

**Clinical and Translational Science Institute (CTSI)
Career Development Seminar**

**Social Media for Researchers:
Tips for #Success**

Emil Lou, MD, PhD, Assistant Professor, Department of Medicine
Michelle Hoedeman, Communications Manager, CTSI
Melissa Hansen, Research Navigator, CTSI

August 26, 2014



UNIVERSITY OF MINNESOTA

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Driven to DiscoverSM

What we'll cover today

- What is social media?
- Tools of the trade
- Guiding principles
- How you can use social media
- How to get started

Join the conversation

#CTSIseminar

Emil Lou: **@cancerassassin1**

CTSI: **@umn_ctsi**

WHAT IS SOCIAL MEDIA?

Social media, defined

Social media is the social interaction among people in which they **create**, **share** or **exchange** information and ideas in virtual communities and networks.

-Wikipedia

SOCIAL MEDogIA EXPLAINED



"LIKE" IF YOU
THINK MY DOG
IS CUTE



PLAYING
#FETCH WITH
SCRUFFY.
#BESTDOGEVER



WATCH THESE
DOGGONE
FUNNY VIDEOS



GUARD DOG
FOR HIRE!



HERE IS A
VINTAGE PHOTO
OF MY PUP.
#MODELDOG



HERE IS HOW
TO MAKE
YOUR OWN
DOG TREATS



BEST FIRE
HYDRANT IN
TOWN. HIGHLY
RECOMMENDED



EPIC GOOGLE
HANGOUT WITH
MY DAWGS!



LISTENING
TO THE SONG
"WHO LET THE
DOGS OUT?"



CHECKED INTO THE
DOG GROOMER
AND GOT MY
FUR DID

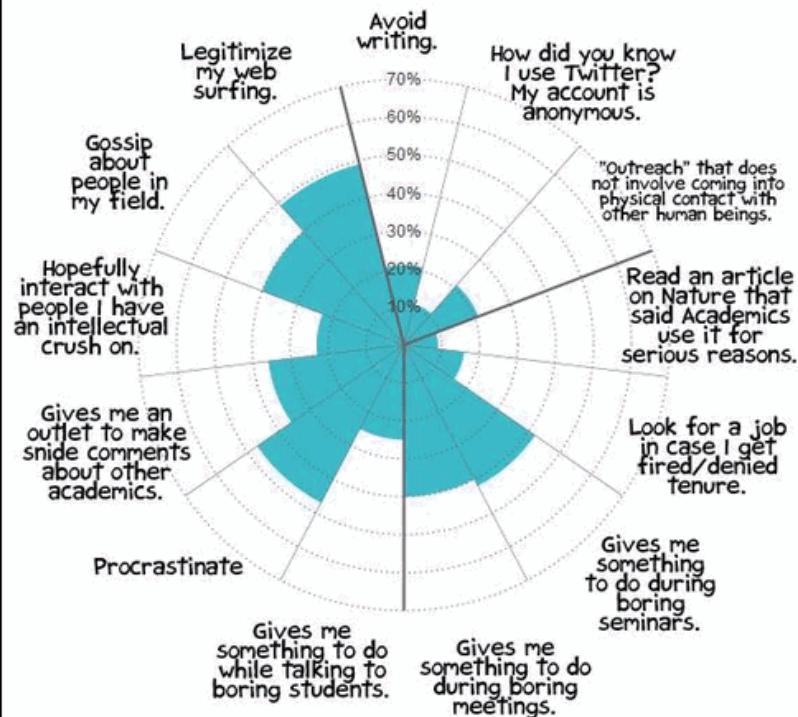


Source: Avalaunch

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Why Academics REALLY Use Twitter



www.phdcomics.com

Original graph from: nature.com/news/online-collaboration-scientists-and-the-social-network-1.15911



Jorge Cham @phdcomics · 2h

FIXED: Why academics REALLY use Twitter. @AcademicsSay @Richvn
@nature nature.com/news/online-co... pic.twitter.com/SzRcbaUL0t

