

Finding Your Place in Social Media

Noel Rubinton
Research Communications Manager
Brown University
@BrownUResearch



What Social Media Can Do For You

- Learn more about your field
- Disseminate your work
- Identify new collaborators
- Find new funding







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SERIES OF 1934



THIS CERTIFICATE IS LEGAL TENDER
IN THE AMOUNT THEREOF IN PAYMENT OF ALL
DEBTS AND DUES, PUBLIC AND PRIVATE.

CERTIFICATE

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W. B. Egan
Treasurer of the United States



WASHINGTON, D.C.

SERIES OF 1934

Henry Morgenthau, Jr.
Secretary of the Treasury

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100,000

THE UNITED STATES OF AMERICA
ONE HUNDRED THOUSAND DOLLARS IN GOLD
PAYABLE TO BEARER ON DEMAND AS AUTHORIZED BY LAW

100,000

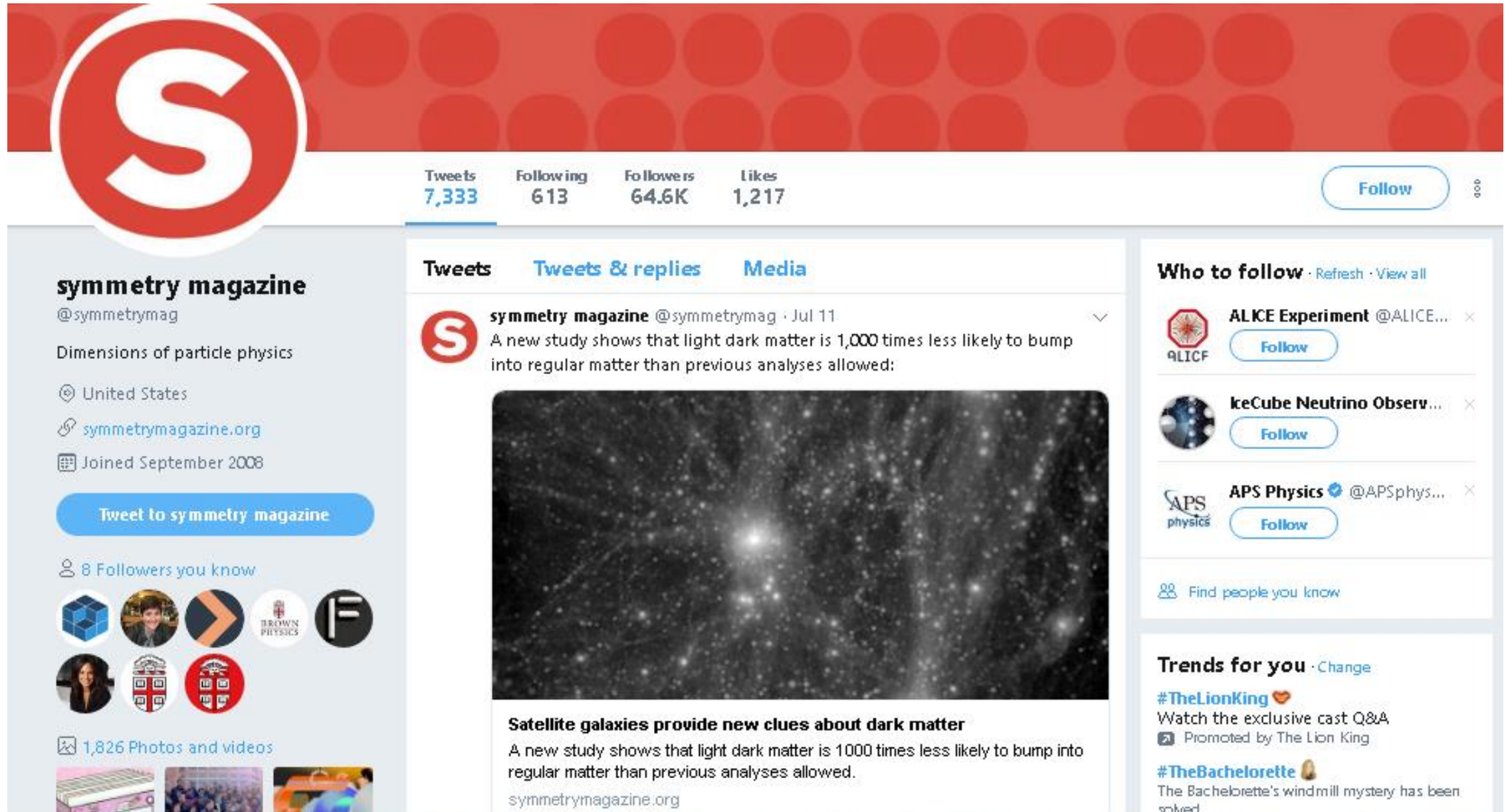


Internal
External





Getting information



The image shows a Twitter profile for 'symmetry magazine' (@symmetrymag). The profile header features a large red circle with a white 'S' logo. Below the logo, the profile name 'symmetry magazine' and handle '@symmetrymag' are displayed. The bio reads 'Dimensions of particle physics'. The location is 'United States' and the website is 'symmetrymagazine.org'. The profile was joined in September 2008. The profile statistics show 7,333 tweets, 613 following, 64.6K followers, and 1,217 likes. A 'Follow' button is visible in the top right corner.

