

How I use Social Media as a Basic Researcher

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@kalvina0308

Why did I start a Twitter account?

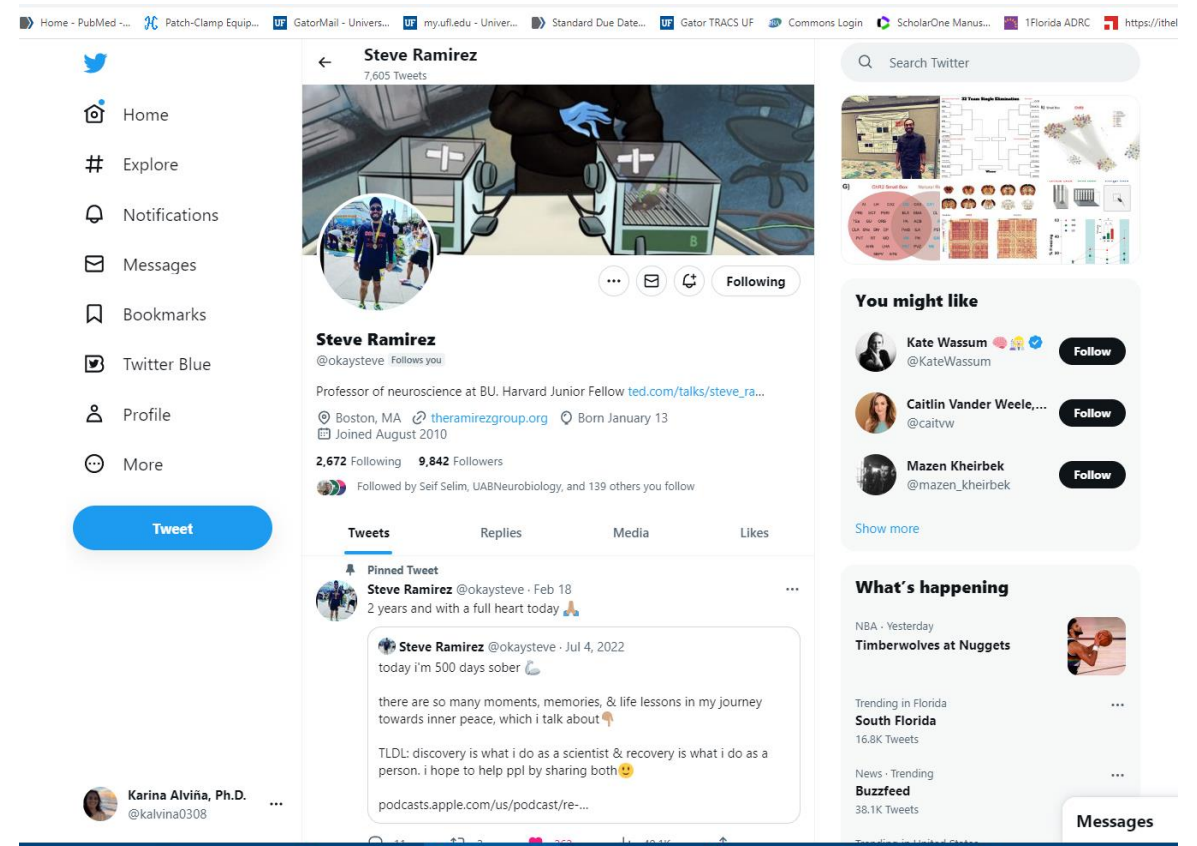
- Teaching undergrad/grad courses, i wanted to motivate students to get excited about science!
- Offered extra credit for posting papers on Twitter!
- Students liked it! (but also, most only twitted just enough to get the extra credit...)
- Decided to continue but focused on science only (no personal account)
- Discovered “science Twitter”

Science twitter (before EM)

- Very active platform where many scientist used to promote their work
- Some were science-focused only, some were not...
- “Tweetorial” (or a twitter thread explaining your newly published paper!)

Great example

- Steve Ramirez, Assistant Prof at Boston U.
- Ph.D. from MIT working with Prof. Susumu Tonegawa



The image shows a screenshot of a Twitter profile for Steve Ramirez (@okaysteve). The profile is for a male user with 7,605 tweets. The bio identifies him as a Professor of neuroscience at BU, Harvard Junior Fellow, and provides his website (theramirezgroup.org) and birth date (January 13). He has 2,672 following and 9,842 followers. A pinned tweet from February 18, 2022, is visible, celebrating his 2-year anniversary and mentioning he is 500 days sober. The tweet text includes reflections on his journey and a link to a podcast. The right sidebar shows 'You might like' recommendations for Kate Wassum, Caitlin Vander Weele, and Mazen Kheirbek, and 'What's happening' trending topics for NBA and South Florida.

- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Twitter Blue
- Profile
- More

Tweet

Thread



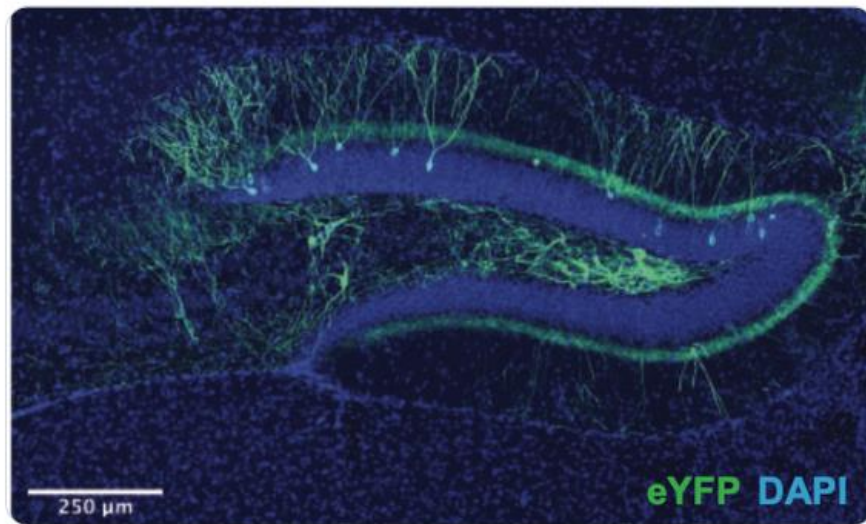
Steve Ramirez
@okaysteve

🌟 new lab preprint alert! 🌟

"Hippocampal engrams generate flexible behavioral responses and brain-wide network states"

by @KaitlynDorst @ryan_senne @mia_diep et al. ✨

[biorxiv.org/content/10.110...](https://doi.org/10.1101/2023.02.23.530000)



9:48 AM · Feb 25, 2023 · 33.2K Views

43 Retweets 4 Quotes 261 Likes 43 Bookmarks



Search Twitter

Relevant people



Steve Ramirez

@okayst... Follows you

Following

Professor of neuroscience at BU.
Harvard Junior Fellow
[ted.com/talks/steve_ra...](https://www.ted.com/talks/steve_ramirez_how_to_create_a_memory)



Kaitlyn Dorst

@KaitlynDorst

Follow

🌟 First generation college graduate crawling towards her doctorate ✨
PhD Candidate in the Ramirez Lab at Boston University's Graduate Program for Neuroscience



Ryan Senne

@ryan_senne

Follow

Ph.D. Student Boston University Graduate Program for Neuroscience//Former Ramirez Lab Undergraduate and Research Technician//Boston University '21//he/him

What's happening

NHL · Last night

Panthers at Bruins



Entertainment · Trending

Tiffany Haddish

5,935 Tweets

Take home message

- Social media offers **rapid dissemination** of research work, potential increases in the novel and traditional impact metrics for publications, and may also facilitate academic promotion.

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Current Cardiology Reviews, 2021, 17, 122-128

REVIEW ARTICLE

Social Media as a Means to Disseminate and Advocate Cardiovascular Research: Why, How, and Best Practices

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Social Media measures real-time impact of publications

Altmetrics

- Attention to scholarly outputs in non-traditional sources (news, blogs, ****social media****)
- Track dissemination beyond the journal w impact on *readership* – shares, retweets, impressions
- Shows early & real-time impact prior to article citations
- Links to the URL of the journal article



Metrics



See more details

Picked up by 89 news outlets
Blogged by 8
Tweeted by 181
On 36 Facebook pages
Referenced in 1 Wikipedia pages
Mentioned in 16 Google+ posts
Reddited by 1
On 2 videos
111 readers on Mendeley
1 readers on CiteULike
Download: 7,053

Altmetrics as of July 13, 2019 for
Anderson JJ... Michos ED. Calcium Intake From
Diet and Supplements and the Risk of Coronary
Artery Calcification and its Progression Among
Older Adults: 10-Year Follow-up of the Multi-
Ethnic Study of Atherosclerosis (MESA). *J Am
Heart Assoc.* 2016; 5(10). pii: e003813.

Social media for academic research



Other platforms

- Blogging or Vlogging (or video blogging)
- Instagram (photos or videos only).... Maybe not so appropriate for all research, be careful about what can be shared and what cannot (i.e., animal research, privacy issues with patients, etc.)
- Facebook? (not for the younger audience though!)
- LinkedIn... seems to be where many twitter exiles have migrated
- YouTube
- Reddit and other forum platforms
- Researchgate

Other resources

- <https://conductscience.com/the-impact-of-social-media-on-knowledge-dissemination/>
- <https://www.altmetric.com/>