

# Partnership for the Delaware Estuary

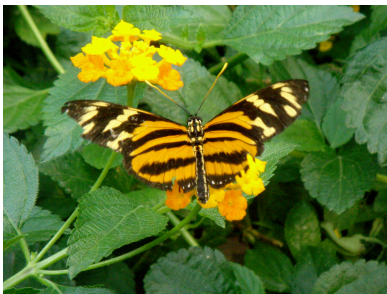
## Social Media Tools For Scientists and Organizations



January, 2011

### Social Media for Science and Organizations

Far from being a fad, social media has become a new, additional way for people to communicate, organize and engage with each other, on a larger and cheaper scale than ever before.



Social Media can strike even the most open minds as being frivolous and silly—who want's to hear what I've eaten for breakfast? However, the networks of

friendships and acquaintances spawned by social media can be used and leveraged to spread messages of importance as well. Social media has been used to help locate and organize resources for the Haitian earthquake, spread news from the ground during Iranian Student protests, and has even raised money for clean water projects all over the world.

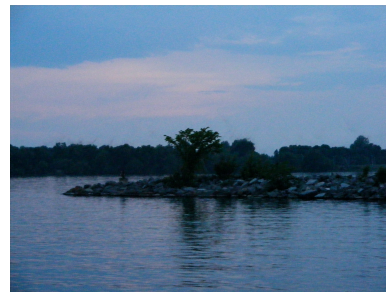
What does this mean for your efforts as a researcher, scientist, governmental or non-profit organization? How can you take advantage of social media to help your organization gain attention, public support and even compel people to act differently?

In the program, we'll explore various social media tools. The slides of the presentation will be available afterwards through Slideshare ([http://](http://www.slideshare.net/)

[www.slideshare.net/](http://www.slideshare.net/)). This PDF will provide a list of resources and links for you to help use social media to the best effect for your organization, as well as a list of web based tools that will help you spread the word about your work to others.

### What The Big Deal?

The Pew research Center's Internet and American Life Project reports that 75% of American adults are active in some kind of voluntary group or organization, and internet users are more likely than others to be active. 80% of internet users are active,



compared to 56% of non-internet users. Further, participation goes up for those engaged in social media- 82% of social media users and 85% of Twitter users are

group participants. People are looking for people like them, and things to do to make a difference, as we can see from the uptick in what people are doing while online- it's not all cat videos on YouTube.

With 92% of Americans using multiple platforms to get their daily news, and over 26% of Americans using their cell phones to get information about the mid-term elections, the landscape for engaging in serious conversations has moved from meeting rooms and newspapers to online and mobile platforms as well.

## **Education and Information is also PR**

With the rise of the web, credibility of source material has become more fluid than in the past. Anyone, regardless of credentials and accuracy of belief, can put up a blog, participate in social networks, and spread information at an incredible rate. This has made the marketplace of ideas more crowded than ever before, and it's more important than ever before for scientists, researchers and organizations in the know to help communicate their information and knowledge to the public. In a vacuum of reliable information, anything can be posted and believed.

Scientists and researchers, in particular, have not traditionally been directly accessible to the public. But now that the cost of having a website, a YouTube Channel, a newsletter and the like is a fraction of what it once was, your ability to publish and educate the public is greater than ever before. You can become an incredible resource for your community and the world. Through an internet connection and tools like Skype, you can bring your science into a local classroom, without ever leaving the lab. You can easily document your work and make it available, as appropriate, for others to see. Instead of being under-appreciated, you can now easily make your voice heard above the din.

## **Key “Stickiness” Factors to remember**

In their great book, “Made to Stick: Why some ideas die and others survive”, Chip & Dan Heath came up with six key factors that help ideas spread including:

**Simple:** This isn't about dumbing down a message, but making it the most important, key thing to remember.

**Unexpected:** Surprise, curiosity, contrasting comparisons grab out attention and keep it.

**Concrete:** Use sensory language and make abstract ideas more tangible, such as “snowy-white birds” versus “migratory water fowl.” Make statistics and numbers analogous to real-life examples. “Four car lengths”

**Credible:** use authority, statistics and vivid details. Let people know why they should believe you.

**Emotional:** People care about other people- bring the information home and make it personal and relevant. Use a single person rather than a group in examples.

