

STRATEGIC COMMUNICATION SERIES: PANEL DISCUSSION

How to Use Social Media to Promote Your Work & Expertise



Moderator:
Karen Weintraub

*Independent Science Journalist,
Professor, MIT, Harvard Extension,*



Panelist:
Steve Ramirez

*Assistant Professor of Psychological
and Brain Sciences, Boston University*



Panelist:
Molly Gluck

*Digital Communications and Public
Relations Associate, Boston University*



Panelist:
Eric DelGizzo,

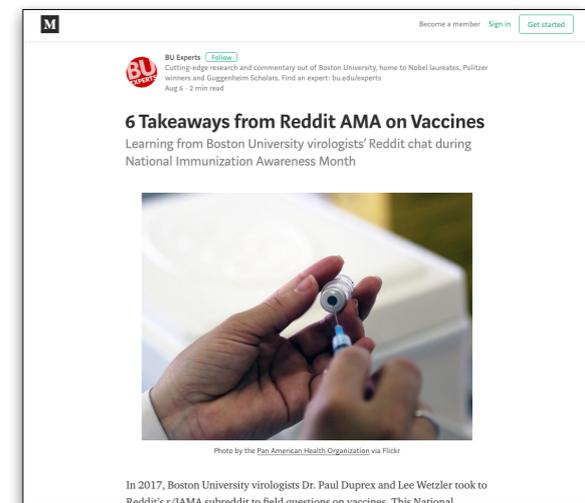
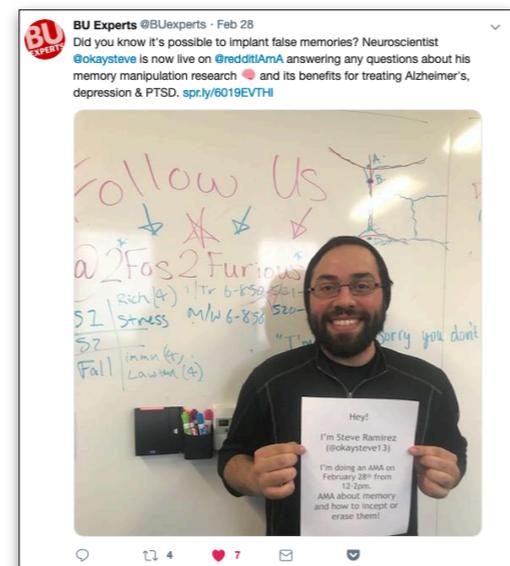
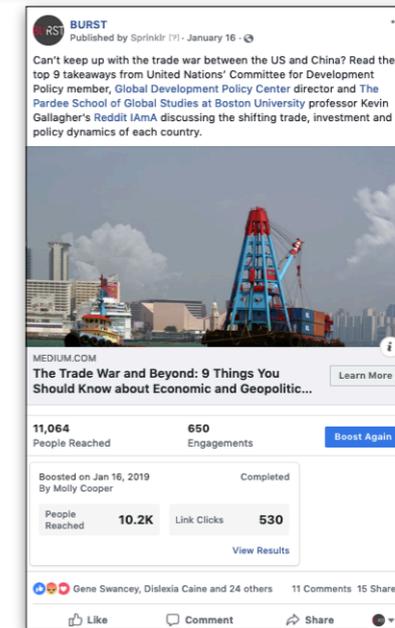
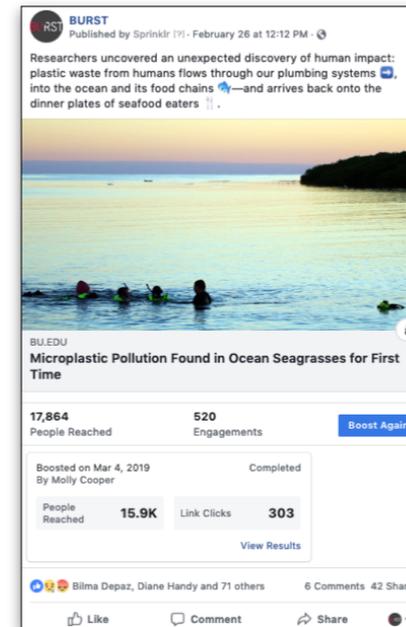
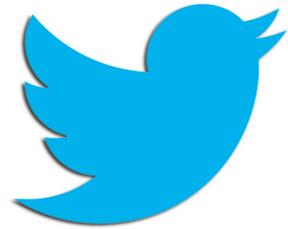
*Media Engagement Associate,
Office of the Dean, Boston University
School of Public Health*



Panelist:

Adam Conner-Simons
*Communications and Media
Relations Officer, CSAIL, MIT*

Research & Thought Leadership-Focused Social Channels



Targeting with Paid Advertising



OVERVIEW EDIT AD

Your ad reached men and women, ages 24 - 65+ who live in 2 locations, and have 5 interests.

Location - Living In:
United States and Africa

Age:
24 - 65+

People Who Match:
Interests: Ebola Syndrome, National Institute of Allergy and Infectious Diseases, Infectious Diseases Society of America, Medical research or Medicine and Field of study: Medical research

[Hide full summary](#)

This ad ran for 7 days.

Your total budget for this ad was \$70.00 USD

238,205 **2,488** **\$70.00**
 People Reached [?] Link Clicks [?] Amount Spent [?]

Actions | People | Placements | Locations

BURST Sponsored ·

"We set out to create a rapid, point-of-care diagnostic that could look for malaria, Ebola and other pathogens." [Boston University School of Medicine's John Connor](#) helped develop a new, portable solution able to immediately diagnose infectious diseases on the spot in partnership with [Columbia University](#), [National Institute of Allergy and Infectious Diseases \(NIAID\)](#) and [BD \(Becton, Dickinson and Company\)](#).

