver and bronze medal tradition began with each host country’s organising committee being responsible for the design and production of the medal. Because of this, Olympic medals are unique to each of the games and this year Rio put sustainability as its focus for the medal design.

Making an Olympic medal involves first making a mold with the desired design images and shapes. The Rio team decided to spend two weeks creating their mold by hand with precision tools rather than using more modern high tech equipment.
Data Analytics

Who's viewed your profile

Who's viewed your posts

How you rank for profile views

Your posts

August 28, 2016
How much gold is in an Olympic medal?
View post

September 5, 2016
Science shows microbeads in your bodywash could
View post

August 14, 2016
The science behind Rio's green Olympic swimming
View post

See how your post is doing

25,608 views in the last 6 months

medickinson
Facebook

Easy way to provide updated information about your lab, allows students to engage and feel part of the team. Personal or Public page?
Course innovations offer new learning pathways in Prof Drennan's Principles of Chem Science https://goo.gl/smCDAS #MITBetterWorld
Thought this one would be an awesome nitrogen test 😁

Play this video and then show the contrast of throwing a golf ball to the ground once frozen with liquid nitrogen! 😊
Twitter

Most well used platform for academics
Promotion of work
News – About your Field, Institution
Societies – Grants, Funding, Open
Positions
Research – Collaboration, Promotion of
Research, pose questions to other
specialists
Download the Materials World app to get access to extended interviews, videos and more – app.materialsworld.org
Nanotechnology News @Nanotech_News · Oct 25
Tiny materials, big changes: McGill announces new minor program in nanotechnology - McGill Tr... bit.ly/2eOPcBV #nanotechnology

McGill's Faculty of Engineering launched a new minor program this year that explores into the world of nanotechnology.
mcgilltribune.com

EngineeringCommunity and 71 others follow
IET @TheIET · Oct 25
"Biomedical Nanomaterials: From Design To Implementation" has been published: ow.ly/DOFF305vwaF #nanotechnology #biomedical

#Hashtags
I just walked past this @EngineersNZ card and thought "You know what? I do!"
#stereotype #engineer #ILookLikeAnEngineer
Tweet Activity

Nanogirl @medickinson
I just walked past this @EngineersNZ card and thought "You know what? I do!" #stereotype #engineer #ILookLikeAnEngineer pic.twitter.com/PDDODtumlx

Reach a bigger audience
Get more engagements by promoting this Tweet!

Get started

Impressions 4,571
Total engagements 394
Media engagements 256
Likes 52
Detail expands 28
Link clicks 24
Profile clicks 16
Retweets 10
Replies 4
Hashtag clicks 4

You look like an engineer

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How to rock the stage - public speaking and presentation skills you can master
YouTube

Overview
- Realtime
- Revenue reports
- Revenue
- Ad rates
- Watch time reports
- Watch time
- Audience retention
- Demographics
- Playback locations
- Traffic sources
- Devices
- Translations
- Engagement reports
- Subscribers
- Likes and dislikes
- Videos in playlists
- Comments
- Sharing
- Annotations
- Cards

Analytics
- Watch time
  - Minutes
  - 553,655 ▲
- Average view duration
  - Minutes
  - 11:00 ▼
- Views
  - 50,307 ▲
- Your estimated revenue *
  - $198.41
- Likes
  - 370 ▲
- Dislikes
  - 12 ▲
- Comments
  - 12 ▼
- Shares
  - 290 ▲
- Videos in playlists
  - 1,343 ▲
- Subscribers
  - 197 ▲

Top geographies
- Watch time
  - United States (47%)
  - India (6.1%)
  - United Kingdom (5.0%)
  - Canada (3.5%)
  - Australia (1.8%)

Gender
- Views
  - Male (72%)
  - Female (28%)
Blogging
Baby contracts life-threatening salmonella from shopping trolley


Little Logan spent eight days in ICU where doctors advised his mother that a shopping trolley was the only place he could have contracted salmonella. Photo / Facebook

An Australian mother-of-five is urging parents to be more cautious about germs at the supermarket after her baby contracted salmonella from a shopping trolley.

According to essentialbaby.com, Gold Coast resident Vivienne Wardrop stopped at a supermarket with her baby for a quick shop. The family lives just minutes from the store and regularly use the supermarket. She said her baby contracted salmonella and was taken to hospital for eight days. She posted on Facebook: "It was the only place he could have contracted it."
Shopping trolley and superbugs: an FAQ

By Siouxsie Wiles • 03/10/2016

A story about a baby catching a life-threatening infection from a shopping trolley has made the headlines. So what was this life-threatening infection, and was the trolley really to blame?

This story originally appeared in the DailyMail Australia which saw Vivienne Wardrop's Facebook post.
Time Investment
Other Social Media

Slack

Trello

Instagram

Snapchat
Summary

Social media has huge potential to increase:
Impact
Collaborations
funding

Like everything else it needs to be time managed.
Questions?

Likes?