



THE UNIVERSITY OF
AUCKLAND
Te Whare Wānanga o Tāmaki Makaurau
NEW ZEALAND

Researcher Wise Seminar Series #4

Social Media For Researchers

Michelle Dickinson

Chemical and Materials Engineering

Date: 28th October 2016



medickinson



Social Media:

Online means of communication used by large groups of people to share information and to develop social and professional contacts





THE UNIVERSITY OF
AUCKLAND
Te Whare Wānanga o Tamaki Makaurau
NEW ZEALAND

LinkedIn



Facebook



Twitter



Youtube



Blogs





Academics don't need to be bound by their geographical location.

Social media platforms open up opportunities for idea exchange, troubleshooting, problem-solving and enabling cross-cultural, cross-geographical and cross-discipline exchange.



Social media can increase your 'impact'



Push for alternative measures

US National Science Foundation's (NSF) grant application policies and procedures: *Instructions for preparation of the Biographical Sketch have been revised to rename the "Publications" section to "Products" and amend terminology and instructions accordingly. This change makes clear that products may include, but are not limited to, publications, data sets, software, patents, and copyrights.*

Incorporating social media into the research workflow can improve the overall responsiveness and timeliness of scholarly communication. It also has a powerful secondary advantage: exposing and pinpointing scholarly processes once hidden and ephemeral.



Who's talking about your research?



Who are you trying to talk to?

What are you trying to tell them?



Where to start?



Over 225 million members
Shows up at top of Google searches.
Allows you to control your brand.
Packed with invaluable resources.

Professional Connection



Search for people, jobs, companies, and more...



Advanced

318

1

27



TMS - The Minerals, Metals & Materials Society

13,975 members

✓ Member



Start a conversation with your group

Enter a conversation title...

ABOUT THIS GROUP

TMS provides forums and other opportunities for the exchange of information among all segments of minerals, metals and materials science and engineering. It is a platform for networking and making contacts vital to members' interests pertinent to the... [Show more](#)

MEMBERS

13,975 members



Invite others

FEATURED

... 2w



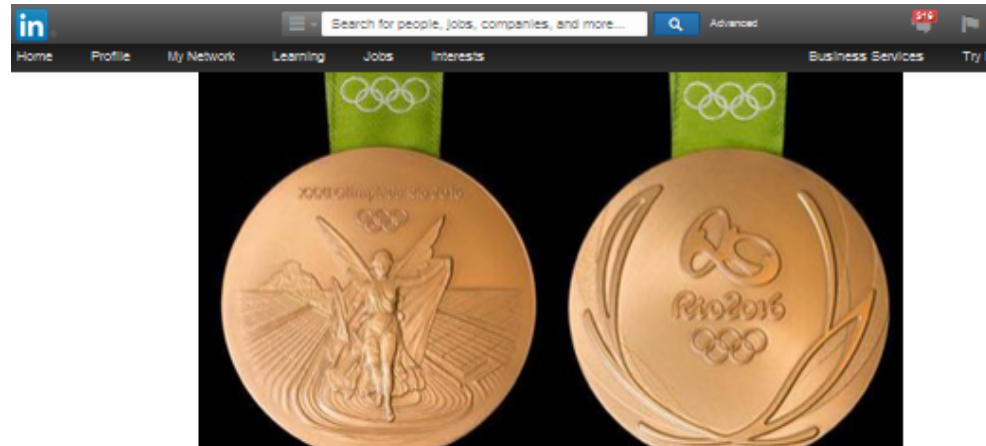
The Minerals, Metals & Materials Society
Society at The Minerals, Metals & Materials Society

Join your colleagues in San Diego—registration is now open for the TMS 2017 Annual Meeting & Exhibition (TMS2017)! Your registration fee covers more than 80



medickinson

LinkedIn Publishing



How much gold is in an Olympic medal?

Published on August 28, 2016 | Featured in: [Design](#), [Entertainment](#)



Dr Michelle Dickinson (MNZM)
Director Nanogirl Labs LTD, University of Auc...



533



33



81



The Olympics is over and as the athletes head back home, you may be surprised to know that this year's gold medals actually contain very little gold.

While we've watched our athletes collect their medals, they are actually a relatively new concept to the Olympics. Originally, champions in the ancient Olympic games received an olive branch wreath at the closing ceremony and the 1900 Paris Olympics gave most of its winning athletes cups or trophies. It wasn't until the 1904 Olympics that the gold, silver and bronze medal tradition began with each host country's organising committee being responsible for the design and production of the medal. Because of this, Olympic medals are unique to each of the games and this year Rio put sustainability as its focus for the medal design.