**Stories:** Stories are how we learn and remember best. Make your stories personal and compelling to help people picture themselves taking action and motivate them to do so, by creating a sense of possibility and urgency.

While all of these elements aren't necessary to make an idea sticky, they are elements that will help make everything from your newsletters to website copy more interesting and compelling.

**Online:**

<http://heathbrothers.com/resourcedownloads/>

# Social Media Tools

There are tons of different social media websites out there, and more will come in the future. We'll concentrate on the ones that have become most popular, and where you should concentrate your efforts initially.

## Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Facebook was started in a Harvard dorm room, and has now grown to encompass more than 500 million members who access the site both from the computer and a host of mobile devices daily. The site allows you to have a personal page and also create a business page. Facebook Groups can be very effective for creating a community, but it will only be as successful as the participants are active and engaged. Facebook is also

great for publicizing events, and you can locate individuals “to target” on Facebook based on over 12 factors including demographics and interests. Facebook has a social bent, and is most effective when used as a social engagement tool.

## Twitter

The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font.

Twitter is a very simple messaging system where users can post text-length messages of 140 characters or less. Twitter has become incredibly popular as a real-time news source, and like any social network, becomes more useful as your individual network for listening and communicating grows.

Use the search feature, or go to [www.search.twitter.com](http://www.search.twitter.com) and look for topics of interest. Groups often post on “themes” or events with hashtags, or # signs, such as #netde for people posting information about Network Delaware, making tweets about that subject or event easier to find.

Growing your own network based on interest and friendships will be more useful to you than artificially growing your popularity through any of the

sites promising you 1,000 twitter followers for \$12.95. Several sites offer lists of users that may be of interest to you and help grow a useful network quickly. Avoid spamming, and share information frequently and freely to extract the most use.

The LinkedIn logo, featuring the word "Linked" in black and "in" in white inside a blue square.

## LinkedIn

LinkedIn is a more business oriented social network, that allows you to essentially post your CV and references online. It helps make your personal rolodex more transparent, and helps you see the connections between people you know, and the people they know, which can be very helpful when looking for , say, an inside person at an organization you need to approach for funding. LinkedIn can be very helpful for gathering recommendations, and can help people find out more about you before you meet. LinkedIn allows you to also aggregate your information from other social networks within it- but be cautious and use LinkedIn for more business-side interactions.

## Resources and links

Group Participation and technology- Pew Research: <http://www.pewinternet.org/Infographics/2011/Social-Side-of-the-Internet.aspx>

Politics Goes Mobile: Pew Research <http://www.pewinternet.org/Reports/2010/Mobile-Politics.aspx>

## Facebook

### Guides:

<http://mashable.com/guidebook/facebook/>

<http://news.cnet.com/newbies-guide-to-facebook/>

<http://www.socialmediaexaminer.com/facebook-101-business-guide/>

### Desktop and Mobile Applications:

Seesmic

Tweetdeck

Hootsuite

20 Facebook Desktop Apps to try: [http://news.cnet.com/8301-17939\\_109-10197457-2.html](http://news.cnet.com/8301-17939_109-10197457-2.html)

## Twitter

### Guides:

<http://mashable.com/guidebook/twitter/>

<http://business.twitter.com/twitter101/>

<http://news.cnet.com/newbies-guide-to-twitter/>

## **Desktop and Mobile Applications:**

Seesmic

Tweetdeck

Hootsuite

5 Desktop Twitter apps: [http://download.cnet.com/2797-2152\\_4-263.html?tag=mncol;txt](http://download.cnet.com/2797-2152_4-263.html?tag=mncol;txt)

Also explore apps through OneForty : <http://oneforty.com/>

## **LinkedIn**

Guides:

<http://learn.linkedin.com/new-users/>

<http://www.centr networks.com/linkedin>

<http://www.interactiveinsightsgroup.com/blog1/linkedin-superguidetutorials-tips-and-tool/>

## Tools for Your Organization

### Social Media ROI Calculator

<http://www.dragonsearchmarketing.com/online-marketing-strategy/social-media-marketing/social-media-roi-calculator>

### Social Media Guide for Small Business

Blog post with tons of links from Mashable, one of the most influential tech blogs. This is a treasure trove of information.

