Social Media 101
Twitter and LinkedIn

Presented by the Communications Team

April 2018
Agenda

1. Why use these channels?
2. Twitter Statistics and Features
3. Linkedin Statistics and Features
4. Q&A
Twitter
Ken Covinsky @geri_doc · Mar 27
Major study of sodium excretion (measure of dietary sodium/salt intake) excluded persons age 70+ How is this possible? Unacceptable! @CDCgov: Please explain #Ageism I can think of no good rationale for this exclusion This has got to stop #geriatrics ja.ma/2Ggzix8

The Clinical Trial Is Open. The Elderly Need Not Apply.

Paula Span
THE NEW OLD AGE APRIL 13, 2018

He did a double-take. Once again, the population probably most affected — older adults — had been left out of an important study.

“How is this possible? Unacceptable!” Dr. Covinsky protested on Twitter. “I can think of no good rationale for this exclusion. This has got to stop.”
Twitter-only conferences can have global impact

The UK’s first-ever Twitter-only teaching and learning conference shows academic symposia with international reach can be organised on a shoestring, say Natalie Lafferty and Pat Lockley

Tweeting Your Way to Tenure

American Sociological Association report suggests standards by which departments may consider social media activity and other public communications in tenure and promotion decisions.
"Twitter ripples"
- Paula Span
## Twitter Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly active users</td>
<td>330 million</td>
</tr>
<tr>
<td>International users</td>
<td>261 million</td>
</tr>
<tr>
<td>Tweets a year</td>
<td>~500 million</td>
</tr>
<tr>
<td>Search queries daily</td>
<td>2 billion</td>
</tr>
<tr>
<td>Users on mobile</td>
<td>80%</td>
</tr>
<tr>
<td>Use Twitter daily</td>
<td>42%</td>
</tr>
<tr>
<td>Use Twitter for news</td>
<td>74%</td>
</tr>
<tr>
<td>Highest ranking among social media channels in 2017!</td>
<td>74%</td>
</tr>
<tr>
<td>Age distribution</td>
<td></td>
</tr>
<tr>
<td>18-29 years old</td>
<td>36%</td>
</tr>
<tr>
<td>30-49 years</td>
<td>22%</td>
</tr>
<tr>
<td>American adults</td>
<td>23%</td>
</tr>
<tr>
<td>Americans with college degrees</td>
<td>28%</td>
</tr>
<tr>
<td>Journalists</td>
<td>25%</td>
</tr>
<tr>
<td>Active users on mobile</td>
<td>80%</td>
</tr>
</tbody>
</table>
Twitter Statistics

30% higher interaction between 8am-7pm

2x engagement rates for tweets with images than without

2x engagement rates for tweets with hashtags than without

More tweets per day correlates with less engagement (Quality > Quantity)
Why Use These Channels?: Twitter

- Removes the gatekeepers
- Less work than blogging
- Networking and developing new relationships with researchers from various fields
- Fast means of communicating news
- Increases readership and discussion of your work
- Following events you can’t attend (#HASHTAG2018)
Features: Twitter

Tweet
- A post containing photos, videos, links, GIFs or text
- 280 characters or less
- You can include up to 4 photos, a GIF, or a video
Retweet

- Sharing someone else’s tweet with or without comment
Like

- Serves as a bookmark (e.g. to-dos, read later, etc.)
- View a user’s likes on their profile
Hashtag (#)
- Specific keyword used to tag tweets with the # symbol
- Useful for events and topics

Mention (@)
- Referring or responding to a user
- Will link to their account
- If someone you don’t follow mentions you, it will NOT be posted on your timeline, but you will be notified
Direct Messaging
- You can accept or decline messages from users you don't know

Pinning Tweets
- Pin your tweets or retweets to the top of your profile feed
- If retweeting, you must add a comment
Moments

- Curated tweets from general categories
- Slideshow of different tweets stitched together
- Displayed on profile

![Twitter Moments Example](image-url)
Lists

- A way of segmenting / identifying interest-based groups
- Follow updates of a group organized by topic, category, or other common denominator
- Public / private lists

Examples:

- Aging Journalists
- Aging Orgs
- USC Leonard Davis Faculty
Additional Features & Resources: Twitter

- Advanced search
- Analytics for the last month
- Scheduling for tweets
- Embed your profile into websites (e.g. https://gero.usc.edu/labs/benayounlab)
- Help Topics
- How Academics can use twitter
- 15 Indispensable Academic Accounts
- Twitter-only conferences can have global impact
- Tweeting your way to tenure
LinkedIn
## LinkedIn Statistics

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly active users</td>
<td>250 million</td>
</tr>
<tr>
<td>Users are from US</td>
<td>133 million</td>
</tr>
<tr>
<td>40% of users on LinkedIn daily</td>
<td>40 million Students and recent grads</td>
</tr>
<tr>
<td>Users are mobile</td>
<td>57%</td>
</tr>
<tr>
<td>Users on Publisher; 130K posts shared weekly</td>
<td>1 million</td>
</tr>
<tr>
<td>Unique SlideShare visitors monthly</td>
<td>70 million</td>
</tr>
<tr>
<td>38% of all users are millennials (ages 18-34)</td>
<td></td>
</tr>
</tbody>
</table>
Why Use These Channels?: LinkedIn

- Provides a network in both academia and outside in industry
  - Sites like Researchgate create a distinction between scientists and other people when reality is more fluid
- Takes minimal time to update
- Great networking and recruiting tool
- Form new connections through Groups
Features: LinkedIn

Unified Search experience

- People, jobs, posts, companies, groups
Groups
● Communicate with people you aren’t connected to

Publisher
● Blog form that allows you to publish and share articles (Think wordpress + facebook)
● 1 million users; 130K posts shared per week

SlideShare
● LinkedIn’s presentation channel
● Reaches 70M unique visitors a month
● Among top 100 most-visited websites in the world
● Login with LinkedIn
Chat / Private Messaging

Trending news topics

Activity feed of connections
Faculty

Bérénice Benayoun, PhD
Assistant Professor of Gerontology

Education
- BSc, Biology, École Normale Supérieure, Université 2005
- MSc, Genetics École Normale Supérieure/University 2007
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