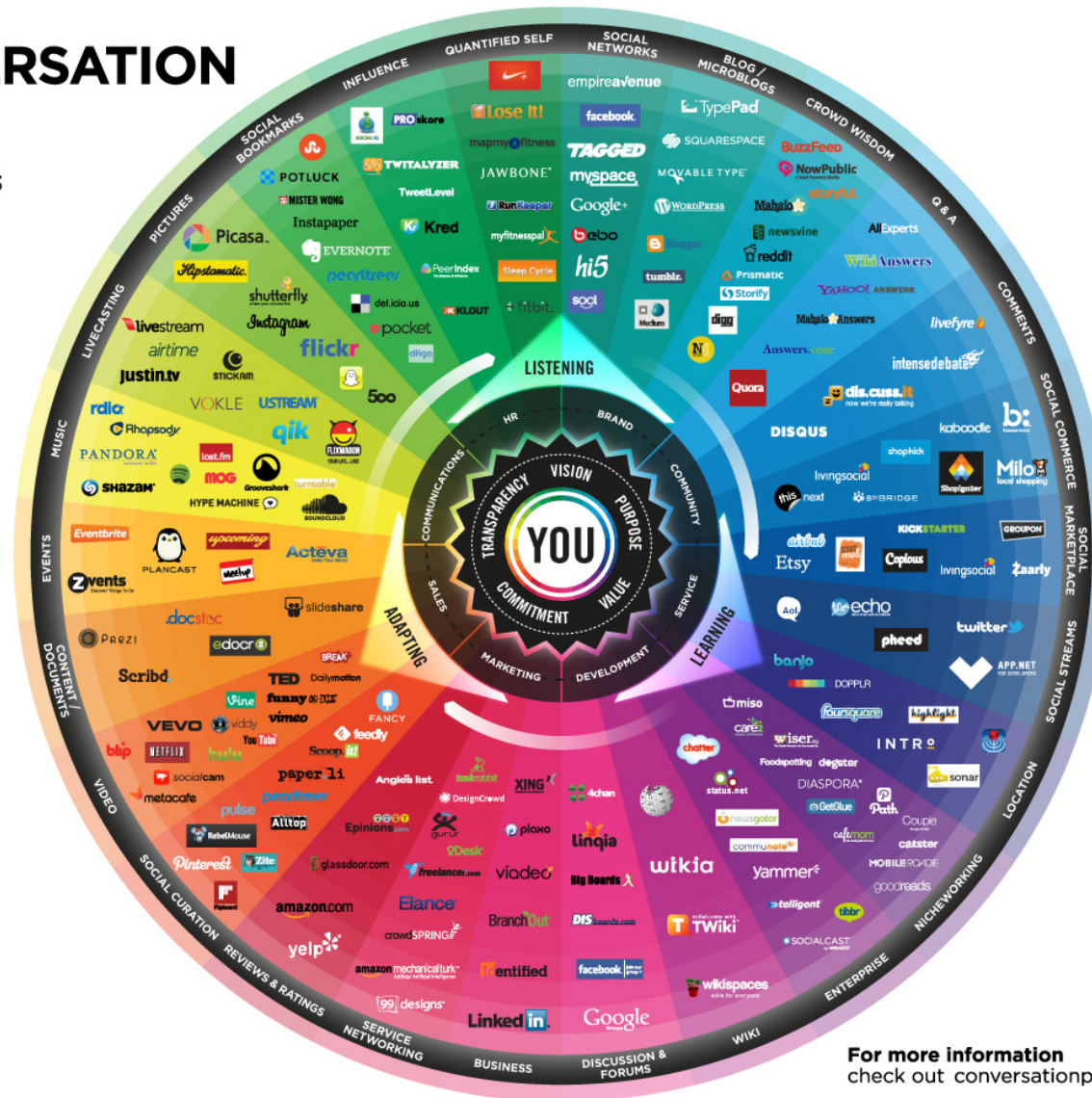
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Flag media

TOOLS OF THE TRADE

THE CONVERSATION PRISM

Brought to you by
Brian Solis & JESS3



For more information
check out conversationprism.com

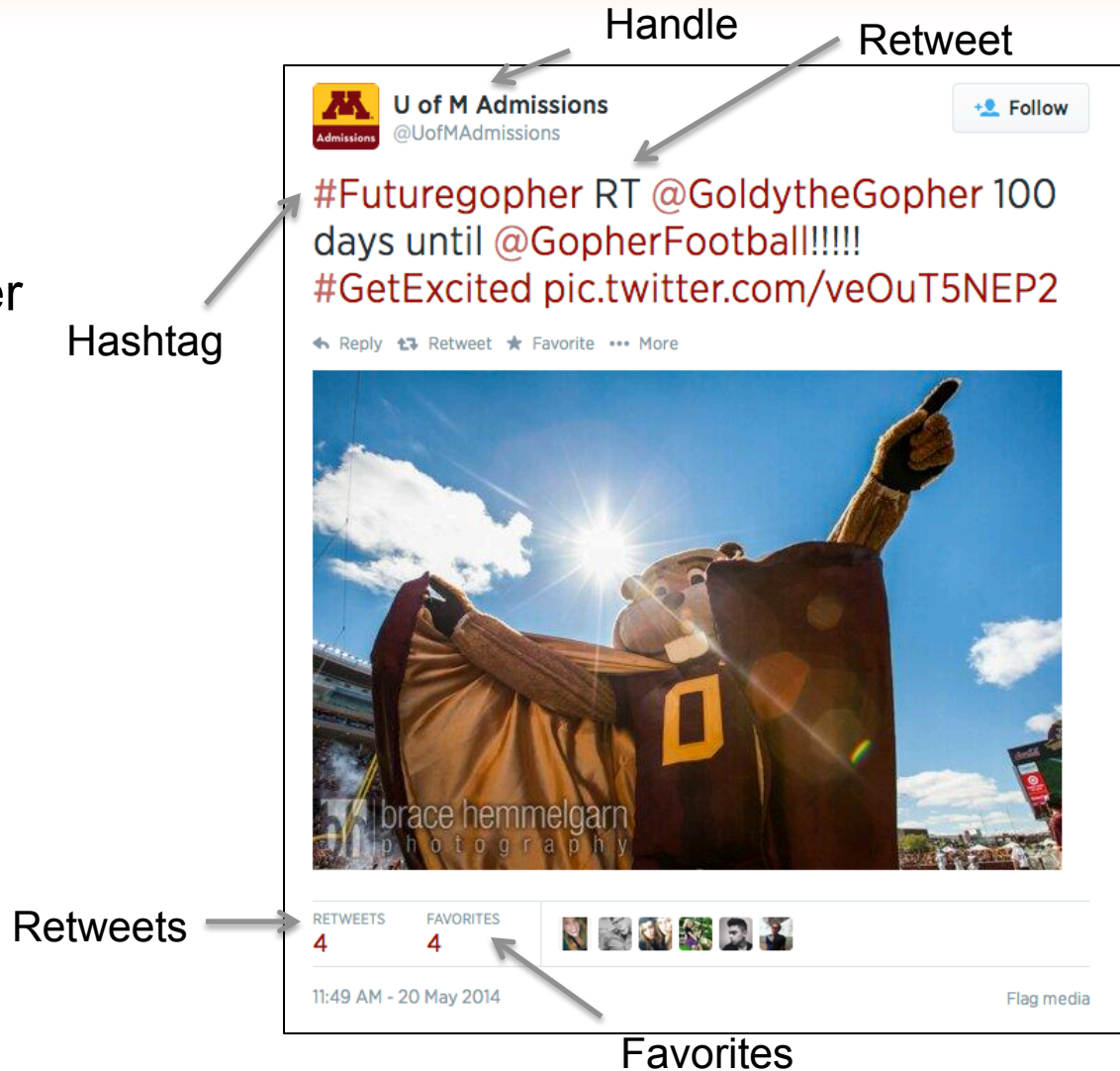
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Tools: Blogging & microblogging

