



Questions or Comments?

Use Zoom's Q&A feature to add it to the queue.



"Why can't I use the chat feature?"

Chat is reserved for one-way messages from ACS staff to attendees like links to the slides and announcements.

1



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2

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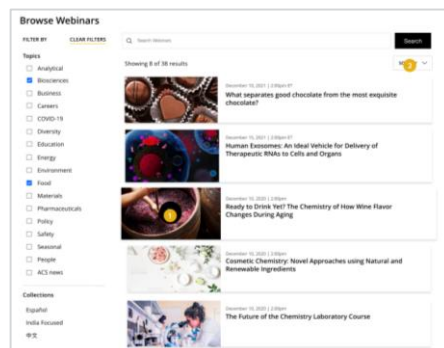
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UPCOMING

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June 11, 2026 | 2:00 PM EDT

Building an Integrated Safety Approach in Your Chemistry Department

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Clicks with Credibility: Science on Social Media



GABRIELLA BAKI, PhD

Speaker

Director of Cosmetic Science and
Formulation Design Undergraduate
Major, Professor at The University
of Toledo, and IFSCC Science Chair



TOM KUNTZLEMAN, PhD, MS

Speaker

Assistant Professor of Teaching,
College of Liberal Arts and
Sciences, Wayne State University



JOHN RICHARDSON, PhD

Speaker

Professor of Analytical Chemistry,
Department of Chemistry and
Biochemistry, Shippensburg University



EMILY SCHNEIDER, MPW

Moderator

Science Writer,
Science Communications,
American Chemical Society

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Question for audience

When you view science on social media, what platforms do you enjoy using? (select all that apply)

- Instagram
- YouTube
- X or Bluesky
- TikTok
- LinkedIn

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Clicks with Credibility: Science on Social Media

Emily Schneider

Science Writer
 ACS Communications Division, American Chemical Society

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Sharing scientific content in multiple forms

American Chemical Society
 236,942 followers
 1min · 🌐

To celebrate Earth Day 🌍 and this year's into the Woods with Chemistry theme for #CCEW, we're spotlighting science that takes cues directly from the natural world.

Researchers at the Harbin Institute of Technology wanted to mimic how real leaves transport water and release it through evaporation. They designed leaflike structures with microscopic "veins" and "stomata" using high precision 3D printing to fabricate microchannels with circular, square, and rhombic shapes to replicate stomata, or pores on leaves.

The mimicked leaves converted sunlight into heat of evaporation with over 92% efficiency. Building on this success, the researchers assembled the leaf inspired structures into tree-inspired designs that were able to recreate how real trees move water from roots to leaves.


Together, these findings provide a promising approach for energy-efficient, solar-powered applications for water treatment, passive fluid pumping, or temperature or humidity regulation.

#CCEW #EarthDay

Click the link to learn more: <https://doi.org/10.1021/acsapm.2c04611>

Video credit: Aditya...

DOI: 10.1021/acsapm.2c04611



Watch how liquid flows through microchannels with pores inspired by features of a leaf.

5 | 1 | 5

Watch how liquid flows!



amerchemsociety

amerchemsociety This plastic is ... alive? Kind of! By incorporating a team of bacterial spores that are engineered to produce a pair of plastic-coating enzymes, a team reporting in ACS Applied Polymer Materials created a "living plastic." In experiments, it came alive on demand and broke itself down completely within just six days. And, the cooperative enzymes are so efficient, they left behind no microplastic particles. The strategy could help prevent plastic from persisting past the end of its "life." 🌱

Read more at the link in our bio.

Image credits: Adapted from ACS Applied Polymer Materials 2026. DOI: 10.1021/acsapm.2c04611

3w

Living plastic hahaha! Sounds like Dr. Who episode

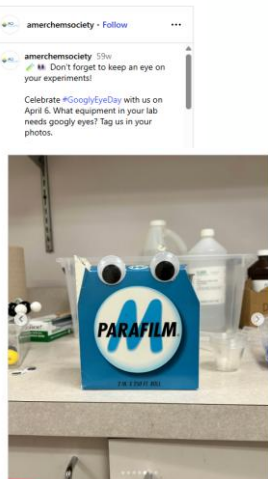
1w Reply

Omg so inspiring!

