

The background of the slide features a close-up photograph of a white ceramic coffee cup filled with dark coffee, sitting on a wooden desk. In the foreground, a spiral-bound notebook with lined pages is open, and a bright blue pen lies across it. A laptop keyboard is partially visible in the background, slightly out of focus.

Science on social networks: A strategic choice

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EPFL Library

Coffee Lecture
#18
March 24, 2022

Learning objectives

- Discover how social networks impact research visibility
- Learn from inspirational scientists' profiles on Twitter and TikTok

Going on social networks as a researcher

- Analyze external factors influencing your adoption of social networks
- Be strategic ! Build a coherent and effective social networks strategy



- What is your objective?
- What is your target audience?
- What are the best channels to reach your audience?
- Adapt your discourse to your target and your channels

#externalfactors : access to grants

- In many grant proposals, you are requested to evaluate the impact of your research on society 🤖
 - Your presence on social networks can **#help** you to fill in this section
 - **#Altmetrics** can quantify the impact of your previous publications on lay audiences
 - Be persuasive !

#externalfactors : management of projets

More productive scholars = more engaged scholars in public communication

Entradas, Marta, and João M. Santos. 2021. 'Returns of Research Funding Are Maximised in Media Visibility for Excellent Institutes'. *Humanities and Social Sciences Communications* 8(1): 1–8.

Why ?

Funding agencies and grant committees require excellent scholars to increase individual visibility, project visibility and team visibility

How?

By using a mix of social and traditional media



<https://erc.europa.eu/managing-your-project/communicating-your-research>

https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

<https://www.snf.ch/fr/vHmVpRYYUJYwO6On/encouragement/communication-scientifique/cours-media>

Dedicated training: <https://www.microplume.ch/formations-fns-programmes>

#externalfactors : open access and science policies

Open access policies

- Open access policies encourage you to have contents (papers or other supports related to your research) that can be **#legally** used on social network platforms

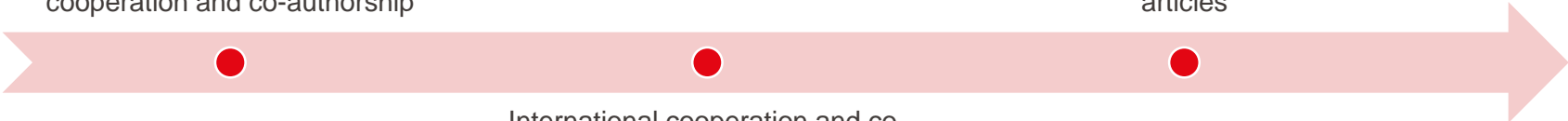
Open science policies

- Open science policies encourage scientists in using social media for **#disseminating** their results and **#sharing** them

#externalfactors : traditional metrics

Social media foster international cooperation and co-authorship

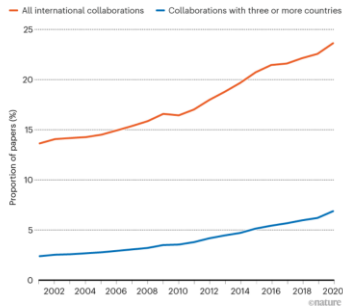
Strategic use of social media fosters indirectly citations of your articles



International cooperation and co-authorship boost article citations

COLLABORATIONS ON THE RISE

The past few decades have seen a rapid rise in the fraction of papers with authors from more than one country.

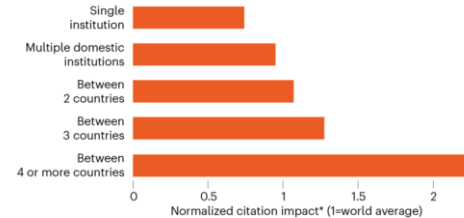


Source: Nature analysis of Dimensions database

Maier, Brendan, and Richard Van Noorden. 2021. 'How the COVID Pandemic Is Changing Global Science Collaborations'. *Nature* 594(7863): 316–19.

CITATION ADVANTAGE

Papers with multiple countries in their author affiliation lists gain more citations than those with only one or two.