Making an Olympic medal involves first making a mold with the desired design images and shapes. The Rio team decided to spend two weeks creating their mold by hand with precision tools rather than using more modern high tech equipment.



Data Analytics



Search for people, jobs, companies, and more...



Advanced

316



27



Who's viewed your profile

Who's viewed your posts

How you rank for profile views

Your posts

5,733 followers

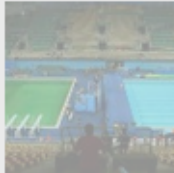
Publish a post



August 28, 2016
How much gold is in an Olympic medal?
[View post](#)



September 5, 2016
Science shows microbeads in your bodywash could
[View post](#)



August 14, 2016
The science behind Rio's green Olympic swimming
[View post](#)

Hide Charts ^

See how your post is doing

25,607 533 33 81

25,608 views in the last 6 months

page views



Facebook

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

Easy way to provide updated information about your lab, allows students to engage and feel part of the team.

Personal or Public page?

Easy updates



MIT OpenCourseWare

@MITOCW

- Home
- About
- Photos
- Reviews
- Likes

Subscribe to the free monthly "MIT OpenCourseWare Update" e-newsletter. You'll receive notification of new courses and other OCW news. All fields are required.

Like Save Share More

Like Comment Share

96

17 shares

Write a comment...

MIT OpenCourseWare Yesterday at 02:02

Course innovations offer new learning pathways in Prof Drennan's @MITOCW Principles of Chem Science <https://goo.gl/smCDAS> #MITBetterWorld



Donate



VIDEOS





Chemmat Onetwoone

Timeline

Recent

Intro

Works at Faculty of Engineering, The University of Auckland

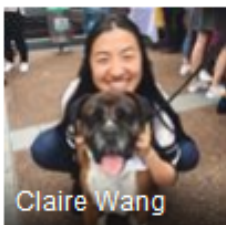
Studied at The University of Auckland

Studied at The University of Auckland

Lives in Auckland, New Zealand

Photos - Nothing to show

Friends · 1,967 (46 Mutual)



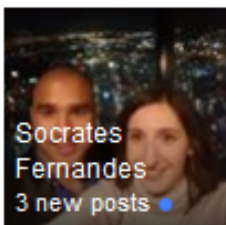
Claire Wang



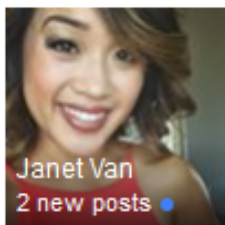
Matt Lie



Dalong Ye-Lee



Socrates Fernandes
3 new posts



Janet Van
2 new posts



Michelle L. Oyen
1 new post

Like

Comment



Write a comment...

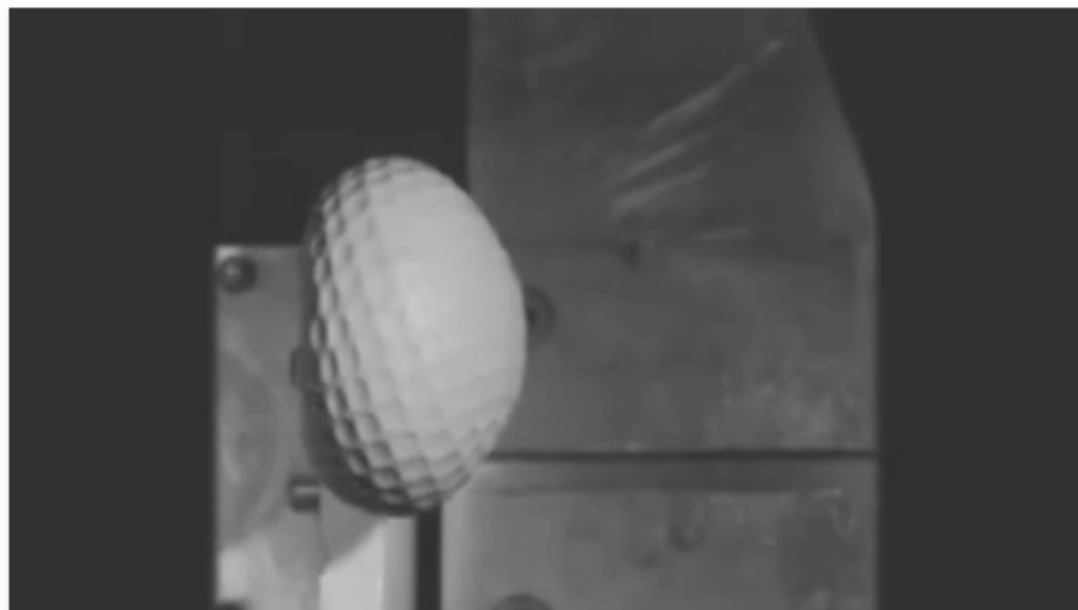


Joshua King shared a video to Chemmat Onetwoone's Timeline.