2w Reply

AMERICAN CHEMICAL SOCIETY

Engaging a community of scientists



^ see the whole post for more googly-eyed lab stuff



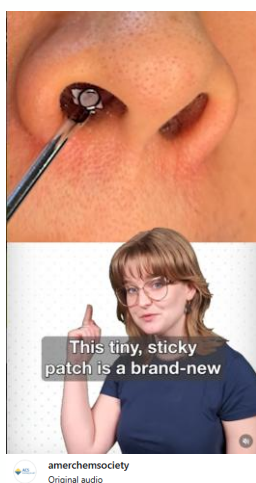
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AMERICAN CHEMICAL SOCIETY

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Reaching scientists and beyond



amerchemsociety
Original audio



amerchemsociety
Original audio



acsreactions and 2 others
Original audio



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AMERICAN CHEMICAL SOCIETY

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AMERICAN CHEMICAL SOCIETY

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Clicks with Credibility: Science on Social Media

Gabriella Baki, PhD



THE UNIVERSITY OF
TOLEDO

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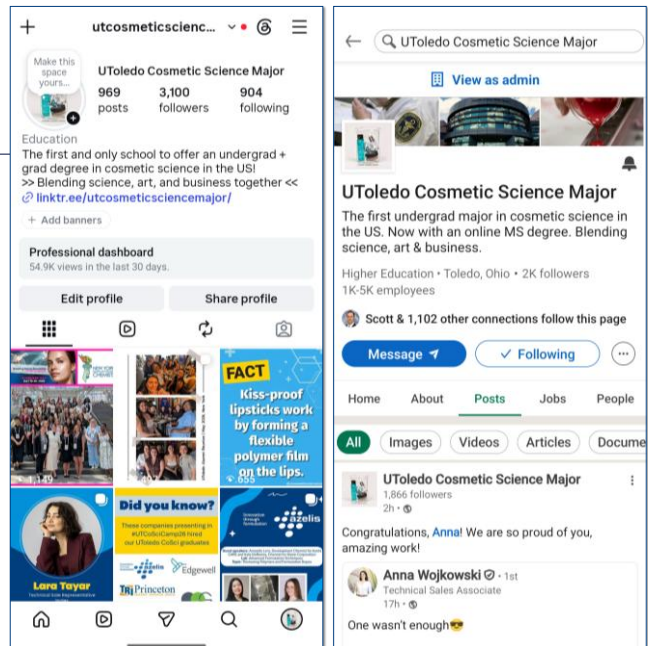
May 27, 2026

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PLATFORMS I MANAGE



UToledo Cosmetic
Science Major



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Question for audience

When you are on Instagram, what do you usually do?

- Watch posts and reels on my feed
- Look at photos and stories from friends
- Search for tutorials, tips, and how-to content
- Read captions if a post looks interesting

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5 TIPS FOR EFFECTIVE SCIENCE CONTENT

1. Start with curiosity + relatable information, land with science

- ✓ Create a hook: open with a question, surprise, or visual mystery
- ✓ Use relatable questions
- ✓ Reveal the mechanism later
- ✗ Avoid: starting with definitions, context dumps, long intros

2. Use visuals that teach, not just decorate

- ✓ Use infographics, short videos, diagrams, or on-screen text to anchor the concept
- ✓ Let the caption carry the nuance, citations, and expert detail
- ✓ Keep visuals scientifically accurate — don't alienate experts with incorrect structures
- ✗ Avoid: inaccurate structures or visuals, cluttered diagrams

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5 TIPS FOR EFFECTIVE SCIENCE CONTENT

3. Translate mechanisms into meaning

- ✓ Connect the chemistry to a real-world outcome
- ✓ Explain why the mechanism matters for the viewer
- ✓ Make the science feel relevant and memorable
- ✗ Avoid: mechanisms with no application, jargon without translation

