

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*

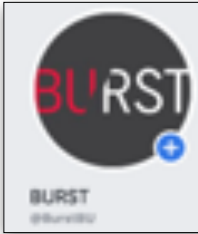
Research & Thought Leadership-Focused Social Channels






BU Experts
@BUexperts


Tweets **8,330** Following **6,509** Followers **7,053**





BU Experts @BUexperts · Feb 26

Researchers uncovered an unexpected discovery of human impact: plastic waste from humans flows through our plumbing systems, into the ocean and its food chains—and arrives back onto the dinner plates of seafood eaters. [@BU_CAS](#) [@RandiRotjan](#)



Microplastic Pollution Found in Ocean Seagrasses for First Time
Plastic pollution in the ocean has now invaded all marine food chains in the form of microplastics, found in seagrasses for the first time.
[bu.edu](#)

19 28




BU Experts @BUexperts · Feb 5

How can rubber band slingshots inform medical drug delivery? [@BUCollegeofENG](#) researchers answer through a series of experiments.




THIS SMALL DIFFERENCE COULD HAVE BIG IMPLICATIONS

149 views 0:46 / 1:00



BURST
Published by Sprinklr (7) · February 26 at 12:12 PM

Researchers uncovered an unexpected discovery of human impact: plastic waste from humans flows through our plumbing systems, into the ocean and its food chains—and arrives back onto the dinner plates of seafood eaters.




Microplastic Pollution Found in Ocean Seagrasses for First Time

17,864 People Reached 520 Engagements

Boosted on Mar 4, 2019 By Molly Cooper


People Reached **15.9K** Link Clicks **303**

Like Comment Share



BURST
Published by Sprinklr (7) · January 16

Can't keep up with the trade war between the US and China? Read the top 9 takeaways from United Nations' Committee for Development Policy member, Global Development Policy Center director and The Pardee School of Global Studies at Boston University professor Kevin Gallagher's Reddit IAmA discussing the shifting trade, investment and policy dynamics of each country.



The Trade War and Beyond: 9 Things You Should Know about Economic and Geopolitic...


11,064 People Reached 650 Engagements

Boosted on Jan 16, 2019 By Molly Cooper

People Reached **10.2K** Link Clicks **530**

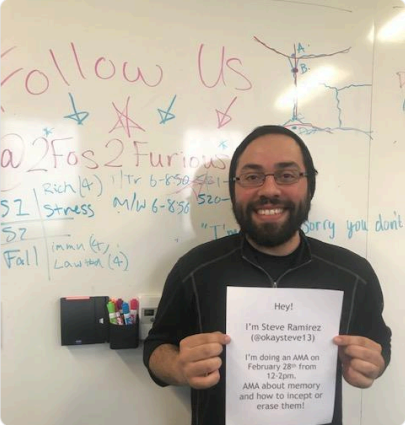
Like Comment Share





BU Experts @BUexperts · Feb 28

Did you know it's possible to implant false memories? Neuroscientist [@okaysteve](#) is now live on [@redditIAmA](#) answering any questions about his memory manipulation research and its benefits for treating Alzheimer's, depression & PTSD. [spr.ly/6019EVTH](#)




Follow Us

Hey!
I'm Steve Ramirez (@okaysteve13). I'm doing an AMA on February 28th from 12-2pm. AMA about memory and how to incept or erase them!

4 7





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Cutting-edge research and commentary out of Boston University, home to Nobel laureates, Pulitzer winners and Guggenheim Scholars. Find an expert: [bu.edu/experts](#)
Aug 6 · 2 min read

6 Takeaways from Reddit AMA on Vaccines
Learning from Boston University virologists' Reddit chat during National Immunization Awareness Month




Photo by the Pan American Health Organization via Flickr

In 2017, Boston University virologists Dr. Paul Duprex and Lee Wetzler took to Reddit's r/IAmA subreddit to field questions on vaccines. This National

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.

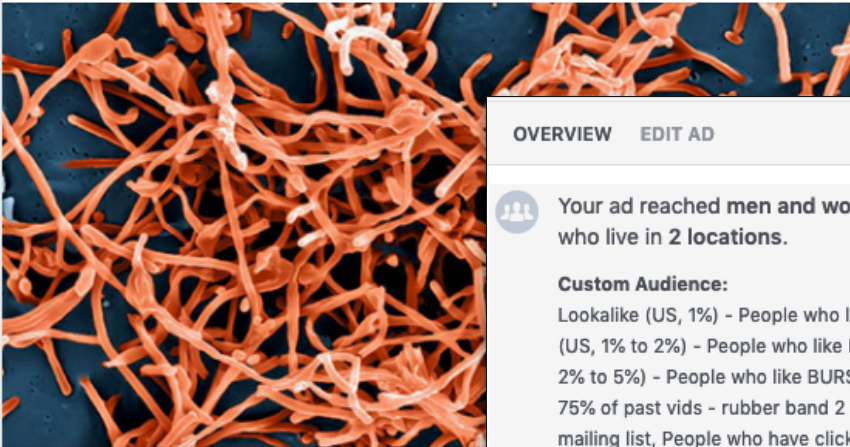
Your total budget for this ad was \$70.00 USD