2 February · 🌐

Thought this one would be an awesome nitrogen test 😊

Play this video and then show the contrast of throwing a golf ball to the ground once frozen with liquid nitrogen! 😊



1,850,010 Views

Diply added a new video: This Is An Incredible Capture!

31 January · 🌐

Like Page



Twitter



Most well used platform for academics
Promotion of work
News – About your Field, Institution
Societies – Grants, Funding, Open
Positions
Research – Collaboration, Promotion of
Research, pose questions to other
specialists



TWEETS 11.6K FOLLOWING 306 FOLLOWERS 5,417 LIKES 222 LISTS 10

Following

Materials World

@materialsworld FOLLOWS YOU

Materials science, engineering, #mining and #packaging news from the @iom3 members' magazine. RTs & tweets of external sources are not necessarily endorsements.

London UK

iom3.org/materialsworld...

Joined February 2009

Tweet to Message

90 Followers you know



1,642 Photos and videos



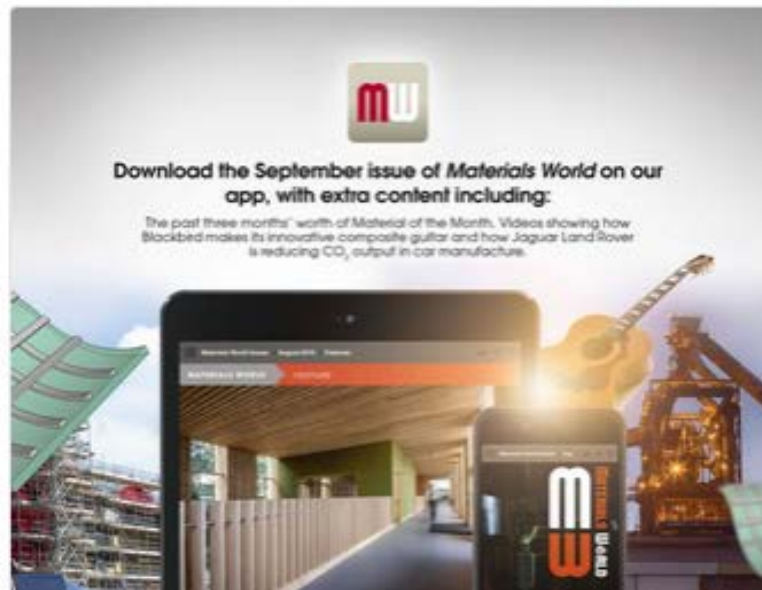
Tweets Tweets & replies Media

Pinned Tweet



Materials World @materialsworld · Sep 12

Download the Materials World app to get access to extended interviews, videos and more – app.materialsworld.org



Who to follow · Refresh · View all



Neele McNealeface @Ne... x

Follow



2degrees @2degreesm... x

Follow



KDnuggets @kdnuggets x

Follow

Find friends

New Zealand Trends · Change

#appleevent

@ryanorawcour, @Pseudony_Ms and 5 more are Tweeting about this

Vine

2.34M Tweets

#MacBookPro

@BR4DY and @iamdankaufman are Tweeting about this

#تسنوید ایران

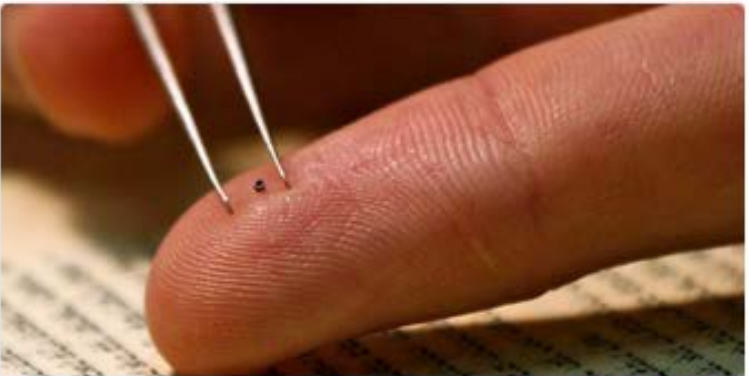
158K Tweets

#Vatanim Sensin

11.2K Tweets



Nanotechnology News @Nanotech_News · Oct 25
Tiny materials, big changes: McGill announces new minor program in nanotechnology - McGill Tr... bit.ly/2eOPcBV #nanotechnology