4. One idea per post

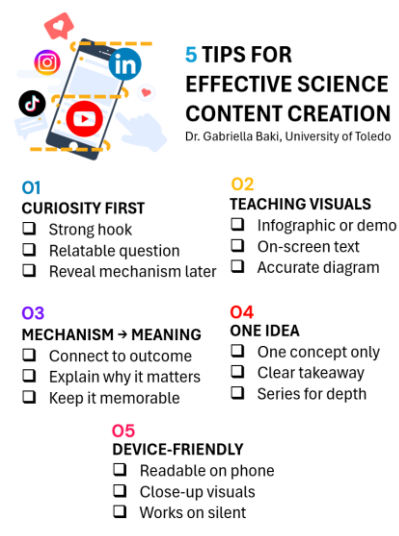
- ✓ Clarity and simplicity are key
- ✓ Break complex topics into a series
- ✗ Avoid: overstuffing, multi-mechanism explanations

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5 TIPS FOR EFFECTIVE SCIENCE CONTENT

5. Design for digital devices

- ✓ Use large, high-contrast text readable on a phone
- ✓ Use close-up visuals so the science is visible on small screens
- ✓ Frame vertically and keep backgrounds clean
- ✓ Assume viewers are watching on silent, so on-screen words must carry the idea
- ✗ Avoid: tiny labels, wide shots, or audio-dependent explanations



5 TIPS FOR EFFECTIVE SCIENCE CONTENT CREATION
Dr. Gabriella Baki, University of Toledo

O1 CURIOSITY FIRST

- Strong hook
- Relatable question
- Reveal mechanism later

O2 TEACHING VISUALS

- Infographic or demo
- On-screen text
- Accurate diagram

O3 MECHANISM → MEANING

- Connect to outcome
- Explain why it matters
- Keep it memorable

O4 ONE IDEA

- One concept only
- Clear takeaway
- Series for depth

O5 DEVICE-FRIENDLY

- Readable on phone
- Close-up visuals
- Works on silent

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KNOW YOUR TARGET AUDIENCE



YouTube

Content: tutorials, deep-dives, lab walkthroughs, animated mechanisms
Audience: teens to 50s, high intent, search-driven
Attention span: 15-45 sec (short), 4-12 min (long)

Instagram

Content: reels, carousels, infographics, shareable micro-lessons
Audience: 18-34 yrs, discovery-driven
Attention span: 7-12 sec (reels), 3-6 swipes (carousels)

TikTok

Content: short demos, myth-busting, quick explainers
Audience: 16-34 yrs, behavior-driven, high watch-time sensitivity
Attention span: 1-3 sec hook, 6-15 sec ideal

LinkedIn

Content: research summaries, expert insights, professional commentary
Audience: 24-45, professionals, expertise-weighted
Attention span: 10-30 sec reading

Sources: [sproutsocial](#), [LinkedIn](#), [YouTube](#), [Instagram](#), [TikTok](#)

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EXAMPLES | FROM UTOLEDO



REELS

- Hard to pronounce cosmetic ingredients
- What's the science behind it?
- Day in the life

POSTS

- What's the difference?
- Encyclopedia
- Special days
- What's under the microscope
- Myth or Fact?

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EXAMPLE | WHAT'S THE DIFFERENCE?



What's the difference? 🤔

Lotions and creams are products that include humectants, emollients, and occlusives to provide the skin moisture. While similar in purpose, the properties of lotions and creams are different.

✦ Lotions are a liquid dosage form that contain a higher water phase and have a thin consistency. They can be easily poured from a bottle or pumped from a jar and are readily washable.

✦ Creams are a semisolid dosage form that contain a higher oil phase and have a thicker consistency. They do not flow as easily, so they are typically packed into a jar or a tube for dispensing.

References:

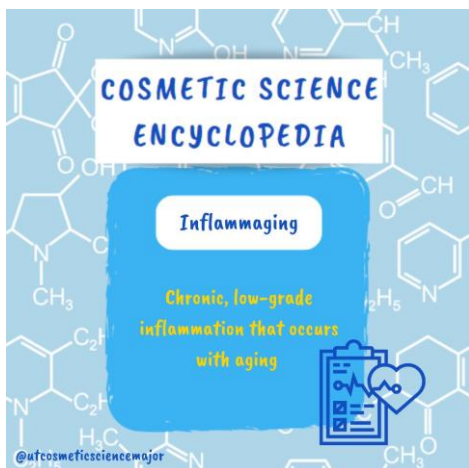
Baki, Gabriella, and Alexander, Kenneth S.. Introduction to Cosmetic Formulation and Technology. Germany, Wiley, 2015

