

# Earned & Social Media

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

# Hello!



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Director of News & Media Relations  
UC Davis Strategic Communications



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Director of Social Media  
UC Davis Strategic Communications

# 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

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# 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!





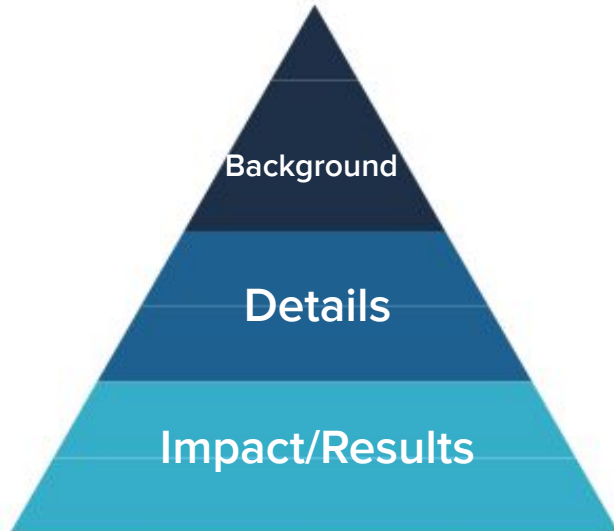
# Preparation and practice

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

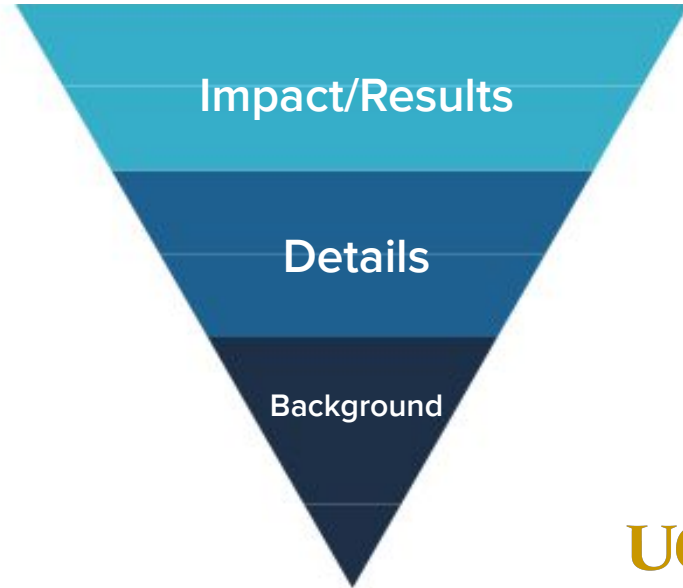


# Messaging Pyramid

## Academics



## Journalists



# Communication techniques

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



# Review

- Follow up
- What worked?
- What didn't?
- What did you learn?



# Thank you!

Melissa Lutz Blouin

Director, News and Media Relations

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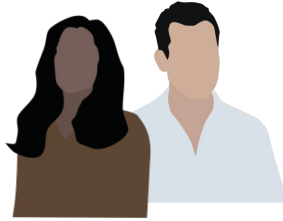
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**UCDAVIS**

# Social Media

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## PERSONAL

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

VS



## 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

AMERICA

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

July 8, 2016 - 7:45 PM ET

ALINA SELUYKH GABRIEL ROSENBERG



Police cars on Main Street in Dallas following the sniper shooting during a protest on Thursday.  
*Laura Buckman/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

**TIMING**

UC Davis Research and 1 other Retweeted

**Elizabeth Joh** @elizabeth\_joh · Jul 8  
Someone correct me if I'm wrong, but have we seen the first use of a lethal robot in American policing?

68 560 448

**EXPERTISE**

HOME SEARCH The New York Times SUBSCRIBE NOW

The Opinion Pages  
ROOM for DEBATE

JULY 14, 2016

## What Ethics Should Guide the Use of Robots in Policing?

INTRODUCTION



The police used a bomb disposal robot to end the standoff with the Dallas shooter last week.  
*Dominic Berg/Us Navy/Handout/European Pressphoto Agency*

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

DEBATERS

**Police Robots Need to Be Regulated to Avoid Potential Risks**  
ELIZABETH E. JOH, UNIVERSITY OF CALIFORNIA, DAVIS  
*If armed robots can take police officers out of harm's way, in what situations should we permit the police to use them?*

**Police Robots Could Reduce the Use of Deadly Force**  
YANA WELINDER, CENTER FOR INTERNET & SOCIETY  
*Robots may save police officers' lives, and enable them to use less force in apprehending suspects, which, in turn, will allow for fair trials for suspects.*

