Using Twitter effectively to communicate your research

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Your challenge

1. Get yourself on Twitter
2. Tweet during today’s meeting.
Why be a “scientist on social media?”

- Connects you with your research community
- Supports the generation of impact*
- “Scientists need to: be more prominent communicators, communicate more strategically”**

**UK House of Commons Science & Technology Committee
The role of Twitter in Science Publication and Communication

A survey of 116 marine scientists actively using Twitter highlighted the value of this social networking and microblogging site to science and scientists.

The Publication Lifecycle

- Idea
- Discussion
- Collaboration
- Experimentation
- Publication
- Dissemination
- Outreach

45% of followers:
- non-scientists
- media
- general public

55% of followers:
- scientists
- science students
- scientific organizations

-.KeyCode
- $:
  - Twitter is free & vastly increases professional network size & diversity

1731 tweets by 176 people during the 2011 International Congress for Conservation Biology reached 110,000 Twitter users

- @:
  - 1 in 40 scholars is on Twitter

- RT:
  - Tweets linking to peer reviewed PDFs are retweeted 19% of the time, exponentially increasing dissemination

Median Twitter following 730x larger than median university department size

55% of academic Twitter users received their PhD ≤ 5 years ago

News organizations, journalists, policy makers, and thought leaders are active on Twitter

*Infographic compiled using data from Daring et al, 2013, PeerPrePrints before publication in Ideas in Ecology and Evolution, and references therein, by KatiePhD.com

https://theconversation.com/its-time-for-scientists-to-tweet-14658
Q3. Which, if any, of the following have you used in the last week as a source of news?

*Base: Total 2013–2018 sample in each market.*
Q12B. Which, if any, of the following have you used for finding, reading, watching, sharing, or discussing news in the last week?

Base: Total sample in selected markets

Note: From 2015–18, the 12 markets included are UK, US, Germany, France, Spain, Italy, Ireland, Denmark, Finland, Japan, Australia, Brazil. In 2014, we did not poll in Australia or Ireland.
PROPORTION THAT SAY THEY TRUST NEWS FROM EACH SOURCE

All markets

Trust news overall: 44% (+1)
Trust news I use: 51% (+2)
Trust news in search: 34%
Trust news in social: 23%

Q6_2018_1/2/3/4. Please indicate your level of agreement with the following statements. I think you can trust ‘most news’/‘news I consume’/‘news in social media’/‘news in search engines’ most of the time.

Base: Total sample in all markets = 74194.
The public are *publics*
8 top tips to win with social media

1. Getting started – have a plan
2. Consider your platform
3. Post about lots of things
4. Have dynamic, sharable content
5. Boost your audience reach with hashtags and images
6. Familiarise yourself with social media guidelines
7. Be smart, listen and understand your audience
8. Engage your research community
8 top tips to win with social media

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1. **Getting started – have a plan**

1. What do you want to get out of social media?
2. Who are you trying to reach?
3. What are you going to talk about?
4. How can social media help boost your impact or feed into your own research?
1. Getting started – have a plan
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2. Consider your platform

SOCIAL MEowDIA EXPLAINED

- I LIKE MY CAT
- I'M PLAYING WITH MY CAT
- WATCH THIS VIDEO OF MY CAT
- I'M VERY SKILLED AT TRAINING CATS
- HERE'S A HIPSTER PICTURE OF MY CAT
- HERE IS HOW TO TRAIN YOUR CAT TO DANCE
- I FREAKIN' HATE THIS CAT FOOD
- I WORK FOR GOOGLE AND I HAVE A CAT
- I AM LISTENING TO THE SONG "SOFT KITTY"
- THIS IS WHERE I GOT MY CAT HOODIE
2. Consider your platform

LinkedIn – “the interview room”
Great for job hunting and connecting with industry.
Check out the groups.

Twitter – “the coffee lounge”
Follow discussions, post content, engage with other academics.

Facebook – “the bar on Friday night”
Non-professional, maintain friendships. Used less for news.

Instagram – “the art gallery”
Post beautiful photos, microblog your research.
8 top tips to win with social media

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8. Engage your research community
3. Post about lots of things

• Publications, website updates or blog articles
• Invite feedback on new ideas
• New developments in your area i.e. government policy change, a think tank report, new journal article
• Tweet quotes from speakers at conferences using the conference hashtag
• Is your research in the news? Recycle your content.
20 minutes a day

• Listen to what others are saying
• Be social: liberally share (retweet), comment and get involved in conversations
• Find new followers
• Create and schedule in some posts e.g., upcoming events

Now and then (monthly?) reflect on what’s working
Publications:

Include:

• Name of journal
• Name of paper or finding in laymen’s terms
• Mention your department and other collaborators
• A hashtag or two
• Direct link to paper
• An image
Quynh Pham
@qthipie

WE PUBLISHED A PAPER! Grateful to @JosephCafazzo for sharing my vision of a brave new #mHealth world beyond the RCT.