The main content area shows a tweet from 'symmetry magazine' dated July 11. The tweet text is: 'A new study shows that light dark matter is 1,000 times less likely to bump into regular matter than previous analyses allowed:'. Below the text is a large image of a satellite galaxy, which is a dense cluster of stars with a bright central core and a diffuse, irregular shape. Below the image, the tweet title is 'Satellite galaxies provide new clues about dark matter' and the text repeats: 'A new study shows that light dark matter is 1000 times less likely to bump into regular matter than previous analyses allowed.' The link 'symmetrymagazine.org' is provided at the bottom of the tweet.

On the right side of the profile, there is a 'Who to follow' section with three suggestions: 'ALICE Experiment @ALICE...', 'IceCube Neutrino Observ...', and 'APS Physics @APSphys...'. Each suggestion includes a profile picture and a 'Follow' button. Below this is a 'Find people you know' link. At the bottom right, there is a 'Trends for you' section with two trending topics: '#TheLionKing' and '#TheBachelorette', each with a 'Change' link.



symmetry magazine @symmetrymag · Jun 15



Quantum objects such as electrons and quarks are often described as being both waves and particles, but really they are neither:

#particles #physics

bit.ly/2WEjjQC





symmetry magazine @symmetrymag · 22h

Junior faculty in theoretical physics tell Symmetry about what keeps them up at night, their favorite places to think and how they explain their jobs to nonscientists:



Get to know 10 early-career theorists

Junior faculty in theoretical physics talk about what keeps them up at night, their favorite places to think and how they explain their jobs to nonscientists...

symmetrymagazine.org





Tweets **24.7K** Following **695** Followers **2.92M** Likes **188**

[Follow](#)

Brian Cox ✓

@ProfBrianCox

Touring the world in 2019, mainly talking about cosmology, quantum mechanics, black holes and the value of our civilisation.

Tweets **Tweets & replies** **Media**



Brian Cox ✓ @ProfBrianCox · 26m
And for everyone in Australia - tonight at 8pm - Stargazing Apollo 11 special !



ABC Science ✓ @ABCscience
Join us as we go stargazing - July 16 8pm

Who to follow · Refresh · View all



Alan Carr @AlanCarr

[Follow](#)



NASA ✓ @NASA

[Follow](#)

↻ Brian Cox Retweeted



Aldrin Family Foundation @AldrinFamilyFdn · Jul 13

Bid in our [#SilentAuction](#) on a set of 3 books, all signed by the U.K.'s rock-star of physics, the most eminent [@ProfBrianCox](#)! 1) The Quantum Universe, 2) Why Does $E=mc^2$? & 3) UNIVERSAL – A Guide to the Cosmos. Learn more about this lot at the link in our bio! [#Apollo50thGala](#)



💬 5

↻ 30

❤️ 170



Brian Cox ✓ @ProfBrianCox · Jul 24

I would not have had the freedom to maintain such a diverse career in academia and public engagement (which developed 'organically' shall we say - I didn't plan it!) without a @royalsociety URF. This scheme is the best in the world - if you are postdoc I'd encourage you to apply.

The Royal Society ✓ @royalsociety · Jul 23

The Royal Society's University Research Fellowship is now open for applications. We're looking to support outstanding early-career scientists who have the potential to become leaders in their field. Apply today bit.ly/2LtitFI #RSGrants



15

139

567



Finding your voice on Twitter



Tweets **4,353** Following **70** Followers **1,880** Likes **787** Lists **0** Moments **0**

[Edit profile](#)

Brown Research

@BrownUResearch

@BrownUniversity faculty and students work at the cutting edge of research, creating knowledge in life and physical sciences, the humanities and social sciences

Providence, RI

brown.edu/research/home

Joined January 2017

Tweets Tweets & replies Media



Brown Research @BrownUResearch · 6h
The Science Coalition is group of more than 50 of the nation's leading public & private research universities. From @BrownUniversity, Sohini Ramachandran, director of the Center for Computational Molecular Biology, and Anita Shukla @brownengin were new early career award winners.

The Science Coalition @scicoalition
Congratulations to the faculty from @BrownUniversity receiving the #PECASE – the highest honor given by the federal government to early career scientists and engineers. #ThankstoScience 🎉

Your Tweet activity

Your Tweets earned 4,203 impressions over the last 24 hours



[View your top Tweets](#)



Brown Research @BrownUResearch · Jul 9

With @BrownUniversity support & Prof Peter Schultz as a key organizer, hundreds attended a celebration of 50th anniversary of Moon landing @WaterFireProv and it continues daily with lectures, music, art, 23-foot moon replica, culminating in 7/20 WaterFire. bit.ly/2G3oHYf

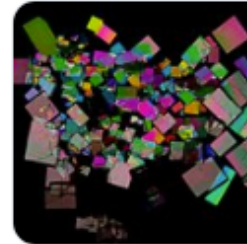


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Brown Research @BrownUResearch · Jul 5

.@newscientist features new study from @BrownUniversity @brownengin Jacob Rosenstein and colleagues, showing how "data can now be stored inside the molecules that power our metabolism."