Do you prefer lotions or creams? Let us know in the comments below! 📩

[#lotion](#) [#cream](#) [#emulsion](#) [#cosmeticscience](#) [#formulation](#) [#science](#) [#beauty](#) [#personalcareproducts](#) [#cosmeticchemist](#) [#cosmeticchemistry](#) [#fuelingtomorrows](#) [#gorockets](#) [#utoledo](#) [#chemistry](#) [#womeninstem](#) [#stem](#) [#utccs](#) [#utoledopharmacy](#) [#uoftoledo](#) [#ovscc](#) [#nyscc](#)

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EXAMPLE | ENCYCLOPEDIA



Inflammaging is the chronic, low-grade inflammation that occurs with aging.

As people age, there is an increase in the levels of pro-inflammatory markers in the blood and tissues, therefore resulting in changes in the immune system. This occurs even without an infection or injury. This affects not only the immune system but also various organs in the body.

Inflammaging is believed to contribute to the development of various age-related diseases and conditions such as cardiovascular diseases, osteoporosis, and Alzheimer's disease. Research is ongoing to better understand the underlying mechanism of inflammaging and how it affects disease development.

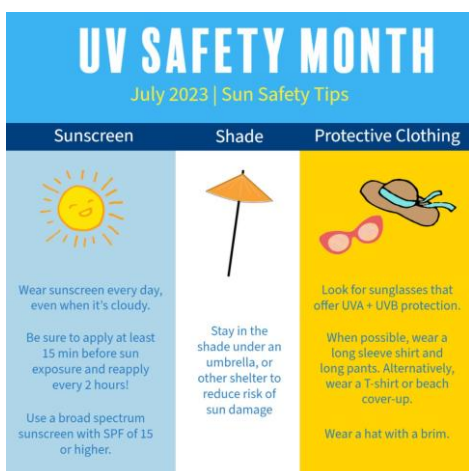
Have you ever heard of inflammaging? Let us know in the comments.

Reference: Ferrucci L and Fabbri E: Inflammaging: chronic inflammation in ageing, cardiovascular disease, and frailty. Nat Rev Cariol. 2018; 15(9):505-522.

[#encyclopedia](#) [#inflammaging](#) [#cosmeticscience](#) [#formulation](#) [#pharmaceutics](#) [#skincare](#) [#science](#) [#personalcareproducts](#) [#cosmeticchemist](#) [#fuelingtomorrows](#) [#gorockets](#) [#utoledo](#) [#chemistry](#) [#stem](#) [#utccs](#) [#utoledopharmacy](#) [#uoftoledo](#) [#ovscc](#) [#nyvsc](#)

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EXAMPLE | SPECIAL DAYS



July is UV Safety Awareness Month! 🌞

✨ Sunlight is the main source of Ultraviolet (UV) radiation with the strongest UV rays occurring between 10AM-4PM during the spring and summer months

✨ UV rays can reflect off surfaces such as water, sand, snow, and pavement causing an increase in UV exposure

✨ UV radiation is divided into UVA, UVB, and UVC rays. UVA rays cause damage to the skin causing skin cells to age. UVB rays cause damage to the DNA in skin cells, cause sunburns, and are considered to cause most skin cancers. UVC rays react with the ozone and fortunately, do not reach the ground.

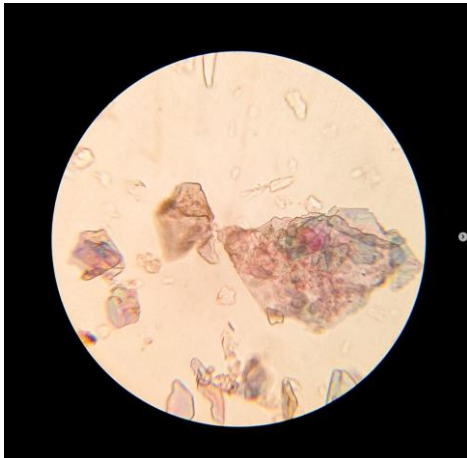
✨ It's important to note, there are no safe UV rays and both UVA and UVB rays can damage skin cells and promote skin cancer.