*Each article's citation count divided by average citations for other articles in the same year and subject area. ©NATURE

Source: Ref. 2

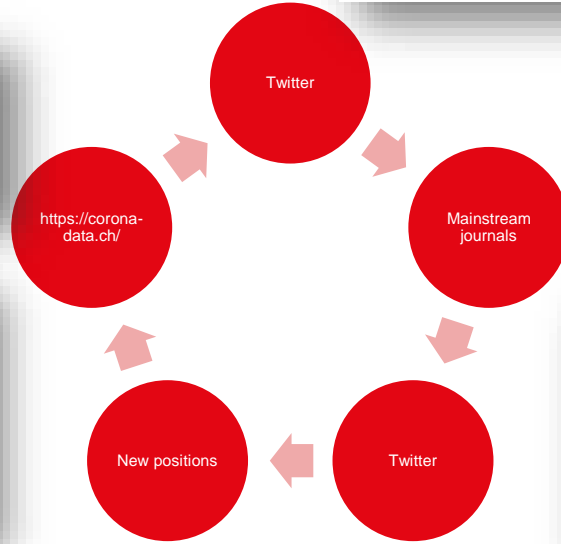
Potter, R. W. K., Szomszor, M. & Adams, J. J. *Informetr.* **14**, 101075 (2020).
 In Maier, Brendan, and Richard Van Noorden. 2021. 'How the COVID Pandemic Is Changing Global Science Collaborations'. *Nature* 594(7863): 316–19.



Twitter for ...?

- Retrieve automatically information about your network and your subject
- Follow and create Twitter Lists by group, topic or interest
- Organize and prioritize the tweets you see in your timeline
- Show your data and competencies via data visualization
- Link your profile to your webpage and/or to your other active accounts

 At the Library, we can help you to find the best *#hashtags* for your topic



- Valorize your competencies and your ability to be useful to citizens
- Celebrate your achievements (new teams, new projects or your participation as expert in academic boards).

About TikTok and science

- TikTok is one of the fastest-growing social media applications among scientists.

Hayes, Clare, Katherine Stott, Katie J. Lamb, and Glenn A. Hurst. 2020. "Making Every Second Count": Utilizing TikTok and Systems Thinking to Facilitate Scientific Public Engagement and Contextualization of Chemistry at Home'. *Journal of Chemical Education* 97(10): 3858–66.

Brewer Madison, Physicists turn to TikTok for science communication. *Physics today*. Published online January 5, 2022. doi:10.1063/PT.6.4.20220105a

- Profile @ / Hashtag # / Link to other social media (Twitter and Instagram)

[#realscientists](#) [#stemtok](#) [#scientistsoftiktok](#)
[#neuroscience](#) [#scicomm](#)

- TikTok is visual  Use TikTok only if you like creating visual contents

nudibranch_nerd
Marine biology tik tok!

Message

130 Following 393.4K Followers 8.4M Likes


Teaching about marine bio 🐙
Follow my instagram [📱](#)
Thanks for the support! [👇](#)

beacons.ai/nudibranch_nerd

Videos Liked

https://www.tiktok.com/@nudibranch_nerd

TikTok for sharing your lab experience



int.polarfoundation
IPF - Antarctica - Arctica · 1-14

Following

#Belgian & #Swiss #researchers setting up #AWS in #Antarctica with our help. Projects CLIMB and Mass2Ant funded by Belgian Science Policy #Belspo

🎵 origineel geluid - IPF - Antarctica - Arctica

35 5

Share to

<https://www.tiktok.com/@int.polarfoundation/video/705309...> Copy link

IPF - Antarctica - Arctica · Creator

The Swiss team is from the TerraRad Tech group in Zurich. The Belgian climatology project CLIMB is led by Ghent University & the Royal Meteorological

<https://www.tiktok.com/@int.polarfoundation/video/7053096815155055877>

TikTok for sharing your experience in teaching

physicsisfun_official
PhysicsisFun

Follow

143 Following 134.7K Followers 2.3M Likes

MIT Physicist with a passion for science education. Check out my youtube as well!!

Videos Liked

Yet another demonstration... 9526

Today we look at the Lore... 11.9K

#duet with ... 3856

Just a quick announcement! 2064

Faraday cage demonstrati... 48.9K

This week we look at a Fo... 36.8K

Reply to @sead420 Yes y... 8800

#stitch with ... 10.6K

What is happening here???? Answered 14.4K

QnA: Lenz Law II 9085

QnA: Lenz's Law 7889

QnA: Is the clamp effecting the motion? 28.1K

Physics is Fun: Lenz's Law 2.9M

Ignore the bots! 13.9K

Reply to @joacob13 yeah t... 51.4K

Spinning the air gryro with a drill 51.4K

Physics is fun: Air Gyroscope 1.2M

Reply to @puntoad okay ...