Examples:

- Blogs: Blogger, WordPress
- Microblogs: Twitter




Tools: Blogging & microblogging

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nursing 3
Maternal and Child Health 3
David Grande 2
Nutrition 2

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Authors


(admin)
Janet Weiner

Turning the Dollar Spigot Down on Health Care Technology

Monday, 9 September 2013

Peter Groeneveld, MD, MS
Associate Professor, Perelman School of Medicine

Last week's article by Jon Skinner in the MIT Technology Review, [The Costly Paradox of Health-Care Technology](#) was an excellent synopsis of the unique and bizarre relationship between technology and the marketplace that exists in American medicine. Unlike almost any other sector of the economy, in health care new technology drives up costs while often providing little or no benefit. Skinner compares this phenomenon to the costs and benefits of technology improvements in cars, pointing out that modern vehicles are markedly better than 25 years ago, yet are cheaper in real terms. I use a similar example with my students -- the personal computer I used during my early college years cost \$5,000 in today's dollars, but now I can buy a computer for \$1,000 that is, quite literally, thousands of times better.



Peter Groeneveld: 'Recent history of federal policymaking provides little confidence that the wholesale changes necessary in how the government pays for health care can actually be enacted.'

The 'technology problem'

Jon Skinner is the right messenger for this critical issue -- for decades, he and his Dartmouth colleagues have performed some of the foundational economic analyses that have identified key causes of the "technology problem" in medicine, and his

Tools: Blogging & microblogging

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Authors

(admin)
Janet Weiner



TWEETS
1,228

FOLLOWING
208

FOLLOWERS
1,224



Daniel Polsky
@healthecon_dan

Executive Director, Penn's Leonard Davis Institute of Health Economics. Prof of Medicine and Healthcare Management. Research to improve healthcare system.

Univ of Pennsylvania and LDI · ldi.upenn.edu

provides little confidence that the wholesale changes necessary in how the government pays for health care can actually be enacted.

Dartmouth colleagues have performed some of the foundational economic analyses that have identified key causes of the "technology problem" in medicine, and his

Tools: Blogging & microblogging



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(admin)
Janet Weiner



The Incidental Economist
*Contemplating health care with
a focus on research, an eye on reform.*

TWEETS 29.7K FOLLOWING 226 FOLLOWERS 6,640

Austin Frakt
@afrakt

Health Economist, Dept. of Veterans Affairs • Assoc. Professor, Boston Univ. •
Contributor to NY Times' @UpshotNYT • Pro health policy wonk • Amateur humorist
@IncidentalEcon blogger • TheIncidentalEconomist.com

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Authors

- (admin)
- Janet Weiner

 **Atul Gawande** ✓
@Atul_Gawande
Surgeon, Writer, Researcher, Dilettante.
atulgawande.com


TWEETS 2,091 FOLLOWING 230 FOLLOWERS 94.5K

 Follow

Aust...
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@IncidentalEcon blogger · TheIncidentalEconomist.com

Tools: Social networking

Examples: Facebook, LinkedIn, Twitter



Emil Lou, M.D., Ph.D 3rd
Assistant Professor at Masonic Cancer Center, University of Minnesota
Greater Minneapolis-St. Paul Area | Medical Practice

Previous

The Preston Robert Tisch Brain Tumor Center at Duke, Memorial Sloan-Kettering Cancer Center, Duke University Medical Center

Education

State University of New York Upstate Medical University


Connect

Send Emil InMail


103 connections

Contact Info

Background

 Summary

Specialties: Medical Oncology and Hematology
Gastrointestinal Oncology
Neuro-Oncology

 Experience

Assistant Professor
Masonic Cancer Center, University of Minnesota
August 2011 – Present (3 years 1 month) | Minneapolis, Minnesota

People Similar to Emil



Lauren Wiebe
GI Oncologist & Palliative Medicine Physician
Connect

Ads You May Be Interested In



Healthcare Professionals
Flexible MBA for working professionals. Earn yours online. Sign Up Now!