[http://mashable.com/2009/12/04/small-business-guide/utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+Mashable+%28Mashable%29&utm\\_content=Google+Feedfetcher](http://mashable.com/2009/12/04/small-business-guide/utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Mashable+%28Mashable%29&utm_content=Google+Feedfetcher)

### Delicious

A “social” bookmarking site where you can bookmark web pages, blog posts and more, for your use and share out with friends and colleagues. Since the bookmarks are online, you can access them from any web-enabled computer, and are no longer harnessed to your personal web browser/computer. This makes it easy to share information with others, as well as see what they’re up to. Accounts are free.

<http://delicious.com>

Whitney’s bookmarks:

<http://delicious.com/whitneyhoffman>

### HARO - Help a Reporter Out

Ever want to know why a reporter decided to use one person over another for an interview or piece in the magazine? Sometimes reporters just need a source, and this website, Help a reporter Out, sends requests from reporters seeking sources every day. Can you help them out? There are rules to this- pitches must be relevant and on topic or you will not be allowed to pitch in the future. This can lead to excellent press- Whitney was quoted in an article in the Sunday New York Times Magazine by a lead and pitch through HARO.

<http://www.helpareporter.com/>

### Google Local

Make sure you optimize your local listing in Google!

<http://www.google.com/local/>

### Competitive Intelligence

- [www.Compete.com](http://www.Compete.com) or [www.quantcast.com](http://www.quantcast.com)- check a website’s traffic and compare it to your own
- Google alerts, keyword tools- see what the web is saying about your competition
- Google
- also check out free SEO tools from [www.seomoz.com](http://www.seomoz.com) and [www.hubspot.com](http://www.hubspot.com)

## **Lead with your glass jaw**

Seth Godin, December 9, 2009 [http://sethgodin.typepad.com/seths\\_blog/2009/12/lead-with-your-glass-jaw.html](http://sethgodin.typepad.com/seths_blog/2009/12/lead-with-your-glass-jaw.html)

Here's one way businesses can profit from a social media presence:

Make it easy to get hurt.

If you're in a low trust industry (like car sales), a social media presence dramatically increases the opportunity people have to call you out, beat you up, tattle on you and flame you in public. If you have a Facebook page and people can YELL at you there, for all to see, it makes you vulnerable. Do you really think that a Chris or a Guy or Gary is going to risk ripping you off for consulting or wine? No way. Too easy for someone to post a comeback for all to see.

When your staff sees how much power you've given random consumers, they'll freak. And then, magically, they'll start treating customers differently, because maybe, just maybe, this customer is the one who's going to use the power. Suddenly, the answer to, "do you know who I am!!" is, "yes sire, forgive me."

It might not be comfortable, but you can bet it will build trust.

## **The reason social media is so difficult for most organizations**

Seth Godin, December 10, 2009

*It's a process, not an event.*

Dating is a process. So is losing weight, being a public company and building a brand.

On the other hand, putting up a trade show booth is an event. So are going public and having surgery.

Events are easier to manage, pay for and get excited about. Processes build results for the long haul.

## **The first transaction**

Seth Godin, December 5, 2009

Do you really expect that the first time we transact, it will involve me giving you money in exchange for a product or service?

Perhaps this is a good strategy for a pretzel vendor on the street, but is that the best *you* can hope for?

Digital transactions are essentially free for you to provide. I can give you permission to teach me something. I can watch a video. I can engage in a conversation. We can connect, transfer knowledge, engage in a way that builds trust... all of these things make it more likely that I'll trust you enough to send you some money one day. I can contribute to a project you're building, ask you a difficult question, discover what others have already learned.