✨ Protect yourself from UV rays by following these sun safety tips!

[#sunsafety](#) [#UVawarenessmonth](#) [#UVsafetymonth](#) [#sunscreen](#) [#cosmeticscience](#) [#personalcareproducts](#) [#cosmeticchemist](#) [#cosmeticchemistry](#) [#fuelingtomorrows](#) [#gorockets](#) [#utoledo](#) [#chemistry](#) [#womeninstem](#) [#passionforscience](#) [#stem](#) [#utccs](#) [#utoledopharmacy](#) [#uoftoledo](#) [#ovscc](#) [#nyvsc](#) [#societyofcosmeticchemists](#)

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EXAMPLE | MICROSCOPE



This is a photo of a peachy pink powder blush with golden shimmer under the microscope. 📷

✨ Blush is designed to add vivid color to the face using a mix of pigments to highlight the apple of the cheeks.

✨ Examples of FDA-approved pigments used in this formulation are: Bismuth Oxychloride, Carmine, Mica, Red 30 Lake, Titanium Dioxide, and Yellow 5 Lake.

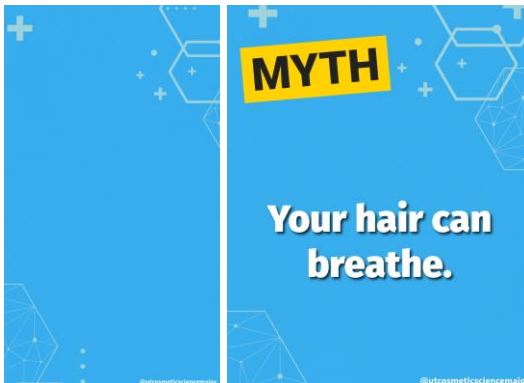
✨ In these photos, you can see the distinct colors of different sheet-like pigments layered on top of each other at different magnifications.

What would you like to see under the microscope next? Let us know down below! 📌

[#blush](#) [#microscope](#) [#cosmeticscience](#) [#formulation](#) [#science](#) [#beauty](#) [#personalcareproducts](#) [#cosmeticchemist](#) [#cosmeticchemistry](#) [#futurelingtomorrows](#) [#gorockets](#) [#utoledo](#) [#chemistry](#) [#womeninstem](#) [#stem](#) [#utccs](#) [#utoledopharmacy](#) [#uoftoledo](#) [#ovscc](#) [#nyscc](#)

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EXAMPLE | MYTH OR FACT?



Add question box for engagement

Share results before revealing answer

✖ Myth

The visible hair shaft is made of dead, keratinized cells and has no metabolism, blood supply, or ability to exchange gases. As a result, hair does not breathe, suffocate, or detoxify.

✔ Science Behind It

The living part of the hair is the hair matrix, located at the base of the follicle. This is where new hair cells are produced, and it is a highly active tissue supplied by blood vessels in the dermal papilla, which deliver oxygen, nutrients, and signaling molecules required for hair growth.

Because oxygen and nutrients reach hair cells through the bloodstream, not the air, products applied to the hair shaft or scalp do not suffocate hair or stop it from “breathing.” Styling creams, oils, and serums simply coat the hair fiber to improve appearance or reduce damage. What consumers perceive as hair “not breathing” is usually product buildup affecting texture or shine, not follicle health or hair growth.

[#utoledocosmeticscience](#) [#mythorfact](#) [#hairbiology](#) [#haircare](#)

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EXAMPLE | ACADEMIC PROGRAM



📌 UToledo CoSci MS degree FACT #2

Wanting to level up but an MS degree seems like a big commitment? Enroll in our graduate certificate and then you can continue in our MS program. Watch the video to see how you can go from a graduate certificate into a full MS degree.

[#utoledocosmeticscience](#) [#graduateeducation](#)
[#certificatetomsdegree](#)

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MAKE YOUR POSTS COUNT

Why are you posting?