Are You Ready To Lead?
Transform your company and career with an MBA from Jack Welch.



Official Google Glass
Designed for those who move. Click here to learn more.

People Also Viewed



Eric Humke
Associate Medical Director at Genentech



Dr Zartash Gull
Pharmaceuticals Professional

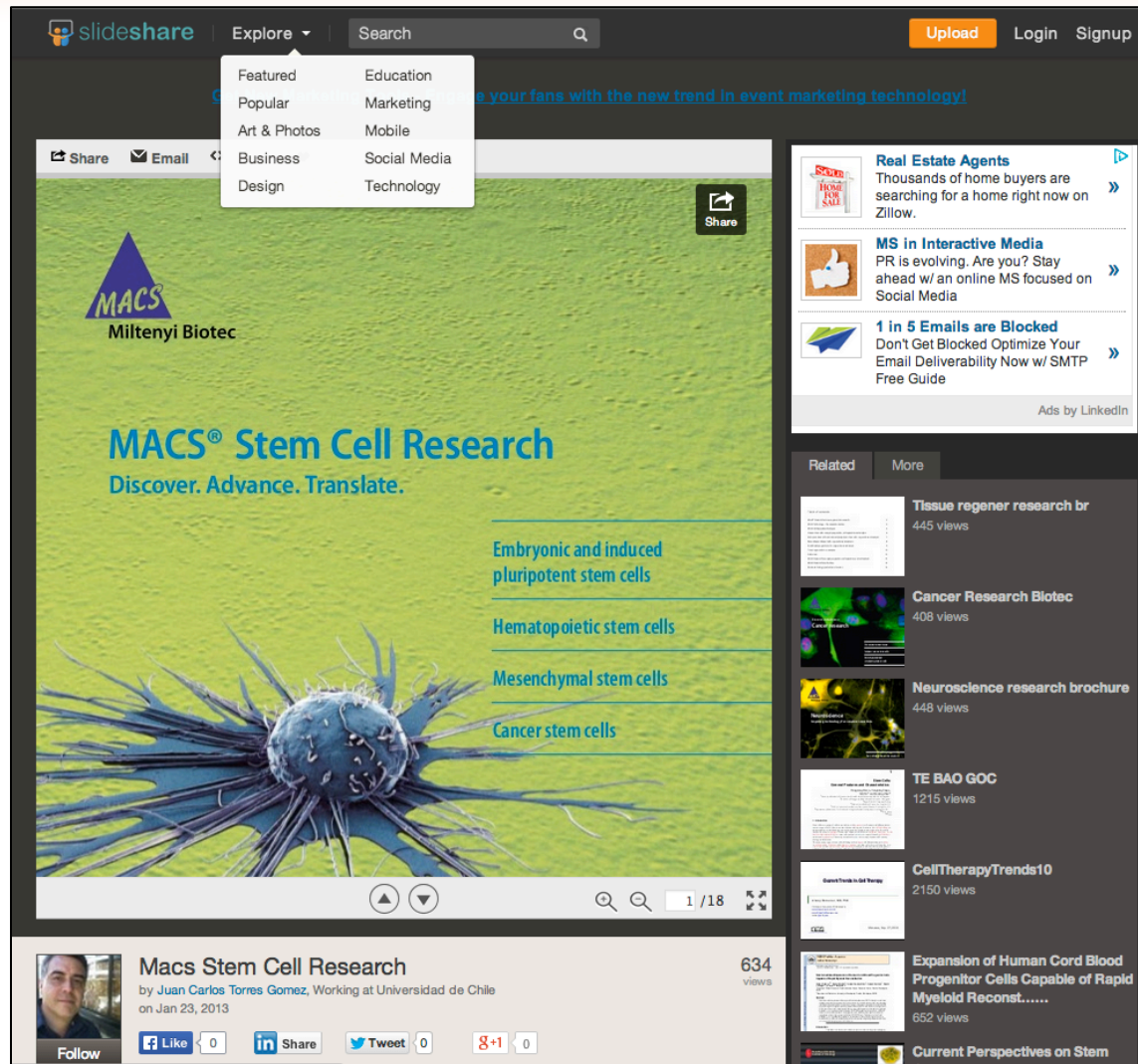


Zdenka Segota

Tools: Media sharing

Examples:

- **Presentations:**
Slideshare, Prezi
- **Videos:** YouTube, Vimeo
- **Photos:** Flickr, Picasa



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Tools: Professional networking

Examples:

- ResearchGate
- LinkedIn
- Academia.edu
- Mendeley
- Experts@Minnesota

The screenshot displays the ResearchGate profile of Ijad Madisch, M.D., Ph.D., from the Department of Radiology at Massachusetts General Hospital. The profile includes a header with a photo, name, affiliation, and a 'Follow' button. Below this is a navigation bar with tabs for Overview, Contributions, Info, and Stats. The 'Overview' tab is active, showing statistics: 38 publications, 53k views, 5,699 downloads, 411 citations, and 76.69 impact points. A 'Featured Publications' section lists two articles with their titles, authors, and citation/download counts. A 'Skills and Expertise' section lists various research areas like Culturing, DNA Purification, and Cloning. A 'Top Co-authors' section is partially visible at the bottom.

