Earned & Social Media

Communicating and Amplifying Science and Research to the Public
CAMPOS/CAMPSSAH New Faculty Orientation
September 2020
Hello!

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Today:

- Earned media
  - Understanding the landscape
  - Telling your story
  - Communication techniques

- Social media
  - Managing the risks
  - Values and tips

- Resources and support
Questions for you

- Who has experience with earned media?
- Was your experience positive or negative?
- Who is using social media to communicate their research?

Drop your answers (and @handles) in the chat!
Earned Media
The Media Landscape
Telling your story

- Audience
- Planning
- Tell it!
- Review
Define Your Audience

- **Who are they?**
  - Not “The Public”

- **Where are they?**
  - Not always in “The Media”

- **What do they need to know?**
  - Not always what you think

- **How will you tell them?**
  - Let’s explore this!
Preparation and practice

- Do a little research
- Develop your talking points
- Anticipate questions
- Develop responses
- Practice
Messaging Pyramid

Academics
- Impact/Results
- Details
- Background

Journalists
- Impact/Results
- Details
- Background
Communication techniques

- Think 3-9-27
- Bridging
- Repetition
- Stay positive
Review

- Follow up
- What worked?
- What didn’t?
- What did you learn?
Thank you!

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Social Media
PERSONAL

- Speak on behalf of yourself, not department/lab/program
- Words are your own and you are responsible for them
- Academic freedom
- Editorial freedom

ORGANIZATIONAL

- Voice of an organization or group of people
- Represent the work of more than just one person
- Editorial approvals
- Media contact
83% of reporters listed Twitter as the most valuable social media platform.

89% of journalists surveyed use online resources (such as Twitter and Wikipedia) to find credible sources.

Timing + Expertise = Powerful Combination

Bomb Robots: What Makes Killing In Dallas Different And What Happens Next?

July 8, 2016 - 7:45 PM ET

Alina Selvuku G. Rosenberg

Police cars on Main Street in Dallas following the sniper shooting earlier this week.

Laurie Rushman/AP/Getty Images

After sniper fire struck 12 police officers at a rally in downtown Dallas, killing five, police cornered a single suspect in a parking garage. After a prolonged exchange of gunfire and a five-hour-long standoff, police made what experts say was an

The New York Times

What Ethics Should Guide the Use of Robots in Policing?

The police used a bomb disposal robot to end the standoff with the Dallas shooter last week.

Dallas News/Elise Nginkle/Star-Telegram/European Pressphoto Agency

The police used a bomb disposal robot to end the standoff with the Dallas shooter last week. The decision by Dallas police to deploy a robot to kill the man who shot and killed five officers last week appears to be unprecedented. Though the police chief said other options...
Are There Risks? Of Course.

- Unwanted sexual advances
- Trolling / bullying
- Standing for something
- Being misunderstood, taken out of context
- Mansplaining or "Sealioning"
- Time suck, addictive
- No guarantee of success
- **In extreme cases:** doxing, stalking, death threats
Values of Good Social Media

- Listen first, talk second
- It’s all about relationships
- Be transparent and human
- Establish your credibility
- Remembers, it’s a journey
8 Tips for Effective Social Media
1. Good Social Media Starts with Good Listening

- Google it
- Search “natively” within social channels: Reddit, Medium, Twitter, Instagram, etc.
- Go down “the rabbit holes”
- Who is talking? What are they saying?
- Read the comments
- Set alerts!
2. Establish Credibility Starting with Your Profile

- Profile and header picture
- Complete bio
  - Include hashtags and topics
  - Tag @UCDavis or others
  - Credentials and awards (Ph.D, Pew Scholar, etc)
  - Links to writing, website, bio page
- Include disclaimer ➔ “Thoughts are my own”
3. Leverage the Privacy Settings

- Check the privacy settings regularly
- Control how you can be tagged and tagged in pictures
- Who can direct message you? Post to your timeline or not?
- You can close your account to small groups of trusted people or open it up
- The point → you get to control this
4. Your House, Your Rules

- Set boundaries that work for you
- **Mute** - removes posts from your feed without unfriending
- **Block** - blocks users from seeing/engaging with your content
- Utilize block lists
5. Build Your **Support Network**