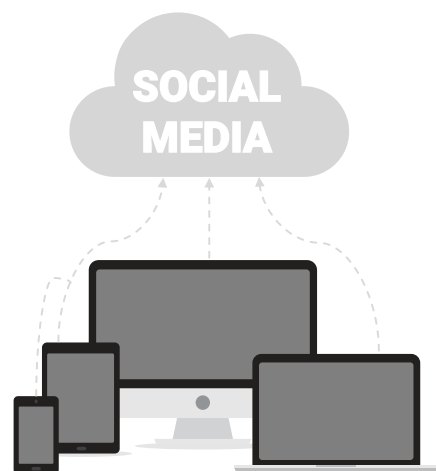
- @utcosmeticsciencemajor: to educate followers about cosmetic science, highlight current + former students, share news about us

Be consistent

- Have a schedule and stick to it

Engage with followers

- Ask questions, reply to comments



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HOW TO MAKE IT WORK?

- Create a calendar to keep yourself on track
- Use a content creation tool, e.g., Adobe Express, Canva
- Adjust your strategy over time: make more of what works

Week	Monday	Tuesday	Wednesday	Thursday	Friday
1	MM/DD/YY Instagram: TikTok: LinkedIn:	MM/DD/YY Instagram: TikTok: LinkedIn:	MM/DD/YY Instagram: TikTok: LinkedIn:	MM/DD/YY Instagram: TikTok: LinkedIn:	MM/DD/YY Instagram: TikTok: LinkedIn:
2	MM/DD/YY Instagram: TikTok: LinkedIn:	MM/DD/YY Instagram: TikTok: LinkedIn:	MM/DD/YY Instagram: TikTok: LinkedIn:	MM/DD/YY Instagram: TikTok: LinkedIn:	MM/DD/YY Instagram: TikTok: LinkedIn:
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Email: Gabriella.Baki@utoledo.edu

LinkedIn: Gabriella Baki

Thank you for your attention!

Feel free to contact me for further discussion



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Science on Social Media

Tom Kuntzleman Wayne State University
aka Tommy Technetium

YouTube: @TommyTechnetium

TikTok: @pchemstud

Instagram: tommy.technetium



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THE FIRST LAW OF SOCIAL MEDIA DYNAMICS

**No one else will bring your energy to what it
is that you want to accomplish.**

THE SECOND LAW
That's YOUR job.



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WHAT HAS WORKED FOR ME

1. A clear vision of what I wanted to accomplish:

**To share my love of science
and science experimentation
with others**



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WHAT HAS WORKED FOR ME

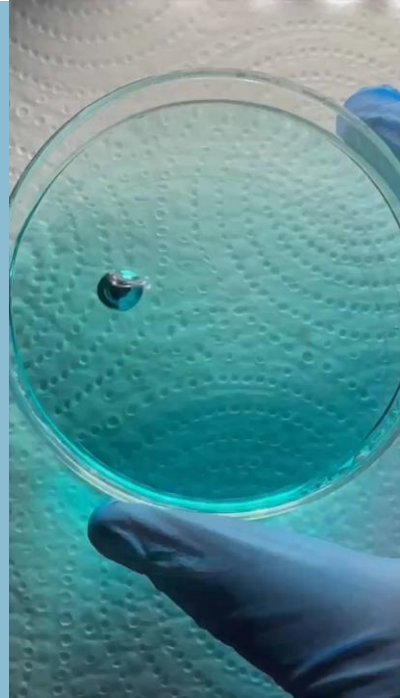
2. Focusing on beauty and story



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WHAT HAS WORKED FOR ME

3. Experimenting



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WHAT HAS WORKED FOR ME

4. Consistency



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WHAT HAS WORKED FOR ME

5. Having fun



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WHAT HAS WORKED FOR ME

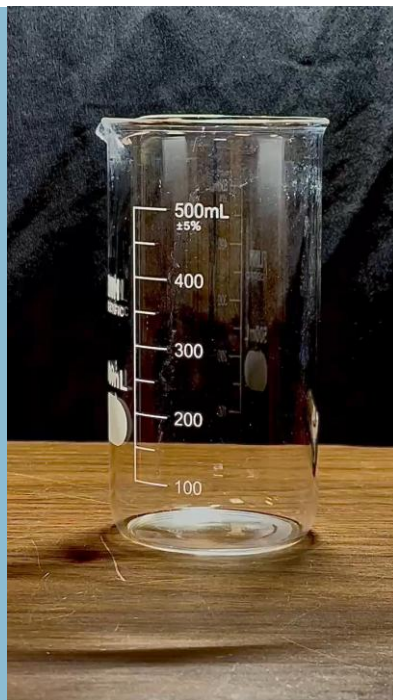
6. Filming what I was already doing in class



