Clinical and Translational Science Institute (CTSI)
Career Development Seminar

Social Media for Researchers: Tips for #Success

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August 26, 2014
What we’ll cover today

• What is social media?
• Tools of the trade
• Guiding principles
• How you can use social media
• How to get started
Join the conversation

#CTSIseminar

Emil Lou: @cancerassassin1

CTSI: @umn_ctsi
WHAT IS SOCIAL MEDIA?
Social media, defined

Social media is the social interaction among people in which they **create**, **share** or **exchange** information and ideas in virtual communities and networks.

-Wikipedia
SOCIAL MEDogIA EXPLAINED

"LIKE" IF YOU THINK MY DOG IS CUTE
PLAYING #FETCH WITH SCRUFFY. #BESTDOGEVER
WATCH THESE DOGGONE FUNNY VIDEOS
GUARD DOG FOR HIRE!
HERE IS A VINTAGE PHOTO OF MY PUP. #MODELDOG
HERE IS HOW TO MAKE YOUR OWN DOG TREATS
BEST FIRE HYDRANT IN TOWN. HIGHLY RECOMMENDED
EPIC GOOGLE HANGOUT WITH MY DAWGS!
LISTENING TO THE SONG "WHO LET THE DOGS OUT?"
CHECKED INTO THE DOG GROOMER AND GOT MY FUR DID

Source: Avalaunch
Why Academics REALLY Use Twitter

- Avoid writing
- How did you know I use Twitter?
- My account is anonymous
- "Outreach" that does not involve coming into physical contact with other human beings
- Read an article on Nature that said academics use it for serious reasons
- Look for a job in case I get fired/denied tenure
- Gives me something to do during boring seminars
- Gives me something to do while talking to boring students
- Gives me an outlet to make snide comments about other academics
- Hopefully interact with people I have an intellectual crush on
- Gossip about people in my field
- Legitimize my web surfing

Procrastinate

www.phdcomics.com

Original graph from nature.com/news/online-collaboration-scientists-and-the-social-network-1.15711

Jorge Cham @phdcomics · 2h
FIXED: Why academics REALLY use Twitter. @AcademicsSay @Richvn @nature.net/nature.com/news/online-collaboration-scientists-and-the-social-network-1.15711 pic.twitter.com/SzRcbaUL0t
TOOLS OF THE TRADE
THE CONVERSATION PRISM
Brought to you by Brian Solis & JESS3

For more information check out conversationprism.com
Tools: Blogging & microblogging

Examples:

- Blogs: Blogger, WordPress
- Microblogs: Twitter
Turning the Dollar Spigot Down on Health Care Technology

Monday, 9 September 2013

Peter Groeneveld, MD, MS
Associate Professor, Perelman School of Medicine

Last week’s article by Jon Skinner in the MIT Technology Review, The Costly Paradox of Health-Care Technology was an excellent synopsis of the unique and bizarre relationship between technology and the marketplace that exists in American medicine. Unlike almost any other sector of the economy, in health care new technology drives up costs while often providing little or no benefit. Skinner compares this phenomenon to the costs and benefits of technology improvements in cars, pointing out that modern vehicles are markedly better than 25 years ago, yet are cheaper in real terms. I use a similar example with my students -- the personal computer I used during my early college years cost $5,000 in today’s dollars, but now I can buy a computer for $1,000 that is, quite literally, thousands of times better.

The “technology problem”
Jon Skinner is the right messenger for this critical issue -- for decades, he and his Dartmouth colleagues have performed some of the foundational economic analyses that have identified key causes of the “technology problem” in medicine, and
Tools: Blogging & microblogging

Daniel Polsky
@health econ_dan

Executive Director, Penn's Leonard Davis Institute of Health Economics. Prof of Medicine and Healthcare Management. Research to improve healthcare system.

Univ of Pennsylvania and LDI · ldi.upenn.edu
Tools: Blogging & microblogging

Austin Frakt
@afrakt
Health Economist, Dept. of Veterans Affairs • Assoc. Professor, Boston Univ. • Contributor to NY Times’ @UpshotNYT • Pro health policy wonk • Amateur humorist
@IncidentalEcon blogger • TheIncidentalEconomist.com
Tools: Blogging & microblogging
Tools: Social networking

Examples: Facebook, LinkedIn, Twitter
Tools: Media sharing

Examples:

• **Presentations**: Slideshare, Prezi
• **Videos**: YouTube, Vimeo
• **Photos**: Flickr, Picasa

*Image of a presentation slide showing stem cell research.*
Tools: Professional networking

Examples:
- ResearchGate
- LinkedIn
- Academia.edu
- Mendeley
- Experts@Minnesota
But social media isn’t about tools...