Wait till the end to see it in...

@physicsisfun_official Ans...

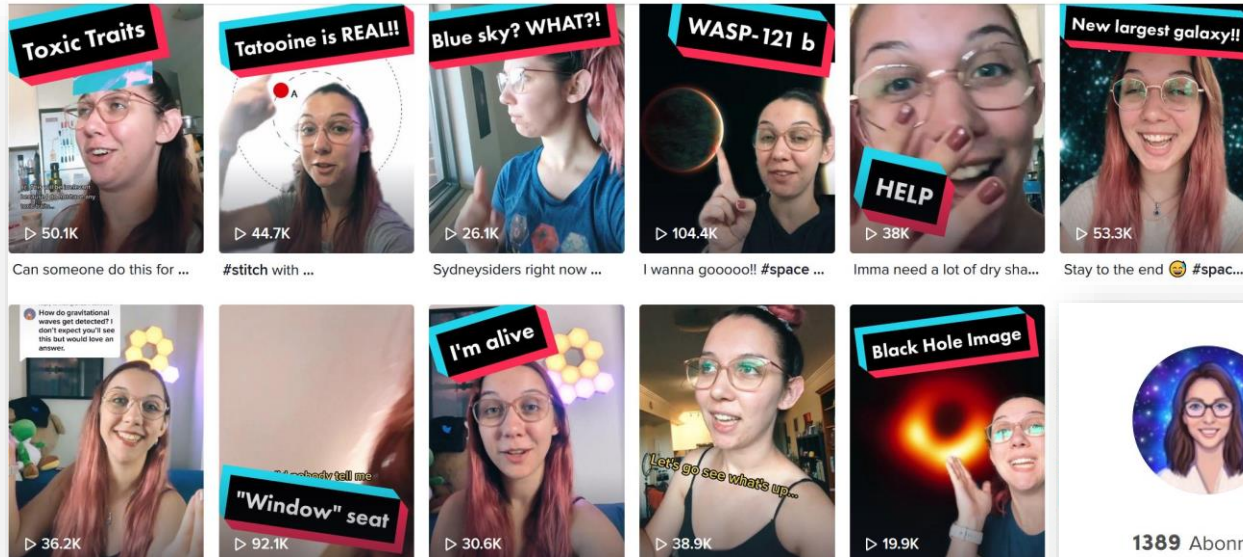
Reply to @johnduncan74 ...

This one was hard to film l...

Reply to @beuh.momento...

Starting the week with yet ...

https://www.tiktok.com/@physicsisfun_official



<https://www.tiktok.com/@astrokirsten>



astrokirsten ✓

Kirsten Banks

S'abonner

1389 Abonnements 270.7K Abonnés 6.2M J'aime

✨ Astrophysicist ✨

Join me on my other socials!

Twitter/Insta: @AstroKirsten

🔗 taplink.cc/astrokirsten



professorbren

Rachel Brenner, PhD

Follow

858 Following 58.1K Followers 1.7M Likes

Professor | Psychologist | Mentor
She/her

linktr.ee/ProfessorBren

Videos

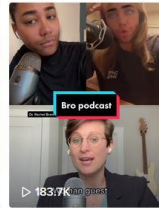
Liked



Still white tho #dei #lgbtq...



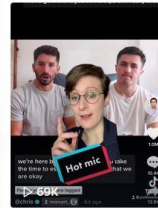
Reply to @dlzebug #duet...



#duet with ...



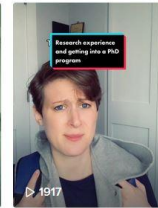
Every department has one...



Seriously wish you both th...



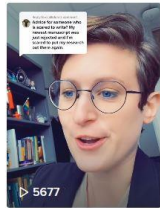
Thanks for the laughs @pa...



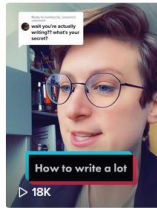
Needless to say I was not l...



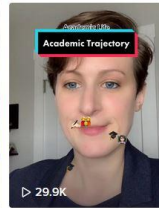
#phdlife #research #phds...



5677



18K



29.9K



14.7K



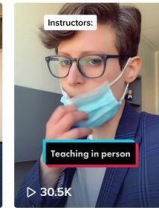
18.9K



5687



18.4K



30.5K

<https://www.tiktok.com/@professorbren>

Thank you !

go.epfl.ch/coffee-lectures

Contact & credits

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