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WHAT HAS WORKED FOR ME

7. Sixty seconds or less



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WHAT IS YOUR VISION?

- a. **Share / promote chemistry**
- b. **Combat misinformation**
- c. **Discuss the human side of chemistry**
- d. **Other (comment)**



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SCIENCE ON SOCIAL MEDIA

John Richardson, Ph.D.
Professor, Shippensburg University
Owner, Cultured Analysis



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MEDIA PLATFORMS




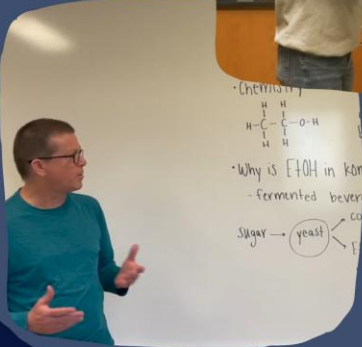
- **YouTube**
 - [Ship Gen Chem](#) (Instrument tutorials)
 - [Cultured Analysis](#) (Educational Kombucha videos)
 - [A C S Reactions video](#) (Mexican Coke exposed)
- **Instagram**
 - [Cultured Analysis](#) (Short reels, photographs, trivia, client highlights, basic advertising/marketing)

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Cultured ANALYSIS

APPROACH

- Minimal production
- White board/chalk talk
- Include props (instruments, etc.)
- Include students or co-workers
- Lightly scripted or unscripted
- Edgy and in-the-moment

Chemistry

$$\begin{array}{c} \text{H} & \text{H} \\ | & | \\ \text{H}-\text{C}-\text{C}-\text{O}-\text{H} \\ | & | \\ \text{H} & \text{H} \end{array}$$
 Why is EtOH in kombi
 - fermented beverage
 Sugar → yeast → CO₂

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Cultured ANALYSIS

EXAMPLE REEL



WILL IT
BOOCH?

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Cultured ANALYSIS

WHY SOCIAL MEDIA?

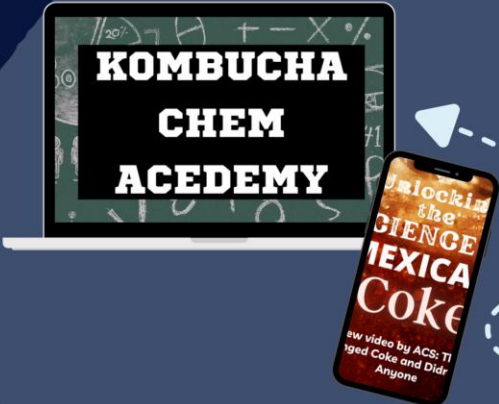


- Access to younger clientele
- Allows focus on target audiences
- Inexpensive
- Less time consuming
- Allows more artistic and creative freedom
- It's how people today communicate!

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Cultured ANALYSIS

FUTURE GOALS & PROJECTS



- Upgrade production quality
- Further focus on specific demographics/interest groups
- "Roving Chemist"

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Cultured ANALYSIS

INTERACTIVE QUESTION...

What social media topic would be of greatest interest for recruitment of undergraduate chemistry students?

- a.) Highlighting departmental infrastructure/facilities
- b.) Chemistry demonstrations
- c.) Short interviews with current students/faculty
- d.) Focusing on student/faculty achievements
- e.) "Day in the life of..."


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Achieving Good Manufacturing Practices (GMPs): Reaching Compliance with Confidence for the Pharmaceutical Lab

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Make Your Science Stick: Why Facts Matter but Stories Move

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June 11, 2026 | 2:00 PM EDT

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