**Focus on Human Decisions, Not Technological Ethics**  
IRVIN CALO, UNIVERSITY OF WASHINGTON SCHOOL OF LAW  
*Was it right to kill the Dallas gunman, whether or not it was done by a robot?*

**Technology Doesn't Change the Need for Legal Protection**  
KAMI N. CHAVIS, FORMER FEDERAL PROSECUTOR  
*The Fourth Amendment protects citizens against unreasonable seizures, so any use of force (deployed by robot or human) must be reasonable in light of the circumstances.*

# 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
- Remember, 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”

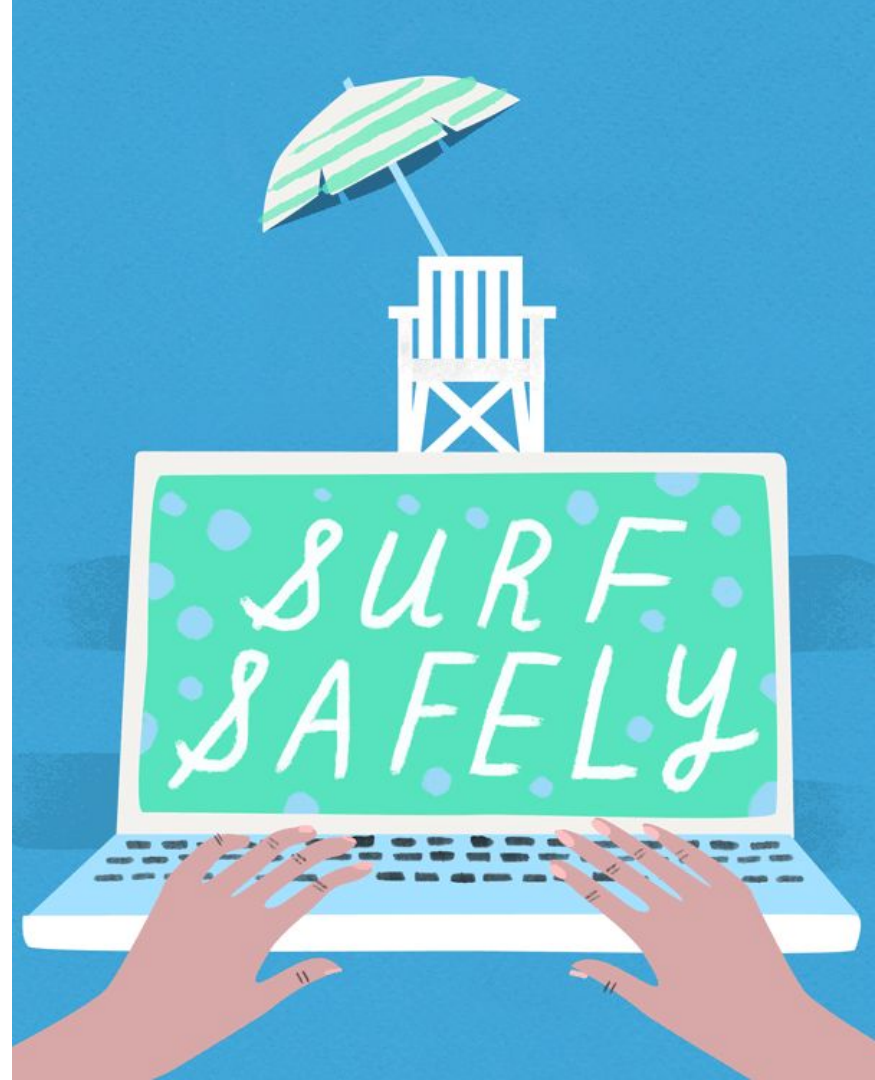


**Renetta Garrison Tull, Ph.D.**  
@Renetta\_Tull Follows you  
Vice Chancellor for DEI @UCDavis; loving #California! Frmr AVP & Professor of Prac. - Engineering/IT @UMBC, w/detail @Univ\_System\_MD. Motto: #ThinkBigDiversity  
Davis, CA renettatull.com Joined March 2009

**Prof./Dr. Tessa Hill**  
@Tessa\_M\_Hill Follows you  
On the @UCDavisEngaged team & Prof at @ucdavis @bodegamarinelab. Research: oceans & climate. Tweets are mine, not my institution's. Writing: medium.com/@tmhill  
Occupied Coast Miwok/Pomo Land oceancimatelab.com  
Joined February 2015

# 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
- **Report** - Harassers, abusers, and imposters.
- 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

