



CLICKS WITH CREDIBILITY: SCIENCE ON SOCIAL MEDIA

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Gabriella Baki's presentation outlines several critical strategies for effectively communicating science on social media, focusing on clarity, accuracy, and audience connection.

Lead with Curiosity and Relatability

Instead of starting with dense definitions or long introductions, open with a "hook" such as a question, surprise, or visual mystery that makes the audience wonder. This relatable opening engages users before transitioning into the scientific explanation.

Prioritize Teaching Visuals Over Decorative Ones

Use infographics, short videos, and diagrams to anchor scientific concepts. It is vital that these visuals remain scientifically accurate; while non-experts may not notice, incorrect structures or misleading diagrams will alienate experts and damage your credibility.

Connect Mechanisms to Meaning

Don't just explain how a scientific process works; explain why it matters to the viewer in their daily life. For instance, relating emulsifiers to why a lotion doesn't separate makes the chemistry feel relevant and memorable.

Adhere to "One Idea Per Post"

Clarity and simplicity are more effective than being exhaustive. Complex topics should be broken down into a series of posts to reduce cognitive load and make the content easier for the audience to follow.

Design for Digital Devices

Content is typically viewed on small phone screens, so use large, high-contrast text and close-up visuals. Additionally, assume many viewers will watch on silent, meaning on-screen words must be able to carry the main idea without audio.

Maintain Consistency

Building trust with an audience requires a regular posting schedule. Consistency not only helps build a reliable reputation but also ensures that platform algorithms recognize and promote your content more effectively.

Foster Community Through Engagement

Success on social media is measured by the quality of relationships, not just the number of followers. It is essential to spend time replying to comments and messages to build a community that feels a personal connection to the account.

Tom Kuntzleman's presentation highlights how scientific passion and technical experimentation can be effectively translated into social media success.

Own Your Energy (The Two Laws)

Kuntzleman's "Two Laws of Social Media Dynamics" emphasize that no one else will bring the necessary energy to your goals; it is your responsibility to provide the drive and enthusiasm needed to accomplish your vision.

Establish a Clear Vision

Success starts with defining exactly what you want to achieve. For Kuntzleman, this meant sharing his love of science experiments while ensuring people actually learned or appreciated something from them.

Highlight Beauty and Story

To capture an audience, scientists must become "artists." Kuntzleman uses advanced editing and specialized lighting techniques, such as backlighting flasks to make colors pop, to share the inherent beauty of chemistry.

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Experiment with Modalities

Don't limit yourself to one format. By trying long-form videos, short-form snippets (like YouTube Shorts), and live streaming, Kuntzleman was able to expand his reach and find new audiences that traditional lectures might not have captured.

Balance Consistency with Mental Health

While posting regularly is the primary driver of growth, it must be sustainable. Kuntzleman warns that overcommitting to a schedule can lead to burnout, stressing that your well-being is a critical part of what makes social media "work" for you.

Capture Authentic, In-the-Moment Content

For maximum efficiency, film what you are already doing. Kuntzleman often records experiments he is already performing for his students, which keeps the content authentic and easier to produce.

"Shrink the Canvas"

One of the most effective strategies is the "elevator speech" approach—delivering complex scientific ideas in 60 seconds or less. This forces the creator to focus on the core takeaway, making the science more accessible and shareable.

John Richardson's presentation provides a unique perspective on how a "late career" scientist and "low-tech" individual can successfully use social media for professional growth, recruitment, and business marketing.

Prioritize Professional Utility Over Personal Interest

Even if you do not use social media in your personal life, it is a vital tool for professional goals such as promoting science, recruiting students, and reaching potential business clients.

Target Niche Communities

By creating content for a specific interest group—such as his "Kombucha Chem Academy"—you allow your target audience to find you naturally, which Richardson found to be more effective than broad outreach.

Embrace a "Minimal Production" Style

You do not need high-end equipment to be successful; "chalk talks" using a whiteboard and a smartphone can create content that feels "edgy," "authentic," and "in-the-moment".

Incorporate Real People and Props

Involving students or co-workers and using actual laboratory instruments as props makes the content more engaging and demonstrates the reality of scientific work.

Leverage Efficiency Over Traditional Outreach

Social media is significantly less time-consuming and more effective for finding clientele than traditional methods like cold calling, where response rates are often extremely low.

Humanize the Scientist Through a Relatable Persona

Richardson suggests dropping the formal "sciency persona" in favor of something more relatable, such as a "dad persona." Being goofy or silly can make the content more alive and fun for the audience.

Find the Story in Your Daily Environment

Richardson's "Roving Chemist" concept illustrates the importance of looking around your own department or lab to find interesting, unscripted moments that highlight what you do well.

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