ResearchGate Already a member? [Log in](#)

Ijad Madisch
M.D., Ph.D.
Massachusetts General Hospital · Department of Radiology

[Follow](#)

41.19

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38 PUBLICATIONS **53k** Views **5,699** Downloads **411** Citations **76.69** Impact Points [View stats](#)

Massachusetts General Hospital
Department of Radiology
MA, United States

FEATURED PUBLICATIONS [View all](#)

Article: Unique sequence features of the Human adenovirus 31 complete genomic sequence are conserved in clinical isolates.
Soeren Hofmayer, Ijad Madisch, Sebastian Darr, Fabienne Rehren, Albert Heim
4k View **906** Downloads **4** Citations

Article: Phylogenetic analysis and structural predictions of human adenovirus penton proteins as a basis for tissue-specific adenovirus vector design.
Ijad Madisch, Soeren Hofmayer, Christian Moritz, Alexander Grintzalis, Jens Hainmueller, Patricia Pring-Akerblom, Albert Heim
2k View **278** Downloads **15** Citations

SKILLS AND EXPERTISE (31) [View all](#)

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Lasergene DNAsis Max Phylogenetic Analysis MEGA
PHYLIP PAUP Virtual Molecular Dynamics
Swiss Deep View SPSS MATLAB PCR
Protein Folding Statistical Software Tissue Engineering
Bone Research Infectious Diseases Adenovirology
Medical and Biomedical Image Processing
Molecular Evolution Genomics Social Networks
Biomechanics Radiology Adenoviral Vectors
Structure Prediction Gel Electrophoresis DNA Sequencing

TOP CO-AUTHORS [View all](#)

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But social media isn't about tools...

It's about:

- Connecting
- Conversing
- Relating
- Sharing



GUIDING PRINCIPLES

Be relevant

Key ideas:

- Newsworthy
- Current/trending
- Concise



E Lou, MD, PhD @cancerassassin1 · Aug 18

In excitement over possibilities of #bigdata in #medicine, let's not forget security measures. money.cnn.com/2014/08/18/tec...



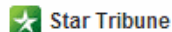
Alvaro Alonso @alonso_1976 · 21 Jul 2012

When Bad Theories Happen to Good Scientists on.wsj.com/MQZFG6



Eric W. Kaler @PrezKaler · Aug 3

MT: Ebola hasn't changed, but Africa has, and we must act strib.mn/UTjOGm
#UMNproud of thought leaders like Dr. Osterholm. @CIDRAP



Ebola hasn't changed, but Africa has, and we must act

Ebola outbreaks have occurred in Africa on more than two dozen occasions over the past 40 years



Be useful

Key ideas:

- Add value
- Help people when you can



David Vock @docvock · Jul 23

Some very interesting large datasets now available in R!
blog.rstudio.org/2014/07/22/int...



UMN Clinical and Translational Science Institute shared a link.
22 hours ago

Do we really only use 10% of our brain? Dr. Teresa Kimberley joins NewsRadio 830 WCCO to debunk brain myths and talk about the research she's conducting on neuromodulation in stroke recovery, with support from CTSI and in partnership with the Courage Kenny Rehabilitation Institute. Listen: <http://cbsloc.al/1v73bbh>



UMN Clinical and Translational Science Institute

July 21

Do you have an elevator speech? Our scholars are working on theirs! Here are some tips for talking about your research in one minute or less: <http://bit.ly/1wGyJjC>



Be authentic

Key ideas:

- Keep it real
- Personable
- Transparency



Katy B. Kozhimannil @katybkoz · Aug 2

Check out our journal's new blog! @sacjai @ashishkjha @HC_TheJournal Leading perspectives on health care innovation: healthcarethejournal.org



Rebecca @DrShlafer · Apr 10

Great dinner with @UMN_CTSI scholars! #UMNproud #acts2014



UMN CTSI
@UMN_CTSI

Way to go #SFBatKid! RT @UMN_Health: Leukemia is no match for #SFBatKid. We're cheering for you from #UMN!

Be social

Key ideas:

- Connect
- Converse
- Relate
- Share
- Participate



Don S Dizon @drdonsdizon · Aug 9

Clinical cancer research in the community: join @ASCO meeting to address barriers, network w others. Learn more connection.asco.org/Commentary/Art...



UMN Biostatistics @umnbioestat · Jul 12

.@umnbioestat faculty member Prof. David Vock now among the ranks of 'Tweet-ssistant' Professors. Welcome, @docvock! cc @publichealthmn



Francis S. Collins @NIHDirector · Jul 3

.@rcttaylor People like you are the reason researchers are relentlessly looking for cures!

