Type them into questions box!

“Why am I muted?”
Don’t worry. Everyone is muted except the presenter and host.
Thank you and enjoy the show.

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Valerie Grover
Development and Stakeholder Engagement
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What is ACS on Campus?

ACS visits campuses across the world offering FREE seminars on how to be published, find a job, network and use essential tools like SciFinder. ACS on Campus presents seminars and workshops focused on how to:

- Publish in top journals
- Find a job
- Effectively use research tools like SciFinder® and ACS ChemWorx
- Communicate your science

- Write grant proposals
- Build industry partnerships
- Prepare for a changing employment landscape

http://acsoncampus.acs.org
The CPRC works with the Office of Public Affairs—Communications on ACS programs to advance the public appreciation for chemistry and increase communication between chemists and the public.

https://www.acs.org/content/acs/en/volunteer/chemambassadors.html

Upcoming ACS Webinars
www.acs.org/acswebinars

Thursday, October 11, 2018
Creating a Lab Safety Culture for Industrial Chemists, Educators, and Grad Students
Co-produced with ACS Division of Chemical Health & Safety and the ACS Committee on Chemical Safety

Experts
Peter K. Dornout, American Chemical Society
Gavin Mason, Eastman Chemical Company
Dominick Casadonte, Texas Tech University
Kali Serrano, University of Illinois

Thursday, October 18, 2018
How to Predict Human CNS PK/PD: Preclinical Experiments and Advanced Mathematical Modelling
Co-produced with ACS Division Medicinal Chemistry and the American Association of Pharmaceutical Scientists

Experts
Elisabeth de Lange, Leiden Academic Center for Drug Research
Alexander Tropsha, University of North Carolina

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The broadcast is about to begin...

Social Media 102: Twitter, Facebook, LinkedIn, and Blogs

Slides available now and an invitation to view the edited recording will be sent when available.

www.acs.org/acswebinars

Co-produced with the ACS Committee on Public Relations and Communications
What you will learn today:

- How to develop a social media strategy
- How to create a personal brand
- How to use social media for effective science communication
@pidgirl's

Social Media Strategy

1) Decide which social networks you will use

2) Determine what content you WILL and WON'T share

3) Frequency: How often will you share?

Set your boundaries

- Decide who you will connect with & on which social media platforms
- Determine how you will interact with your connections on the social networks
Crafting your personal brand

Crafting your personal brand is the most important first step for engaging in social media.

Your personal brand should be as succinct as your Twitter bio

Jennifer Maclachlan
@pidgirl

PID Analyzers is masterminded by a father/daughter team, specializing in analytical & IH instrumentation. Also #SCICOMM, #STEMEducation & Teen #WorkplaceSafety.

📍 Cape Cod, MA USA 🌐 analyzersource.blogspot.com

1,503 Following 1,443 Followers
Google yourself, often

What social media platforms do you use professionally? Choose all that apply.

- Twitter
- LinkedIn
- Facebook
- Blogs
- Instagram

* Tell us in the chat what others you use like Snapchat, Slack, Basecamp, etc.!
Be a provider of valuable information

@pidgirl's guide to tweeting

Choose handle wisely! * Set expectations w/profile

# Use hashtags * Test links before you RT

Watch what you 'endorse'

Craft it so it's RT worthy * Share valuable info

* Have meaningful conversations

Server Error

404 - File or directory not found.
The resource you are looking for might have been removed, had its name changed, or is temporarily unavailable.
Sample tweets from @pidgirl

Jennifer Maclachlan @pidgirl 9/10/18
Planning is underway for our 6th annual #STEMJourney and will be hosted by @ShimBumping. Save the date: Saturday March 2, 2019 and stay tuned to FB/m/STEMJourney for event information and updates. #STEMJourney #cape cod - at Sandwich High School

Jennifer Maclachlan @pidgirl 4/18
Need help to take a break from your afternoon work to check the progress of your project? I always do a short break which he uses to review any reminders of his ideas. MeanCraZy Mascot - Memorable Moment

Jennifer Maclachlan @pidgirl 4/18
Hello to new followers and a special thanks to @InstituteMemo for the free Press release. I've spent my Saturday afternoon

Jennifer Maclachlan @pidgirl 6/18
I will be teaching our Advances in real-time detection systems webinar again at 3:15pm today at @ManateeCC. I will be talking to attendees beforehand and identifying what their educational needs are and tailoring the workshop so that they get the most out of it.

Social Media 102

Want to learn how to use social media effectively & professionally for career advancement in the chemical sciences? Join @pidgirl next Thursday for Social Media 102. Register for this free ACS webinar - you DO NOT need to be an ACS member to view: acs.org/content/acs/en commonplace

Personal branding & profile pic consistency

- Profile pic = brand recognition
- Use the same profile pic throughout your social media - the same way a business uses a logo
@pidgirl’s Guide to Facebooking

1) Share about things you care about
2) Be professional in your posts and comments—even if your network is small
3) Be your best self—Your reputation is on the line/online

Show your Personality on social media

✓ Post things you want your connections to know about you
✓ Post good photos of yourself/family/friends/pets
✓ Check-in places you want people to know where you are/why you are there
✓ Post about advances in your career (e.g.) giving talks/publishing research
✓ Share about people, places and things that are on brand
✓ Be consistent! Make a schedule
A Case Study Coupling Personal Branding and Social Strategy for Effective Science Communication on Facebook and LinkedIn

Jennifer L. Maclachlan
Communicating Chemistry through Social Media. January 1, 2018, 71-101
DOI:10.1021/bk-2018-1274.ch005

How to share about your publications without violating ©
What prompts you to check social media? Choose all that apply.

- Notification directly from the social media app
- Having a spare moment to check your social media feed(s)
- Check them at specific times or intervals
- Email notification
- Other

* Tell us more in the chat if you chose “Other”.
A well-crafted post & corresponding analytics

1) What
2) Who (tagged)
3) Why
4) When & Where
5) Link to full info
6) Photo credit
7) Hashtag
8) Photo

Be visual
Subjects I blog about on
The Analyzer Source on the Blogger platform

1) Choose a name for your blog
2) Choose a platform for your blog
3) Think about your blog as a place to showcase what would be a longer social media post without a shelf life
Cape Cod Science Café on Tumblr

Communicating Chemistry through Social Media
Clarissa Sorensen-Unruh and Tanya Gupta
DOI: 10.1021/bk-2018-1274
Publication Date (Web): May 17, 2018
After past knowledge and from what you learned today, what is the most useful social media platform for you professionally?

• Twitter
• LinkedIn
• Facebook
• Blogs
• Instagram

* Tell us in the chat if its other...
The ACS Committee on Public Relations & Communications (CPRC) presents the PR Makeover Initiative

- CPRC has a subcommittee that is assisting ACS Local Sections and Divisions to develop a unique Public Relations plan called ‘PR Makeover’.

- This subcommittee works closely with members of the Local Section and Division to produce a turnkey product which includes an infographic based quick start guide and a white paper.

- The first PR Makeover will be completed this month.

- We currently have five ACS entities in queue and are currently accepting new applicants. Contact me at pidgirl@gmail.com to learn how your group can get a PR Makeover.

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Jennifer Maclachlan
Marketing Manager & OEM Sales Manager, PID Analyzers and Chair of the ACS Committee on Public Relations and Communications

Chris McCarthy
Manager, Social Media & Member Engagement, American Chemical Society

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