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Social Media for Science Advocacy in Public Policy

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Marriott Marquis, Magnolia Room
Monday, August 21; 8:30-11:50 a.m.


Upcoming ACS Webinars

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Thursday, July 20, 2017

Chemistry of Anti-Doping: Deterring of
Performance-Enhancing Drug Use by Athletes
Co-produced with the Partnership for Clean Competition

Larry Bowers, President of LDBowers, LLC (Formerly US Anti-Doping Agency)
Jason Schaff, Forensic Chemist for the US Government

Thursday, July 27, 2017

Viral Hepatitis: The Search for a Cure
Co-produced with ACS Chemistry of Medicinal Chemistry and AAPS

Michael Sofia, Co-founder and Chief Scientific Officer of Arbutus Biopharma
Stephen Mason, Executive Director of Virology at CaroGen Corporation

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“Improving your Social Chemistry: Science Communication on Facebook, Twitter and Other Online Platforms

Slides available now! Recordings are an exclusive ACS member benefit.

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This ACS Webinar was co-produced by the ACS Committee on Public Relations and Communications
You’ll come away from this webinar with a better understanding of...

- the variety of social media platforms.
- how scientists are using these tools to communicate with various audiences.
- ways to improve your own science communication skills.

What is social media?

- User-Generated Content (status updates, blog posts, photos, videos)
- Interactive (like, share, comment)
- Relationships (friends, colleagues, communities, organizations, causes)
- Frequently mobile (check-in, location-based)
- Immediate (real-time interactions, live-blogging/live-tweeting)
What is science communication?

Usually refers to sharing scientific information and concepts with non-experts.

Can include things like…

- Outreach Events
- Science Museums or Exhibitions
- Science Journalism
- Informing Policymakers

Photo by Graeme Wylie
How can we combine these two awesome things?

- Understand the platforms
- Know your audience
- Plan your goals

Shape your message depending on these.
Which of these social media platforms do you use? (select all)

- Facebook
- Twitter
- LinkedIn
- Instagram
- Snapchat

Source: Pew Research Center
www.pewinternet.org/fact-sheet/social-media/
Facebook posts of around 100 characters have the highest engagement.

Tweets can be like a great headline that makes you want to read the story….

Or like a question that prompts a wonderful conversation.
Imagine going to a party and only talking about yourself.

Engage!

• Follow like-minded scientists and science communicators, people whose work you admire, and those in the audience(s) you want to reach.

• Follow hashtags like #SciComm or #RealTimeChem and join the conversation.
Humor can be a great way to engage, e.g., #chemvalentines.
According to a 2016 study published in PLOS ONE, what is the social media service used most often by scientists?

- Facebook
- Twitter
- LinkedIn
- Reddit
- MySpace
Q&A, AMA, A-OK

- Twitter chats, Reddit AMAs (ask me anything), or other question-and-answer formats offer direct channels to talk about your work with fellow scientists and science enthusiasts.

Pics Or It Didn’t Happen

- On Facebook, Twitter, and LinkedIn, several studies have shown that posts with images are more likely draw engagement.

- Ask yourself if there’s a compelling image that can accompany your posts.
Images = More Engagement

source: Buffer: blog.bufferapp.com/the-power-of-tweets-new-expanded-images-and-how-to-make-the-most-of-it

Is chemistry visual?
More video content is uploaded in **30 days** than the major U.S. television networks have created in **30 years**.

- 45% of people watch **more than an hour** of Facebook or YouTube videos a week.

Science Communication Resources

- ACS Chemistry Ambassadors
  www.acs.org/chemistryambassadors

- Alan Alda Center for Communicating Science
  www.aldakavlilearningcenter.org

- AAAS Center for Public Engagement with Science & Technology
  www.aaas.org/pes

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Speaking of Science

The March for Science began with this person’s ‘throwaway line’ on Reddit

By Ben Guarino  April 23  📨

Credit: Cheryl Hogue (CSEN)
Science Communication Resources

• Social media can be a powerful tool for communicating with policymakers.
• ACS’s Act4Chemistry helps you connect with
• Visit www.acs.org/advocacy and check out the Advocacy Toolkit for more information.

Audience Poll

Which of these science communicators has the most followers on Twitter?
• Bill Nye
• Neil deGrasse Tyson
• Michio Kaku
• Chemistry Cat
• Brian Cox
Some Final Thoughts

- Social media can **lower the barrier** for participation to communicate with **wider audiences**.
- Seek out others who are doing things in the **#scicomm** space for ideas, encouragement, amplification, and collaboration.
- Focus on your **message**, then the numbers.
- Experiment!

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- **WeChat QR Code**: ![](https://example.com/qr-code)

And check out [www.acs.org/social](http://www.acs.org/social) for more
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