Be a giver

Key ideas:

- Shine the spotlight on others
- Give kudos and recognition
- It's not all about you



ResearchMatch @ResearchMatch · Aug 14

This year, @UMN_CTSI researchers are conducting research at the MN State Fair. Visit them to participate! #GetMatched strib.mn/1sJ3svG



Rebecca @DrShlafer · Jul 7

Early elective deliveries make up nearly 4 percent of U.S. births healthtalk.umn.edu/2014/06/20/ear... via @HealthTalkUMN Great article, @katybkoz!



1



SHADAC @SHADAC · Aug 19

.@publichealthmn colleague @katybkoz: Better Measurement Of Maternity Care Quality @Health_Affairs Blog healthaffairs.org/blog/2014/08/1... @LynnBlewett

Be smart

Key ideas:

- Common sense
- Copyrights & IP
- Policies

The screenshot shows the 'Extension Intranet' page for the University of Minnesota. The header includes the university logo, name, and 'EXTENSION' label, along with a search bar and navigation links for various campuses. The main navigation bar lists departments like Dean's Office, Communications, Human Resources, etc. The left sidebar contains links to 'Extension Facts & Messaging', 'News Media Relations', 'Employee Communications', 'Extension Identity & Brand', and 'Social Media, Video & Websites'. The main content area is titled 'Social Media' and includes a brief introduction, a list of 'Common questions' (e.g., 'Is social media the right tool?', 'What are the policies & requirements?'), and a box titled 'Four core principles for using social media: Be active– post 3-4 times a week, Be visual – use photos and videos, Be social – connect, don't just post, Be concise – make your point in 30 words or less'.

The screenshot shows the 'Our Brand: How to Convey It' page. The header features the university logo, name, and 'Driven to Discover™' tagline, along with a search bar and navigation links. The left sidebar lists 'Apps & Tools', 'I Want to...', 'Logo & Template Downloads', 'Photos & Video Library', 'Requirements & Guidelines', 'Style', and 'Our Brand Home'. The main content area is titled 'University of Minnesota Social Networking Guidelines' and includes a 'Contents' list with links to 'Basics of social networking', 'Before using social networking', 'Best practices for establishing a social networking site', 'Icons and other images', and 'Social networking requirements and guidelines at the University of Minnesota'. The 'Social networking requirements and guidelines' section lists: 'Copyright and intellectual property', 'Code of ethics and common sense', 'Code of Conduct and University policies related to social networking', and 'Academic freedom and responsibility'.