But send you money on the first date? No way.

## Discover the truth about a site's online traffic Seth Godin, 12/8/09

You can find the traffic of a popular website (and compare it to another site) by entering the URL into compete.com. Or quantcast. This data is far more accurate than the charts Alexa offers, because most of the sites being measured cooperate. I'm pretty proud of Squidoo hitting the top 100 sites in the US.

You can see the referrals and traffic to an individual bitly twitter URL by copying the URL and adding + sign to it. For example, if you see something like this in a tweet: <http://bit.ly/870Ry9> just copy it and paste it with the plus and you'll see <http://bit.ly/870Ry9+>. I think that's pretty neat. You can also track top retweets on an hourly or daily basis.

Many sites also publish how many subscribers they have. The "K" stands for thousands.

PS You can get updates on this blog in Twitter by following @thisissethsblog. And you can get a free subscription by RSS (the best way) or email.

## 7 Ways to Get More Out of LinkedIn

**November 9th, 2009 | by [Sharlyn Lauby](#)**

Sharlyn Lauby is the president of Internal Talent Management (ITM) which specializes in employee training and human resources consulting. She authors a blog at [hrbartender.com](http://hrbartender.com).

LinkedIn, which recently reached the 50 million user milestone, has long been considered the social networking site for professionals. If you're in business, it is basically expected that you have a profile there.

But with the more mainstream platforms like Twitter and Facebook being used for business purposes, some professionals are neglecting their LinkedIn profiles. While LinkedIn is certainly not as dynamic as other social media sites, it still provides a lot of value — if you use it correctly. So whether you're new to LinkedIn or a veteran, here are some of the things you should consider incorporating into your LinkedIn strategy.

### **1. Include a Photo Avatar**

Some media reports claim that because organizations can use any criteria they want to make hiring decisions, photo avatars provide companies with information they may not have otherwise known about you based on a resume alone and could actually hurt you more than help. But, not including a photo with a social networking profile flies in the face of conventional wisdom when your goal is to build relationships and community.

Eric B. Meyer, an associate in the labor and employment group of Dilworth Paxson LLP, reminds us that when using a professional networking site such as LinkedIn, “don’t give a potential employer an easy excuse to remove you from consideration. Use a professional headshot and scrap the picture of you doing a keg-stand.”

He adds that “an employer may not discriminate when selecting one job applicant over another. For example, an employer may not base a hiring decision on such things as race, religion, gender, and national origin. Although actually proving an employer made a discriminatory hiring decision may be difficult.” Businesses who engage in hiring discrimination are the exception, not the rule. Just remember, by using an avatar, you will be providing information about yourself a prospective employer may not have otherwise obtained on its own.

## 2. Build Your Network of Connections

While we might be inclined to say quality is better than quantity, it could be possible that the number of connections you have says something about you. [Greg Koutsis](#), corporate and international channel recruiter for [Aplicor LLC](#), says, “if someone has 20-50+ connections then I know they probably check LinkedIn at least once a week. If someone has 1-19 then I realize they probably either haven’t begun to pop the hood and look inside or gotten past the initial threshold of their friends, family and past colleagues. They might be a great prospect for me to reach out to but this might not be the best use of my time. This combined with the profile they have listed lets me realize quickly if I am wasting my time with someone who has no interest or trust in LinkedIn.”

So you might say to yourself, if small numbers in the connection department signal you’re a novice, do large numbers mean you’ll connect with just about anyone? Koutsis says not necessarily. “I do not believe there’s a maximum number of connections that makes someone look like they will just connect with anyone. LinkedIn only shows 500 then adds the + sign after the 500 so you never really do know how many more than 500 connections someone has until you connect with them.”

## 3. Use Status Updates to Your Advantage

Once you complete your profile, there aren’t a lot of places to make regular updates in LinkedIn. The one space where you can keep your connections informed is the status updates section.