J Med Internet Res @JMedInternetRes
JMIR #mHealth: Beyond the Randomized Controlled Trial: A Review of Alternatives in mHealth Clinical Trial Met... bit.ly/2cIKzrR

12 28

5:47 PM - 9 Sep 2016
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1. Visually appealing
2. Targeted to your audience
3. Evidence-based
PROPORTION THAT SAY THEY TRUST NEWS FROM EACH SOURCE

All markets

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust news overall</td>
<td>44%</td>
<td>+1</td>
</tr>
<tr>
<td>Trust news I use</td>
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Base: Total sample in all markets = 74194.
On the Flip Side - Earth's Magnetic Field

What exactly is Earth's magnetic field, and how does it work?

Offer opinions and insights
blogs and podcasts
Give a quick talk or demo
Record a video abstract or live stream
Are you talking about real people?
Include a photo in your tweet
Scientists celebrate after securing £244K from @NC3Rs to develop tech to reduce animal-testing goo.gl/65TOUY
Inform other professionals

Produce a clinical factsheet or CPD/CME resource
Showcase your data
Create an animation or infographic
Why trial outcomes fail to turn into benefits for patients  
@carlheneghan @kmahtani @bengoldacre @MedicalEvidence

go.gl/1vLHIC

'We highlight problems with trial outcomes that make evidence difficult or impossible to interpret and that undermine the translation of research into practice and policy.'
Can #PatientExperience be incorporated into online health info to aid choice & decision-making in healthcare? #ptexp
ncbi.nlm.nih.gov/books/NBK40119 …

The internet has seen an explosion of websites featuring people’s accounts of their experiences of health and illness, through for example, blogs, patients forums, online ratings sites and voluntary organisation websites. These are popular, but are of uncertain benefit. We explored how we might best understand how online patient experience influences health.

A series of studies included a review of the published literature and a new questionnaire. We observed and talked to people about how they looked for online information about giving up smoking, having asthma or caring for someone with multiple sclerosis. We used these studies to help us understand how best to include video, audio and written clips about people’s experiences of these conditions on a website.

We developed three experience-based websites and three comparator websites and invited people to participate in a randomised exploratory trial to compare their use. We recruited 148 people with asthma, 87 people who wanted to give up smoking and 42 carers of people with multiple sclerosis. The participants had 2 weeks’ access to a website. The participants, who ranged in age from their twenties to their late seventies, found it easy to take part, and over three-quarters completed questionnaires after 2 weeks. We interviewed 30 trial participants, who highlighted the value of facts, figures and experience. We conclude that it is feasible and acceptable, but probably not useful nor a good use of public money, to run a larger trial comparing such websites. In real life, individuals seek and combine individual information sources to suit preferences that shift over time.
GP referral to a weight loss group is effective & takes 30 seconds #obesity #primarycare
po.st/NDm54e thelancet.com/journals/lancet ...

“While you’re here, I just wanted to talk about your weight...”
said the doctor to their patient.

The BWEL (Testing a Brief intervention for WEight Loss in primary care) trial tested the effect of GPs advising people who are overweight about losing weight. At the end of a consultation about another health problem, GPs spent just 30 seconds advising their patient that the best way to lose weight was to attend a weight loss programme and offered an NHS referral to a weight loss group in their local community.

- **30** SECONDS to carry out this brief opportunistic intervention.
- **40%** ATENDED the weight management programme they were referred to.
- **2.4 kg** WEIGHT LOSS on average after 1 year compared with 1.04 kg in the control group.
- **25%** LOST 5% of their body weight over 12 months.
- **4 out of 5** PATIENTS AGREED that the conversation with their doctor was appropriate and helpful.

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8. Engage your research community
5: Boost your audience reach with hashtags

#science

- Tweets with hashtags receive 2X more engagement than those without hashtags.
- Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.
- Tweets that use more than two hashtags actually show a 17% drop in engagement.

Source: https://blog.bufferapp.com
Too Many Hashtags Leads to Less Interactions

<table>
<thead>
<tr>
<th>Num. of Hashtags per post</th>
<th>Avg. Interactions per post</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 2</td>
<td>593</td>
</tr>
<tr>
<td>3 - 5</td>
<td>416</td>
</tr>
<tr>
<td>6 - 10</td>
<td>307</td>
</tr>
<tr>
<td>10+</td>
<td>188</td>
</tr>
</tbody>
</table>

Data Range: February 1st to February 28th 2014
Data: The data for this chart was taken from a sample of over 200 000 brand posts on Facebook
#primarycare
#generalpractice
#obesity
#heartfailure

#dementia
#dementia
#WhyWeDoResearch

Healthcare Hashtag Project

Healthcare Hashtag Project, a free open platform for patients, caregivers, advocates, doctors and other providers that connects them to relevant conversations and communities.