HOW RESEARCHERS CAN USE SOCIAL MEDIA

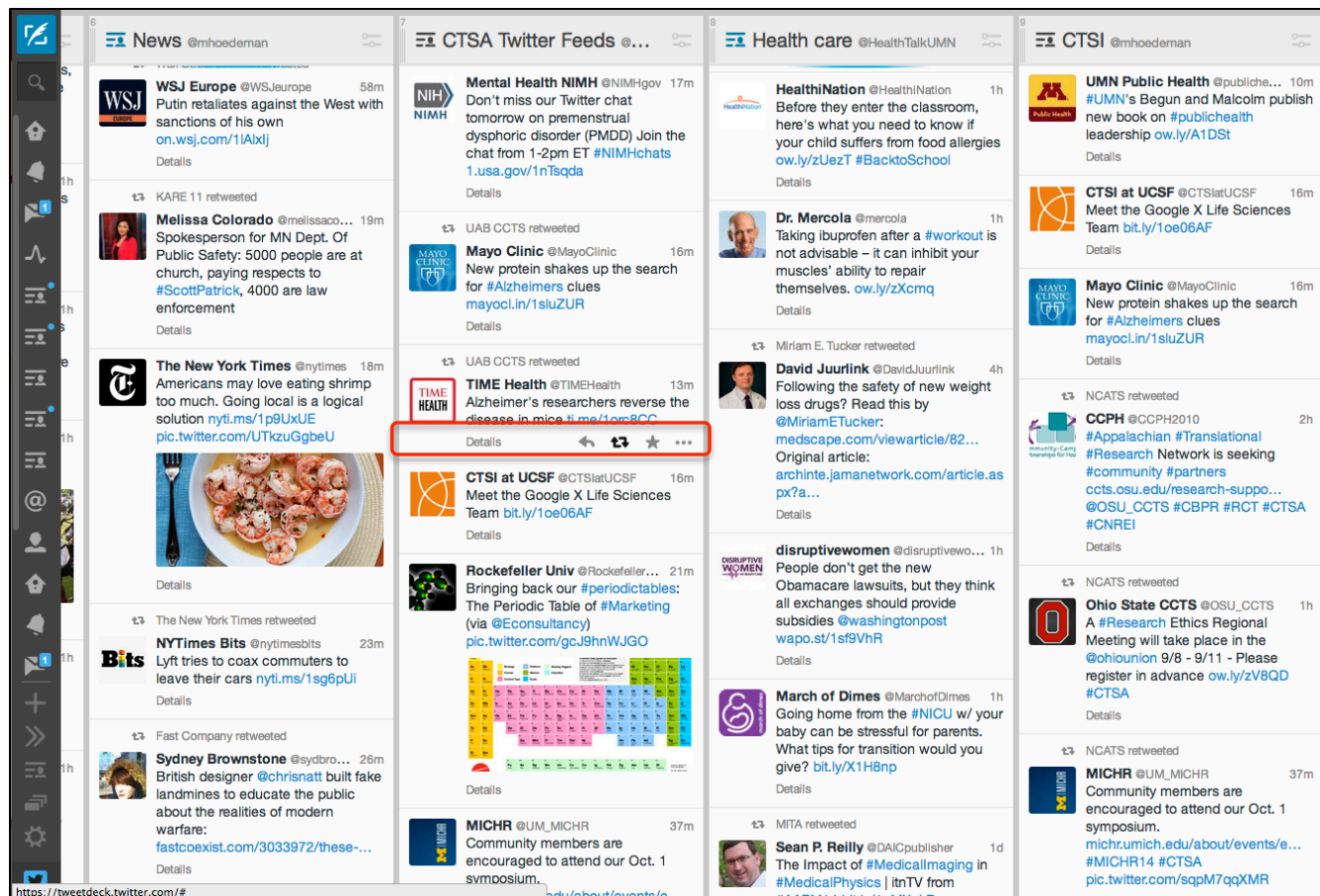
Get a pulse on your industry

Key ideas:

- Stay informed
- Understand the issues

Tip: Use tools for:

- Twitter (e.g., TweetDeck, Hootsuite)
- RSS feeds (e.g., Feedly)



TweetDeck

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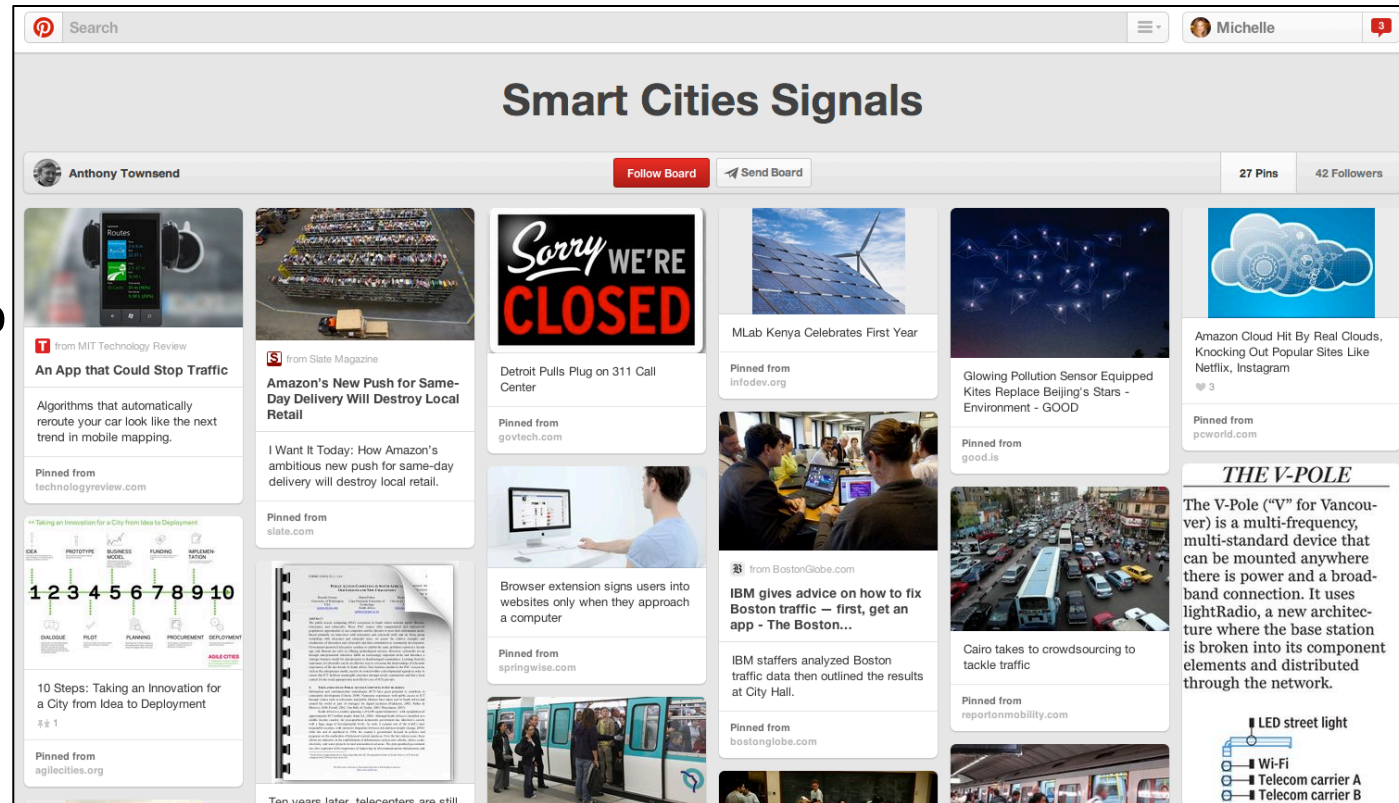
Organize your thoughts

Key ideas:

- Log of resources, ideas, etc.
- Refer back to later

Tools:

- Twitter
- Feedly
- Pinterest



Pinterest board

Increase your visibility

Key ideas:

- Connect
- Participate
- Promote
- Be findable

 E Lou, MD, PhD @cancerassassin1 · Apr 6
My poster is in this session Tues AM #AACR14 tinyurl.com/lqkskjm - come if interested tumor-stroma communication.