Tiny materials, big changes: McGill announces new minor program...
McGill's Faculty of Engineering launched a new minor program this year that explores into the world of nanotechnology.
mogilltribune.com



 EngineeringCommunity and 71 others follow



IET @TheIET · Oct 25
"Biomedical Nanomaterials: From Design To Implementation" has been published: ow.ly/DOFF305vwaF #nanotechnology #biomedical



Twitter #Hashtags

Tweet Activity



Nanogirl @medickinson
I just walked past this @EngineersNZ card and thought "You know what? I do!" #stereotype #engineer #ILookLikeAnEngineer
pic.twitter.com/PDDODtumlx



Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

Impressions	4,571
Total engagements	394
Media engagements	258
Likes	52
Detail expands	28
Link clicks	24
Profile clicks	18
Retweets	10
Replies	4
Hashtag clicks	4

You look like an engineer

RETWEETS

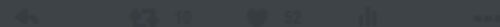
10

LIKES

52



6:11 PM - 8 Oct 2016



medickinson



YouTube



**Media limited without
images**

Share your knowledge

YouTube

YouTube^{NZ}

Search



Analytics

Video Manager

How to rock the stage - public speaking and presentation skills you can master



Nanogirl Dr Michelle Dickinson

Channel settings

81,540 views

+ Add to ↗ Share ... More

👍 634 🗨️ 19

YouTube

ANALYTICS

Overview

Realtime

Revenue reports

Revenue

Ad rates

Watch time reports

Watch time

Audience retention

Demographics

Playback locations

Traffic sources

Devices

Translations NEW

Engagement reports

Subscribers

Likes and dislikes

Videos in playlists

Comments

Sharing

Annotations

Cards

TRANSLATIONS & TRANSCRIPTIONS

CREATE

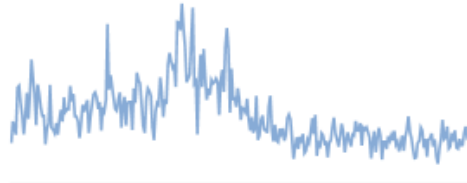
YOUR CONTRIBUTIONS

This year (Jan 1, 2016 – Oct 25, 2016)

Watch time

Minutes

553,655 ▲



Average view duration

Minutes

11:00 ▼



Views

50,307 ▲



Your estimated revenue *

\$198.41



Likes

370 ▲



Dislikes

12 ▲



Comments

12 ▼



Shares

290 ▲



Videos in playlists

1,343 ▲



Subscribers

197 ▲



Top geographies

Watch time

United States (47%)
India (6.1%)
United Kingdom (5.0%)
Canada (3.5%)
Australia (1.8%)



Gender

Views

Male (72%)
Female (28%)



Bloggging

Just In

Perhaps the TIN100 deserves an ex gratia payment?

TIN100



What wind, currents and geography tell us about how people first settled Oceania



Ancestral lands – let them own themselves



Actually Arachnophobia is

Featured

Discussion



Janis Russell on Ancestral lands – let them own themselves
Dave Hansford on Ancestral lands – let them own themselves
Ashton Dempsey on A psychic faces a room of skeptics
Michael Edmonds on A psychic faces a room of skeptics
Chris Morris on Floods for you; sea level rise for me



Ag emissions: no silver bullet



Carbon neutral aviation



Dangerous cheeses +



Shopping trolleys and superbugs +

Challenge Media



Baby contracts life-threatening salmonella from shopping trolley

12:41 PM Monday Oct 3, 2016

Health Health & Wellbeing Parenting

SHARE: [f](#) [t](#) [G+](#) [in](#) ☆



Little Logan spent eight days in ICU where doctors advised his mother that a shopping trolley was the only place he could have contracted salmonella. Photo / Facebook

An Australian mother-of-five is urging parents to be more cautious about germs at the supermarket after her baby contracted salmonella from a shopping trolley.

According to [essentialbaby.com](#), Gold Coast resident Vivienne Wardrop stopped at

Academic Experts



SCIENCE AGRICULTURE HEALTH AND MEDICINE ENVIRONMENT AND ECOLOGY TECHNOLOGY SCIENCE AND SOCIETY



Shopping trolleys and superbugs: an FAQ

By Siouxsie Wiles · 03/10/2016



A story about a baby catching a life-threatening infection from a shopping trolley has made the headlines. So what was this life threatening infection, and was the trolley really to blame?

This story originally appeared in the DailyMail Australia which saw Vivienne Wardrop's Facebook post

About Infectious Thoughts

Infectious Thoughts is the blog of Dr Siouxsie Wiles, a microbiologist who knows a lot about bacteria, viruses and infectious diseases.