Lori Burke, director of human resources at [Neighborhood America](#), explains that updates are not only an interesting read, but very valuable. “I’ve found new networking groups I may not have thought about [via status updates]. Additionally, it allows me to learn what others are involved with or in, who they may be connected to, etc. In total, it widens the scope of knowledge for me.”

## 4. Seek Meaningful Recommendations

A terrific feature of LinkedIn is the ability to provide recommendations. This is a place for your connections to comment about your work. Recommendations can be thought of as beefed up thank you cards. Instead of telling one person how you feel, you’re telling the world that person does good work.

It’s important to get good solid recommendations and Meyer offers some thoughts on how to do that. First, “think about who knows you best. It could be a co-worker or manager. It could also be a client or customer for whom you just did an incredible job on a huge project. If you seek a recommendation from a client or customer, be polite and remember to thank the person who gives you the recommendation.”

Then, “If you are going to seek a recommendation from a co-worker or manager, keep a few things in mind. Many employers have written policies against giving out anything other than neutral job references to current and former employees. These policies generally focus on giving recommendations, as opposed to seeking them. Still, as a courtesy to the person in your company from whom you seek a recommendation, just be sensitive to your company’s neutral reference policy.”

## 5. Optimize Your Profile

Your LinkedIn profile should not just be an online version of your resume, optimizing for search engines is key. The format of your LinkedIn profile might depend on whether you are currently employed and whether or not you are seeking new opportunities, says Koutsis. “If you are looking for a new position then you might want your profile to look more like a resume, but maybe not so much if I am currently employed.”

Burke doesn't mind if the full content of the resume is on the profile as it can be helpful when searching for candidates. However, it is a bonus “when I find networkers who have added more content than you might find in a resume, such as a link to their portfolio.”

When filling out your profile, you should think about your goals for the type of networking you hope to get done. Also, since LinkedIn has the ability to search any word in the content, both Burke and Koutsis suggest listing all relevant keywords at the bottom of your profile if you want to be found easier.

## 6. Use Groups to Expand Your Reach

Groups are a beneficial networking tool and a great way to [expand your network](#). Koutsis says that he doesn't look at what groups a person belongs to when he's searching for candidates but he does find potential resources using the groups function.

However, Meyer reminds us it's possible to be viewed in a negative light based upon group membership. “For some time now, many employers are going beyond simply running a criminal background check in order to vet job applicants. Employers may be Googling candidates, checking out their public postings on Facebook, reviewing tweets on Twitter, and scrutinizing LinkedIn profiles. In a down economy — as in any economy, really — employers want to fill job openings with the best possible candidates.”

Today's rule of thumb should be that anything you post in an online profile may as well be listed on your resume or bio. If you belong to a LinkedIn group that is inconsistent with the business image you wish to portray, then that could be a challenge for you. Meyer shared with me the example of belonging to a group called “The Deer Hunters” while applying for a position with an animal rights group (let's just say, good luck with that).

## 7. Consider Whether to Link Your Profiles

Burke believes that accounts should be kept separate. “I believe that this strategy allows me to keep my professional personae separate from my personal. Case in point was the one time I posted a social media article to both applications. My Facebook family and friends found the information of little value to them and I believe the same may be true in reverse. However, I will post general information about me (i.e., speaking engagements) with both networks. In essence, it depends on the content,” she says.

On the other hand, [Lance Haun](#), vice president of outreach at [MeritBuilder](#), explains that LinkedIn is “a snapshot of your life at the time you updated your profile so including Twitter, Facebook, or a blog helps to add living context to your profile.” With the lines between work and life being blurred, posting something business related at 1:00 PM and a picture of a cat at 1:00 AM helps “bring the picture of a person together completely.”

In the end, Koutsis asks, “if people see no reason after viewing your profile to connect with you, then why did you reach out to them in the first place?” The most important thing we can do is create a complete and compelling profile. Because the bottom line is the value proposition you propose when you try to connect with someone on LinkedIn.