It’s about:

• Connecting
• Conversing
• Relating
• Sharing
GUIDING PRINCIPLES
Be relevant

Key ideas:
• Newsworthy
• Current/trending
• Concise

E Lou, MD, PhD @cancerassassin1 · Aug 18
In excitement over possibilities of #bigdata in #medicine, let’s not forget security measures. money.cnn.com/2014/08/18/tec...

Alvaro Alonso @alonso_1976 · 21 Jul 2012
When Bad Theories Happen to Good Scientists on.wsj.com/MQZFG6

Eric W. Kaler @PrezKaler · Aug 3
MT: Ebola hasn't changed, but Africa has, and we must act strib.mn/UTjOGm #UMNproud of thought leaders like Dr. Osterholm. @CIDRAP

Star Tribune

Ebola hasn’t changed, but Africa has, and we must act
Ebola outbreaks have occurred in Africa on more than two dozen occasions over the past 40 years
Be useful

Key ideas:
• Add value
• Help people when you can

David Vock @docvock · Jul 23
Some very interesting large datasets now available in R!
blog.rstudio.org/2014/07/22/int...

UMN Clinical and Translational Science Institute shared a link.
22 hours ago 🕒

Do we really only use 10% of our brain? Dr. Teresa Kimberley joins NewsRadio 830 WCCO to debunk brain myths and talk about the research she's conducting on neuromodulation in stroke recovery, with support from CTSI and in partnership with the Courage Kenny Rehabilitation Institute. Listen: http://cbsloc.al/1v73bbh
Be authentic

Key ideas:
• Keep it real
• Personable
• Transparency
Be social

Key ideas:
• Connect
• Converse
• Relate
• Share
• Participate

Don S Dizon @drdonsdizon · Aug 9
Clinical cancer research in the community: join @ASCO meeting to address barriers, network w others. Learn more connection.asco.org/Commentary/Art...

UMN Biostatistics @umnbiostat · Jul 12
@umnbiostat faculty member Prof. David Vock now among the ranks of 'Tweet-assistant' Professors. Welcome, @docvock! @publichealthmn

Francis S. Collins @NIHDirector · Jul 3
@rcttaylor People like you are the reason researchers are relentlessly looking for cures!
Be a giver

Key ideas:
• Shine the spotlight on others
• Give kudos and recognition
• It’s not all about you

ResearchMatch @ResearchMatch · Aug 14
This year, @UMN_CTSI researchers are conducting research at the MN State Fair. Visit them to participate! #GetMatched strib.mn/1sJ3svG

Rebecca @DrShlafer · Jul 7
Early elective deliveries make up nearly 4 percent of U.S. births healthtalk.umn.edu/2014/06/20/ear... via @HealthTalkUMN Great article, @katybkoz!

@publichealthmn colleague @katybkoz: Better Measurement Of Maternity Care Quality @Health_Affairs Blog healthaffairs.org/blog/2014/08/1... @LynnBlewett
Be smart

Key ideas:
• Common sense
• Copyrights & IP
• Policies
HOW RESEARCHERS CAN USE SOCIAL MEDIA
Get a pulse on your industry

Key ideas:

- Stay informed
- Understand the issues

Tip: Use tools for:

- Twitter (e.g., TweetDeck, Hootsuite)
- RSS feeds (e.g., Feedly)
Organize your thoughts

Key ideas:
- Log of resources, ideas, etc.
- Refer back to later

Tools:
- Twitter
- Feedly
- Pinterest
Increase your visibility

Key ideas:
• Connect
• Participate
• Promote
• Be findable
Network

Key ideas:
• Connect with people with similar interests

Useful tools:
• Twitter
• LinkedIn
• Research networking sites
Influence

Key ideas:
- Be strategic
- Know your audience
HOW TO GET STARTED IN THREE STEPS
Step 1: Explore and observe

- Search & lurk (it’s okay)
- Understand the culture
- Find your audience and relevant sources
Step 2: Stake your claim

• Decide what channels are right for you
  – Who is your audience?
  – What are you trying to accomplish?
  – Can you invest the time to keep it up-to-date?
Step 3: Dive in

• Join the conversation
• Be authentic
• Trial and error
• Caution: When it’s out there, it’s out there
• Don’t expect success right off the bat
QUESTIONS?