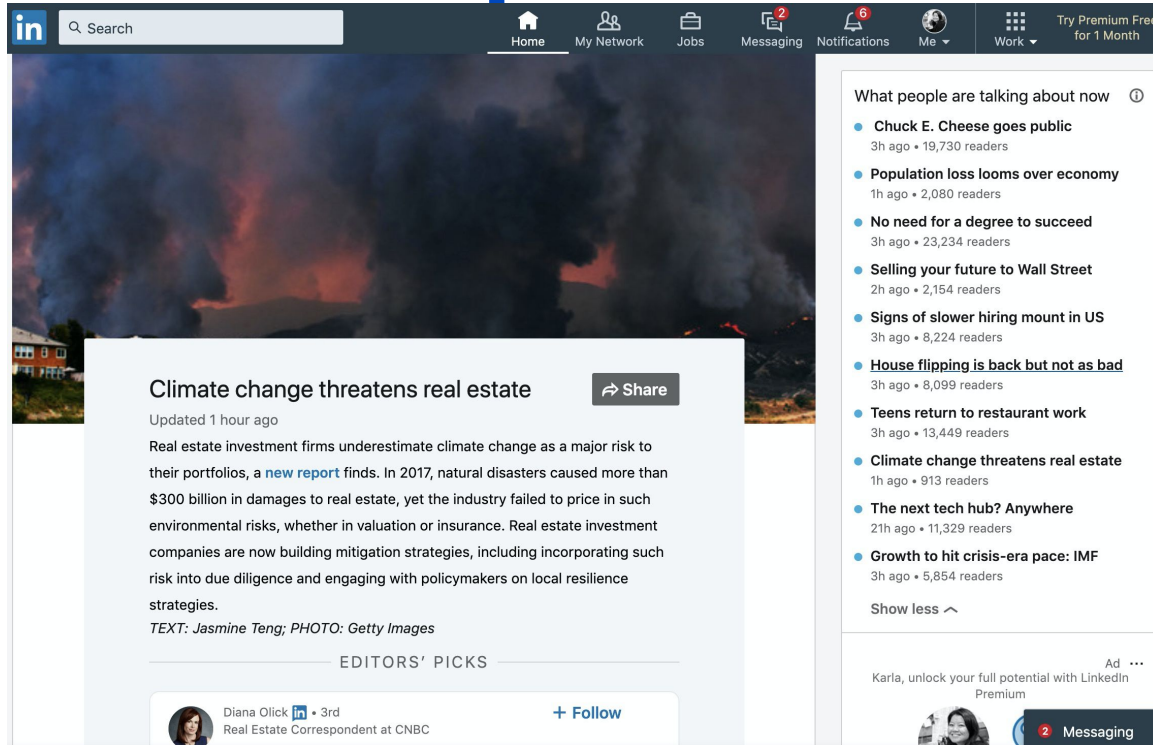
**#UCDavis #UC**  
**#science #research #scicomm**  
**#BlackInScience #NSFFunded #NSF**  
**#ScienceTwitter**  
**#SciencePolicy #SciPol**  
**#Science4Policy #ScienceforSociety**  
**#WomeninSTEM #WomeninScience**

# 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



# Favorite Examples



The image shows a screenshot of a LinkedIn article. The article is titled "Climate change threatens real estate" and is shared by Diana Olick, a Real Estate Correspondent at CNBC. The article text discusses how real estate investment firms underestimate climate change as a major risk to their portfolios, citing a new report that finds that 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. The article is categorized under "EDITORS' PICKS".


**Climate change threatens real estate** Share

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 + Follow

What people are talking about now ⓘ

- **Chuck E. Cheese goes public**  
3h ago • 19,730 readers
- **Population loss looms over economy**  
1h ago • 2,080 readers
- **No need for a degree to succeed**  
3h ago • 23,234 readers
- **Selling your future to Wall Street**  
2h ago • 2,154 readers
- **Signs of slower hiring mount in US**  
3h ago • 8,224 readers
- **House flipping is back but not as bad**  
3h ago • 8,099 readers
- **Teens return to restaurant work**  
3h ago • 13,449 readers
- **Climate change threatens real estate**  
1h ago • 913 readers
- **The next tech hub? Anywhere**  
21h ago • 11,329 readers
- **Growth to hit crisis-era pace: IMF**  
3h ago • 5,854 readers

Show less ^

Ad ...  
Karla, unlock your full potential with LinkedIn Premium

 2 Messaging

# Favorite Examples



Sign in / Sign up



Priya Shukla [Follow](#)

Ocean and Climate Scientist, Ocean Acidification technician at UC Davis Bodega Marine Lab. Check ...  
Apr 9 · 2 min read

## 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

Frank Mittoehner @GHGGuru

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. 1/



6:52 AM · Aug 14, 2020 · Twitter Web App

259 Retweets 46 Quote Tweets 481 Likes

17 305 481

Tweet your reply

Frank Mittoehner @GHGGuru · Aug 14

Biogenic & fossil methane originate from different sources. Biogenic methane starts as atmospheric CO<sub>2</sub> 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. 2/