Data can now be stored inside the molecules tha...

The small molecules we use during metabolism form the basis of a new way to store digital information – and it could be more stable than electronic memory

[newscientist.com](https://www.newscientist.com)

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Brown Research @BrownUResearch · Jul 25

.@BrownUniversity @HealthyBrown wins \$10.8M in federal grant to expand opioid treatment aimed at parolees and people on probation. Brown will be one of 12 institutions in U.S. In Justice Community Opioid Innovation Network.



Brown awarded \$10.8 million for opioid treatment aimed at parolees and ...
The new collaboration between Brown University and the Rhode Island Department of Corrections will expand an already successful opioid ...
brown.edu

6 13



Networking



Identify influencers

<https://www.sciencemag.org/news/2014/09/top-50-science-stars-twitter#full-list>

The screenshot shows the top portion of a Science magazine article. At the top left, there is a navigation bar with the AAAS logo and the text "Become a Member". Below this, the word "Science" is prominently displayed, followed by menu items: "Contents", "News", "Careers", and "Journals". A purple banner below the navigation reads "Member COMMUNITY AAAS Where Science Gets Social." The main content area features a "SHARE" section with icons for Facebook (7 shares), Twitter, LinkedIn, Email, and Print. To the right of the share icons is a large grid of 50 small portrait photographs of scientists. The grid is arranged in 5 rows and 10 columns. The portraits show a diverse group of individuals, some in professional attire, some in more casual settings, and one cartoon character. The name "MARTYN GREEN" is visible in the bottom right corner of the grid area.

The top 50 science stars of Twitter

How often?



See what works



× Tweet Analytics

Brown Research @BrownUResearch

.@BrownUniversity @CarneyInstitute neuroscientists, led by Prof. Chris Moore & his lab, have discovered new type of cell that keeps time so regularly that it may serve as the brain's long-hypothesized clock or metronome. Study published in @NeuroCellPress <http://bit.ly/2SIXVPP>

Impressions

1,613

times people saw this Tweet on Twitter

Total engagements

102

times people interacted with this Tweet

Link clicks

61

clicks on a URL or Card in this Tweet

Likes

26

times people liked this Tweet

Retweets

11

times people retweeted this Tweet

Detail expands

2

times people viewed the details about this Tweet

Good news travels fast



Brown Research @BrownUResearch · Apr 4

.@BrownUniversity @BrownMedicine Prof @meganranney, emergency physician & nationally known gun safety advocate, is this year's Woman Physician of the Year from Rhode Island Medical Women's Association, for excellence in medicine & community involvement



Ranney named Woman Physician of the Year - Pr...

PROVIDENCE – An emergency physician and nationally known gun safety advocate is this year's Rhode Island Medical Women's Association Woman Physician of t...

pbn.com



12



52



285



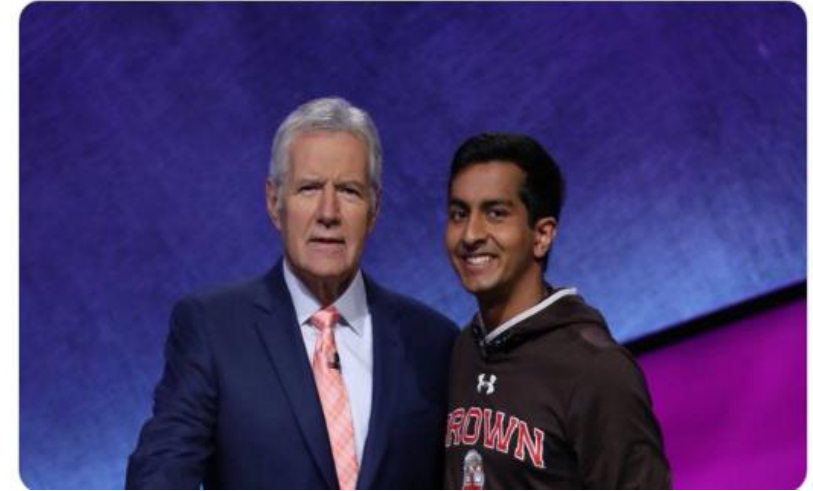
It's not all about you

NBC 10 WJAR  @NBC10 · Feb 4

Brown University grad [@James_Develin](#) on what it means to win a third Super Bowl ring: go.turnto10.com/2S8xnVs



Brown University Freshman **Dhruv Gaur** Wins \$100,000 'Jeopardy!' College Championship bit.ly/2Fa6xkn @Jeopardy



Brown Research @BrownUResearch · Jul 17

2019 Emmy nominations go to two @BrownUniversity alums: Laura Linney '86, Lead Actress/Drama Series, "Ozark"; and Marin Hinkle '88, Supporting Actress/Comedy Series, "The Marvelous Mrs. Maisel". bit.ly/2xSgEQ



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Thank you