- Find your people (friends, peers, mentors, and leaders online)
- Connect with people you know are **real** people
- You DON’T have to follow everyone who follows you
6. Put the **Social** in Social Media

- Follow back
- Like and share other people’s content
- Acknowledge followers and following
- Leave comments and answer questions on other accounts
- Participate in hashtag movements
7. Use Hashtags and Tags

- Research hashtags before using
- Don’t over hashtag
- CamelCase hashtags for accessibility
- Tag individuals selectively

#UCDavis #UC
#science #research #scicomm
#BlackInScience #NSFFunded #NSF
#ScienceTwitter
#SciencePolicy #SciPol
#Science4Policy #ScienceforSociety
#WomeninSTEM #WomeninScience
8. Share What Moves You

- Break your science/research down into snack size bites
- Thread and make series of more complex ideas
- Offer your expertise to give color on current events
- Help students!
- Share select personal passions/facts
- Use alt text where possible in any images for accessibility
Climate change threatens real estate

Updated 1 hour ago

Real estate investment firms underestimate climate change as a major risk to their portfolios, a new report finds. In 2017, natural disasters caused more than $300 billion in damages to real estate, yet the industry failed to price in such environmental risks, whether in valuation or insurance. Real estate investment companies are now building mitigation strategies, including incorporating such risk into due diligence and engaging with policymakers on local resilience strategies.

TEXT: Jasmine Teng; PHOTO: Getty Images

Editors’ Picks

Diana Olick – 3rd
Real Estate Correspondent at CNBC
I Will Be Marching Towards Pervasive Inclusion

On April 22, 2017, thousands of scientists and supporters of science will come together to March for Science around the world. And I will be among them, joining my local march in San Francisco. On that day, I will be marching towards pervasive inclusion.

This administration has taken several steps towards dismantling the scientific enterprise, including leaving several critical science advisory positions completely vacant and enhancing defense operations in lieu of basic research. They have also instituted policies intended to exclude and remove certain people. Not only do these actions negatively impact federal and foreign scientists, but they also restrict standard government services that benefit us all. However, funding for science does not guarantee ethical practices or
Favorite Examples

THREAD: Does methane from cattle have the same warming impact as methane from fossil fuels? The answer is NO, but that’s the popular belief. Through science we will #rethinkmethane AND help curb the climate crisis. 🌍

Frank Milloshner @GEOguru

6:32 AM - Aug 14, 2020 - Twitter Web App

259 Retweets 46 Quote Tweets 481 Likes

Thread

Frank Milloshner @GEOguru - Aug 14
Biogenic & fossil methane originate from different sources. Biogenic methane starts as atmospheric CO2 before it’s been emitted by sources such as livestock. Fossil methane is geological carbon pulled from deep in the earth, where it’s been stored for millions of yrs. 🌍

Frank Milloshner @GEOguru - Aug 14
The #rethinkmethane provides a concise, accurate description of how biogenic methane & fossil methane behave differently. This distinction is key when discussing solutions to climate change. blog.earthfearist.org

Frank Milloshner @GEOguru - Aug 14
If you take away one thing from the difference between the two types of methane, it should be: Biogenic methane is derived from carbon that’s ALREADY in the atmosphere in the form of CO2 and it is part of a short time cycle. 🌍
Favorite Examples

Junellie González Quiles
@JunellieG

How do scientists just read a paper and automatically *get* it and understand everything? I'm struggling so much to read papers and it feels impossible to digest the information in them. Any tips on how to read papers??

12:05 PM · 9/20/20 · Twitter for Android

116 Retweets 40 Quote Tweets 1,366 Likes

Stephanie E Suarez @geologistst... 9h
Replies to @JunellieG

don’t read it word for word. You will fall asleep, skim the abstract and the conclusions, then I go back to the
● UC Davis Communications training for researchers  
https://communicationsguide.ucdavis.edu/connect-with-peers/communication-training

● News media best practices  
https://communicationsguide.ucdavis.edu/departments/news

● OpEd writing tips  

● Working with News and Media Relations at UC Davis  
https://communicationsguide.ucdavis.edu/departments/news/editorial

● Social media at UC Davis  
https://communicationsguide.ucdavis.edu/departments/social-media

● Social media policy & guidelines  

● Social media strategy guide  
https://communicationsguide.ucdavis.edu/departments/social-media/our-social-media-approach
Questions?