1 24 42

Frank Mittoehner @GHGGuru · Aug 14

The @mife\_news provides a concise, accurate description of how biogenic methane & fossil methane behave differently. This distinction is key when discussing solutions to climate change. [bit.ly/2DwFMvP](https://bit.ly/2DwFMvP) 3/

1 12 31

Frank Mittoehner @GHGGuru · 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 CO<sub>2</sub> and it is part of a short time cycle. 4/

Thread

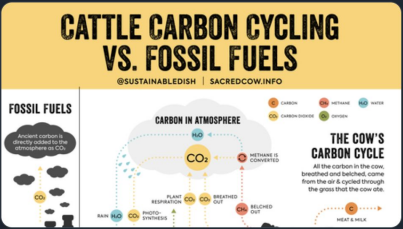
Frank Mittoehner @GHGGuru · Aug 14

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 CO<sub>2</sub> and it is part of a short time cycle. 4/

1 10 41

Frank Mittoehner @GHGGuru · Aug 14

At first glance, it may seem biogenic & fossil methane are the exact same. And chemically, they are the exact same. Methane is methane. But the two types of methane have different warming behaviors over their life-cycle b/c of where they originate from & what they become. 5/



**CATTLE CARBON CYCLING VS. FOSSIL FUELS**  
@SUSTAINABLEDISH | SACREDCOW.INFO

**FOSSIL FUELS**  
Ancient carbon is slowly oxidized to atmosphere as CO<sub>2</sub>

**CARBON IN ATMOSPHERE**  
CO<sub>2</sub> is captured in livestock

**THE COW'S CARBON CYCLE**  
All the carbon in the cow, feedstuff and feedback, come from the air & cycled through the grass that the cow ate.

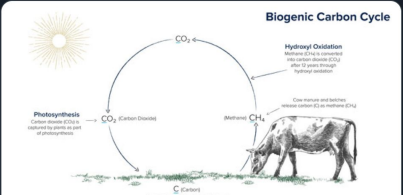
Processes shown: PHOTOSYNTHESIS, ANIMAL RESPIRATION, METABOLIC BYPRODUCTS, RUMEN FERMENTATION, METHANE RELEASE, HEAT & WASTE.

2 22 49

Show replies

Frank Mittoehner @GHGGuru · Aug 14

Methane is 28x more potent than CO<sub>2</sub>. But, over a short period of time – about 10 years – that methane decays into the atmospheric pool of CO<sub>2</sub>. Biogenic methane is different than fossil carbon in that it is part of the biogenic carbon cycle. 6/



**Biogenic Carbon Cycle**

Photosynthesis: Carbon dioxide (CO<sub>2</sub>) is taken up by photosynthesis

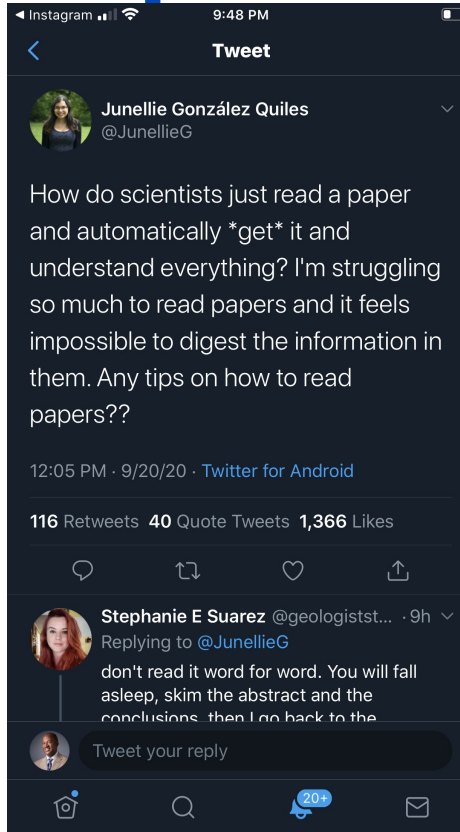
Hydroxyl Oxidation: Methane (CH<sub>4</sub>) is oxidized to carbon dioxide (CO<sub>2</sub>) after it passes through hydroxyl oxidation

Carbon (C) is stored as carbohydrates in the cow

Carbon (C) is stored as carbohydrates in the cow



# Favorite Examples





# Resources



- 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 <https://communicationsguide.ucdavis.edu/departments/news/writing-op-ed>
- 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  
<https://communicationsguide.ucdavis.edu/departments/social-media/policy-and-guidelines>
- Social media strategy guide  
<https://communicationsguide.ucdavis.edu/departments/social-media/our-social-media-approach>

# Questions?