 UMN CTSI
@UMN_CTSI

Want to explore community-based participatory research? Check out next week's @publichealthmn intro course: bit.ly/1oawBRF #CBPR

Reply Retweet Favorite More

RETWEETS
2

6:11 PM - 23 May 2014

Reply to @UMN_CTSI @publichealthmn

 CCPH @CCPH2010 · May 24
Taught by @CES4Health editor @CathyJordan16 & our past board chair Susan Gust! MT @UMN_CTSI: explore #CBPR in course bit.ly/1oawBRF

Reply Retweet Favorite More

 Charles Rogers, PhD @crrrogersPhD · May 30
Amazing! #Rant 2 come MT @CCPH2010: Taught by @CES4Health's @CathyJordan16 & Susan Gust! MT @UMN_CTSI: #CBPR course bit.ly/1oawBRF

Network

Key ideas:

- Connect with people with similar interests

Useful tools:

- Twitter
- LinkedIn
- Research networking sites

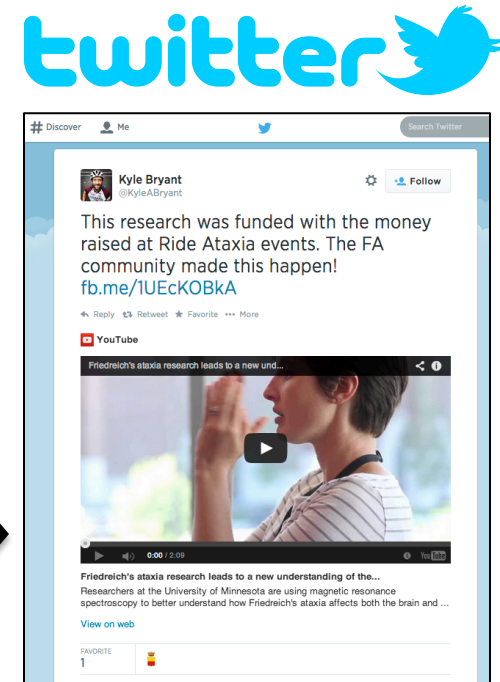
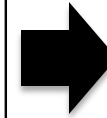
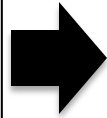
A screenshot of a Twitter feed titled "Results for #aacr2014". The feed shows five tweets. A blue arrow points from the top of the tweets to the "AACR ANNUAL MEETING 2014" logo in the top right corner. The tweets are from Andrea Miyahira, Scott Merville, Edna Cukierman, PKI Life Science, and Genome Biology. Each tweet includes a profile picture, name, handle, date, and text. Some tweets have links and hashtags. The "AACR ANNUAL MEETING 2014" logo is in the top right corner.

Influence

Key ideas:

- Be strategic
- Know your audience

YouTube



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HOW TO GET STARTED IN THREE STEPS

Step 1: Explore and observe

- Search & lurk (it's okay)
- Understand the culture
- Find your audience and relevant sources

The screenshot shows the Twitter profile of the Michael J. Fox Foundation (@michaeljfox.org). The profile picture is an orange square with a white stylized bird logo. The bio states: "The Michael J. Fox Foundation is dedicated to finding better treatments and, ultimately, a cure for Parkinson's disease." It also shows the website "michaeljfox.org" and the join date "Joined August 2009". On the left sidebar, there are links to "471 Photos and videos" and "Who to follow". The main content area shows a list of "Subscribed to" members, including "Team Fox MVP", "House Party Hosts", "Living with Parkinson's", "Staffers", "Researchers", and "Media", each with a member count and a small profile picture icon.

The screenshot shows a Twitter search results page for the query "parkinson's research". The top section is a blue box with the text "Get instant updates on parkinson's research" and a "Sign up for Twitter" button. Below this is a list of search results. The first result is from @23andMe, mentioning headlines and a grant. The second result is from @UMDFScience, mentioning a new Parkinson's research demonstration. The third result is from @BeckiePort, mentioning a researcher studying Parkinson's in the UK. Below the search results is a "Worldwide Trends" section with various hashtags like #TowardsNewTurkey, #ELFAreStillHere, and #NedenErdoğan. At the bottom, there is a "People · View all" section with a profile for "Parkinson's UK @ParkinsonsUK".

Step 2: Stake your claim

- Decide what channels are right for you
 - Who is your audience?
 - What are you trying to accomplish?
 - Can you invest the time to keep it up-to-date?



Step 3: Dive in

- Join the conversation
- Be authentic
- Trial and error
- Caution: When it's out there, it's out there
- Don't expect success right off the bat



QUESTIONS?