The Community by the Numbers
1,500,000,000+ Tweets
14,244 Topics
12,965 Hashtags
4,796 Contributions

https://www.symplus.com/healthcare-hashtags
#GPACF18

39 PEOPLE

119 TWEETS

REACHED 32,906!
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Social Media Guidelines

Introduction
The University of Oxford recognises the advantages and the importance of using social media within both professional and personal spheres. However, with constant developments and changes in the way online interactions occur, it is important to be aware of the potential issues and risks that can arise from its misuse.

These guidelines outline the standards the University expects its staff members (including visitors and contractors) engaging in any form of online interaction with the University.

Scope
These guidelines apply to all members of University staff, volunteers, interns and casual workers, to protecting the University’s confidentiality, and to avoid legal liability.

These guidelines should be read in conjunction with social media provided by IT Services and your department, and all other relevant guidelines within this guidance.

What is Social Media?

Professional use of social media

Social media allows members of staff to use social media in a network with internal and external colleagues. The University recognises that some staff use social media as part of their normal work duties.

While participating in any of these networks, members of the University staff are responsible for representing the University and maintaining the University’s reputation.

Personal use of social media

Use of social media at work must be limited to the employing department and limited to briefing on any such policy division.

Staff members who use social media within a separate, personal account, which is intended specifically for social uses.

Relevant links

Guidelines to consider when using social media platforms
Other relevant guidelines
Using social media in pre-employment screening

Doctors' use of social media

This guidance tells you the benefits and risks to consider when using social media platforms such as Twitter, WhatsApp, Facebook, YouTube for patient care or discussing patients and their care.

It includes how to avoid breaching confidentiality. It also deals with other issues like what to do if a patient contacts you through your personal profile. And whether it's ever acceptable to post anonymously.

This guidance came into effect 22 April 2013.

Related content

Other sources of information
British Medical Association - Social media - practical guidance and best practice
Australian Medical Association - Social media and the medical profession – a guide to online professionalism for medical practitioners and medical students
The Medical Journal of Australia - Social media and the medical profession
Canadian Medical Association - Social media and Canadian physicians – issues and rules of engagement
College of Physicians and Surgeons of British Columbia - Social media and online networking forums

My GMP App
Access our guidance on your phone or tablet with our free app.
6. Familiarise yourself with social media guidelines:

Recruiting into a study? Are you following ethical guidelines?
You could get quoted:

SAY WHAT YOU MEAN
AND MEAN WHAT
YOU SAY

GEORGE S PATTON
PICTUREQUOTES.com
• Don’t tweet late at night after a few drinks
• Respond to your questions, it could be fruitful!
• An unhappy follower? Being trolled? Try to take it offline
• Tweets can be deleted
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Twitter Analytics

28 day summary with change over previous period

- **Tweets**: 5 (↑400.0%)
- **Tweet impressions**: 1,643 (↑43.2%)
- **Profile visits**: 304 (↑48.3%)
- **Mentions**: 3 (↑50.0%)
- **Followers**: 685 (↑16)

Mar 2017 • 19 days so far...

**Top Tweet** earned 225 impressions
Are you a uni press officer/sci comm person? Do you use social media for work? Please do my short survey #Science
surveymonkey.co.uk/r/SLXF2LM

**Top Mention** earned 16 engagements
Helen Atherton
@H_Atherton • Mar 6
Coming to SW SAPC conference? Come join me and @EmilyFletcher1 at the #phocus lunchtime meeting 😊 with our
guest speaker @DanRichards
twitter.com/sapcuk/status...

**Top Follower** followed by 59K people

**Top media Tweet** earned 127 impressions
Please help with my small research project by taking this 10 minute survey
surveymonkey.co.uk/r/SLXF2LM #science
#PublicRelations
pic.twitter.com/Zh1CK04F1K

What do science communicators and STEM PR practitioners use social media for?

Enrich your Tweets with Twitter Cards
Using Twitter Cards gives you greater insight into your URL clicks, app installs, and Retweets.
What to monitor

- **Audience engagement** – is your audience interacting with your content
- **Impressions**: how many people see your tweets on their timeline
- **Audience profile**: Do you have a relevant audience?
- **Audience size and reach**: What is your follower count and potential reach
Altmetric: article-level metrics

Screening and brief intervention for obesity in primary care: a param, randomised trial

Overview of attention for article published in The Lancet, October 2016

So far, Altmetric has seen 709 tweets from 635 users, with an upper bound of 1,379,736 followers.

Richard McManus
@RichardJMcManus

@Richard_GP @DrSdeG @colincoulthard @mellojonly @acestoolhigh This worked-Screening & brief intervention in GP https://t.co/Veb7WsXrXC
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If not, ask yourself – what’s stopping you?