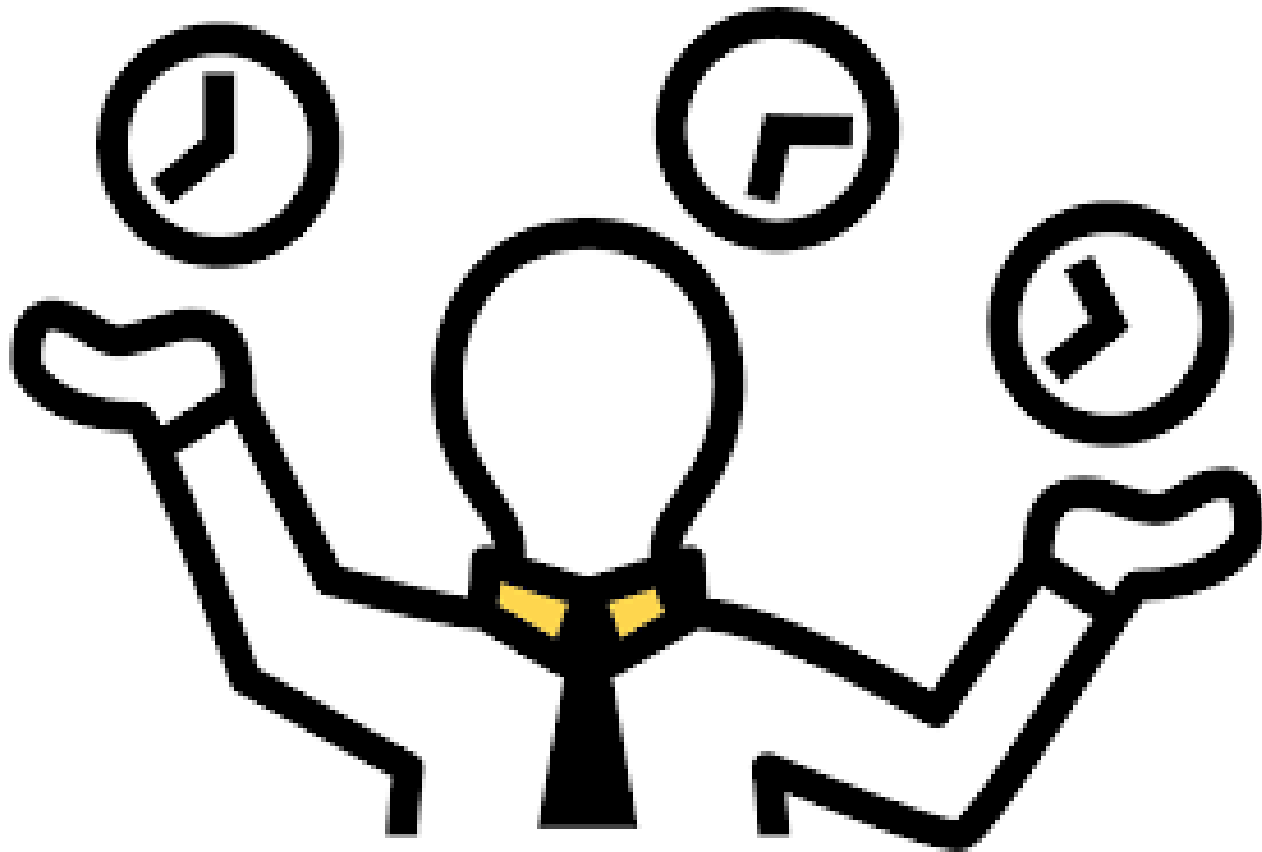
Get in touch with the authors

Our blogs

- A Measure of Science 91
- Ariadne 162
- BioBlog 458
- Chthonic Wildlife Ramblings 177
- Code for life 931
- Crikey Creek 88
- Curious and Curiouser 7
- Diplomatic Immunity 31
- Field Work 38
- Forensic Scientist 133
- Griffin's Gadgets 467
- Guest Work 447
- Honest Universe 60
- Hot Topic 1162
- Ice Doctor 35
- Infectious Thoughts 253
- Frequently Asked Questions 58



Time Investment



Other Social Media

Slack



Trello



Instagram



Snapchat



Summary

Social media has huge potential to increase:

Impact

Collaborations

funding

Like everything else it needs to be time managed.



THE UNIVERSITY OF
AUCKLAND
Te Whare Wānanga o Tāmaki Makaurau
NEW ZEALAND

Questions?

Likes?



medickinson