BU.EDU
Diagnosing Ebola in the Field
 A new portable diagnostic can rapidly differ

محمد ولدالعز, Yoomiif Guutamaa and 212

OVERVIEW EDIT AD

Your ad reached men and women, ages 24 - 65+ who live in 2 locations.

Custom Audience:
 Lookalike (US, 1%) - People who like BURST, Lookalike (US, 1% to 2%) - People who like BURST, Lookalike (US, 2% to 5%) - People who like BURST, People who watched 75% of past vids - rubber band 2 11, BU Research email mailing list, People who have clicked call to action button 2 14, Lookalike (US, 1%) - BU Research email mailing list or People who have watched 25% of BURST/research videos

Location - Living In:
Canada and United States

Age:
24 - 65+

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This ad ran for 11 days.

Your total budget for this ad was \$100.00 USD

19,173 **5,158** **\$100.00**
 People Reached [?] 10-Second Video Views [?] Amount Spent [?]

BURST Sponsored ·

"It's the reverse of Lego. With the Legos, you start with an instruction book and you build the thing. Here, I'm starting with the built thing and I want to figure out the instruction book." Biologist [Cynthia Bradham](#) discusses how her love of Legos relates to her embryonic development research.

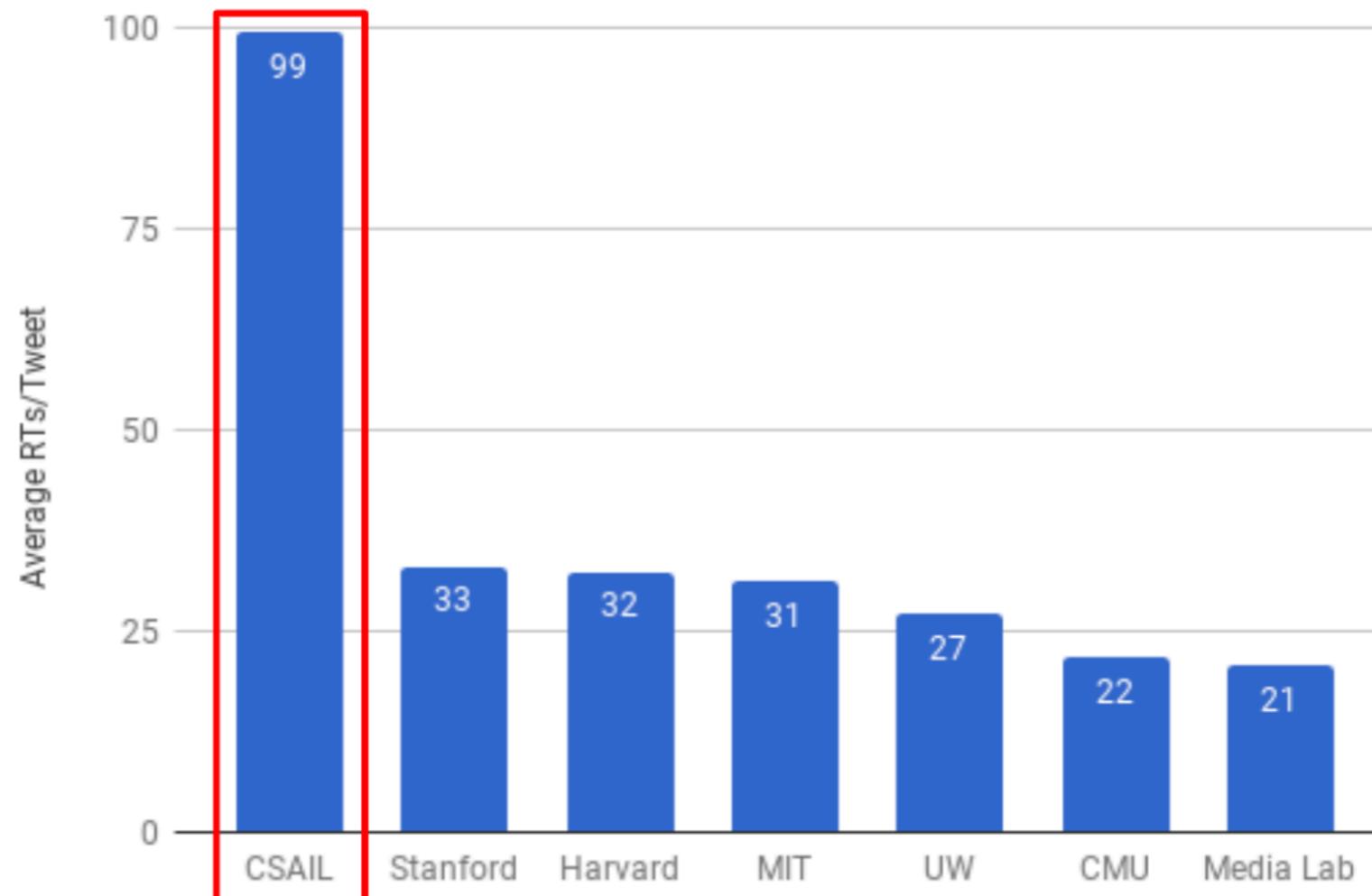
WWW.BU.EDU
Finding a Relationship Between Sea Urchins and Legos [Learn More](#)

Brian Ross Culp, Rick Merritt and 46 others 6 Comments 28 Shares

@MIT-CSAIL today



Avg. RTs/tweet (last 200 Tweets)



- Almost 100 RTs/tweet

Source: socialbearing.com

Common CSAIL Twitter content



- History
- Tools and tips
- Humor
- Quotes
- Interesting news
- Last but not least, **stuff about YOU**

Thank you.
Questions?