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 others

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+

[Hide full summary](#)

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

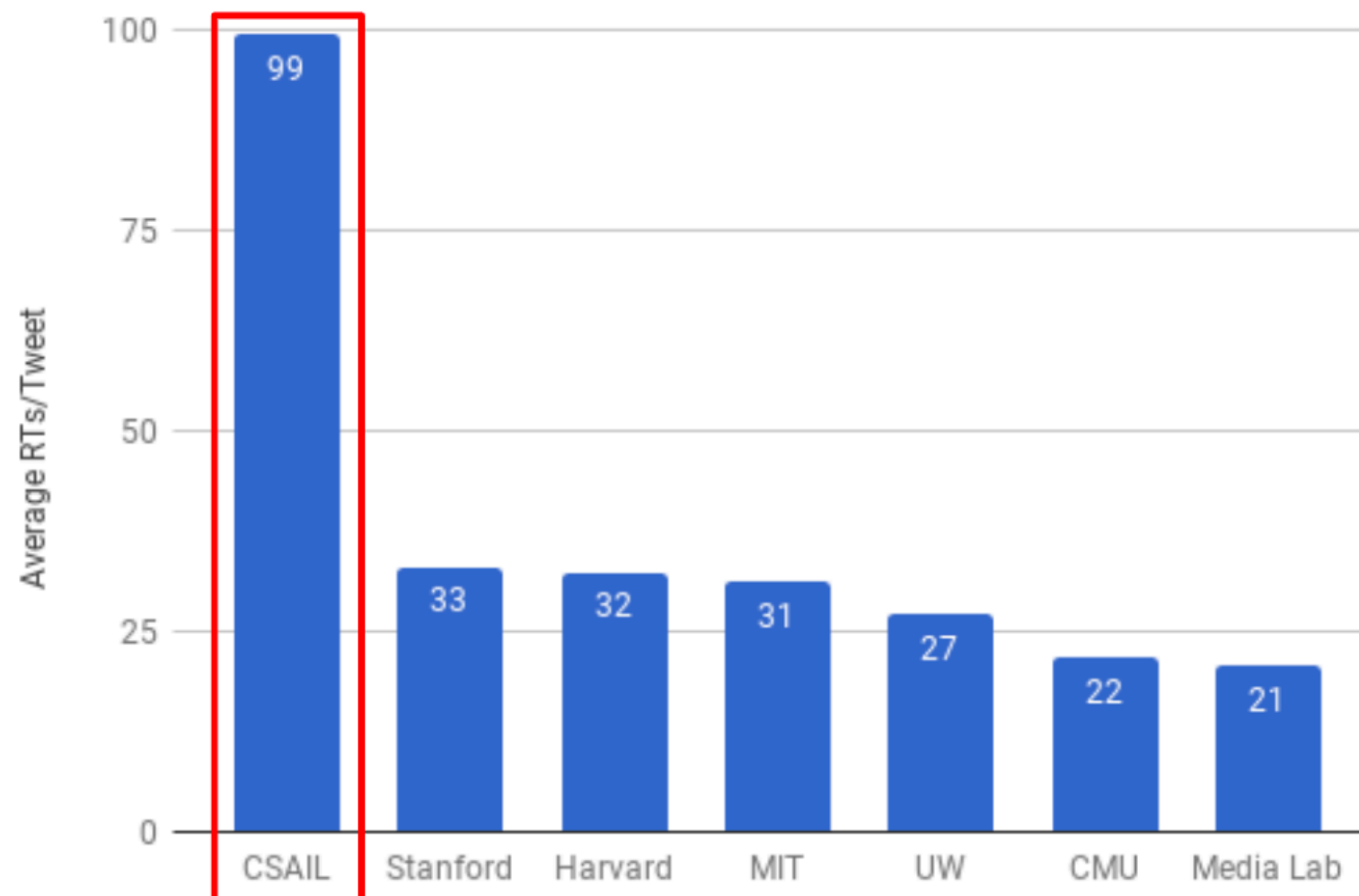
Finding a Relationship Between Sea Urchins and Legos [Learn More](#)

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?**