

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

Building Your Brand

Make a plan

- ↙ Audit
- ↙ Goals
- ↙ Profile
- ↙ Connect
- ↙ Lurk
- ↙ Engage
- ↙ Revise



Google

🔍 emily copeland



🕒 emily copeland

Remove



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



Following

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...](https://publichealth.gsu.edu/profile/christina-h-fuller)

📅 Joined September 2016



Following

Belcher Lab 🐡🐡🐡🐡🐡

@BelcherLabNCSU

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

📍 Raleigh, NC 📅 Joined January 2017

349 Following 375 Followers

Start Following

Connect

- ↙ People
- ↙ Groups
- ↙ Conferences
- ↙ Hashtags



Follow

Harvard Chan-NIEHS Center for Environmental Health

@hsphniehsctr

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

Boston, MA hsph.harvard.edu/niehs/ Joined November 2016

164 Following

503 Followers



#ForeverChemicals

#EnvironmentalJustice

#PhDChat

#SciComm

#WomenInSTEM

@AcademicChatter

@BlackAFinSTEM

@HEEDSorg

@AgentschangeEJ

@HSPHniehstr

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](#) & [@berkeleyib](#)'s Dr. Tyrone Hayes to discuss how toxic chemicals affect sperm counts, #fertility, and #reproductivehealth.

RSVP here to join! [ceh.org/support-us/vir...](#)

AUDACIOUS ACTION
VIRTUAL TOWN HALL

→ **May 21**

How toxic chemicals are causing disastrous consequences for human reproduction and other species.

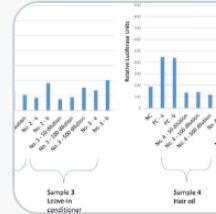
#CEHTownHall

CEH



Tamarra 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](#)



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](#)

3

57

53



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 ...
International Journal of Environmental Research and
Public Health, an international, peer-reviewed Open ...
[mdpi.com](#)



Tracey Woodruff, PhD, MPH @TraceyJWoodruff · Aug 25



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 [interc.pt/3sKg7VB](https://www.theintercept.com/3sKg7VB) ✓ by @fastlerner



theintercept.com

The EPA's Rationale for Banning Chlorpyrifos May Make it Harder to El...

The lawyer who helped ban chlorpyrifos on food crops warns that the EPA decision creates obstacles to banning other dangerous pesticides.



Joseph Allen • 1st

Associate Professor at Harvard

2w •

"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



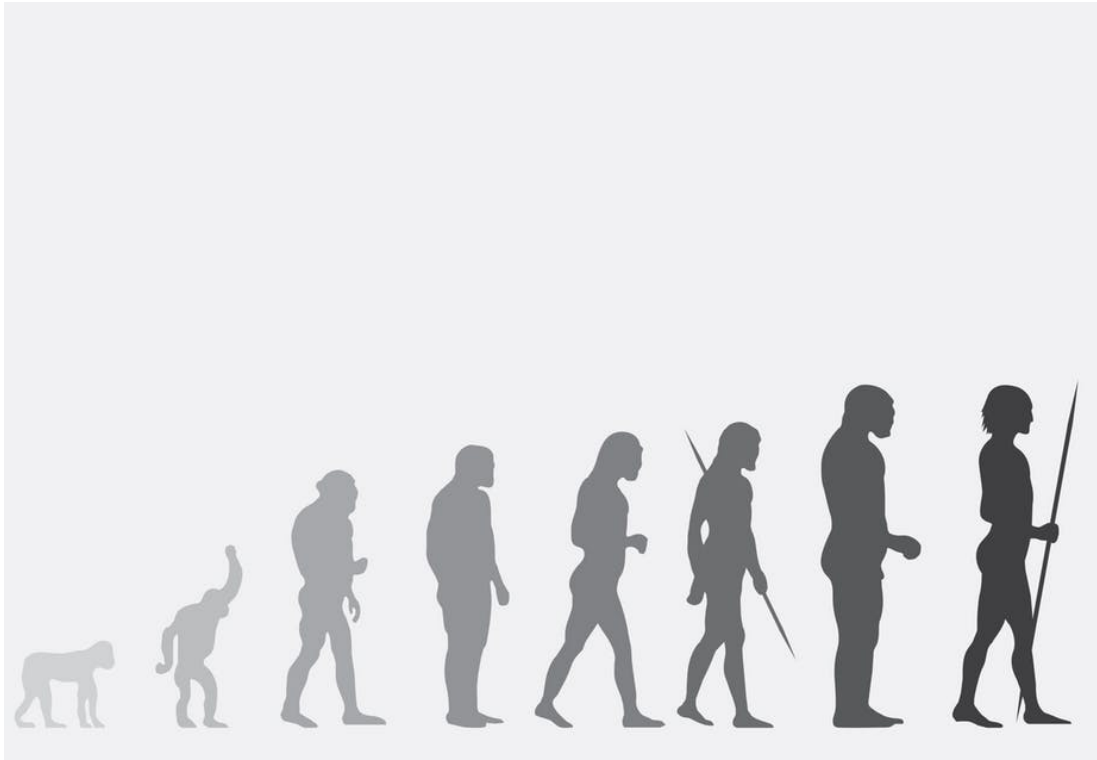
Employers Have Been Offering the Wrong Office Amenities

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...

230 • 25 comments

Like Comment Share Send

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

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the page, creating a modern, layered effect. The rest of the page is a plain white background.

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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