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
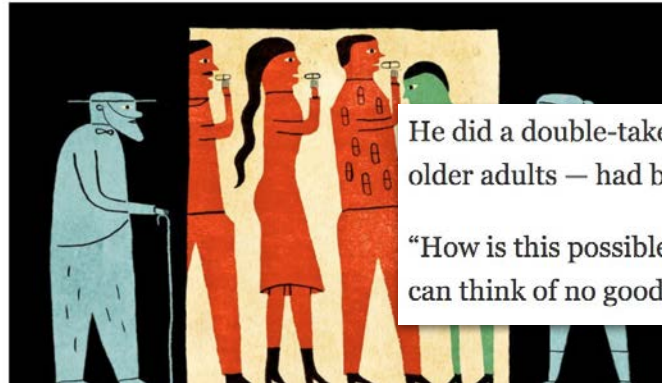
💬 3   ⟲ 17   ♡ 28   ✉

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

330 million
monthly active users

261 million
international users

~500 million
tweets a year

2 billion
Search queries daily

80% of active
users are on mobile

42%
use Twitter daily

74%
use Twitter for news
(highest ranking among all
social media channels in
2017!)

User base:
36%: 18-29 years old
22%: 30-49 years
23%: American adults
28%: Americans with
college degrees
25%: Journalists

Twitter Statistics

> ↻ Bérénice A. Benayoun Retweeted
> **Tessa Montague** @TessaMontague · Apr 16
> Behold the bizarre and beautiful first cleavage of a ctenophore (comb jelly)
> embryo #embryo2017 @zeiss_micro @MBLScience

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
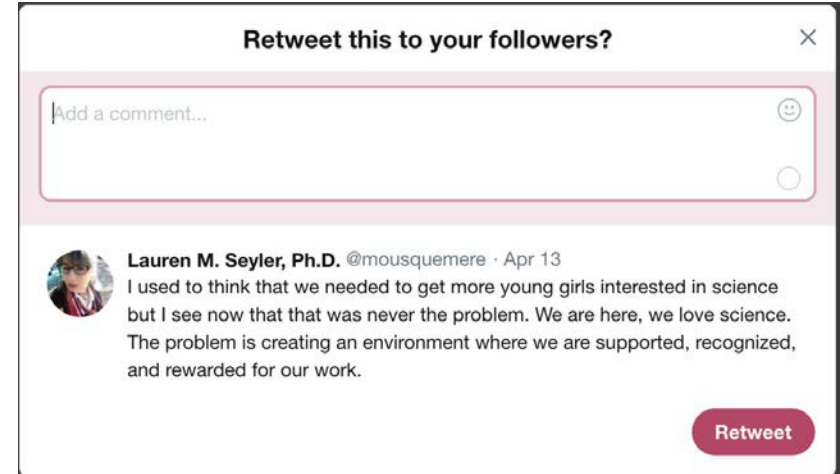
- Following events you can't attend (#HASHTAG2018)

USC Leonard Davis
School of Gerontology

University of Southern California

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

USC Leonard Davis
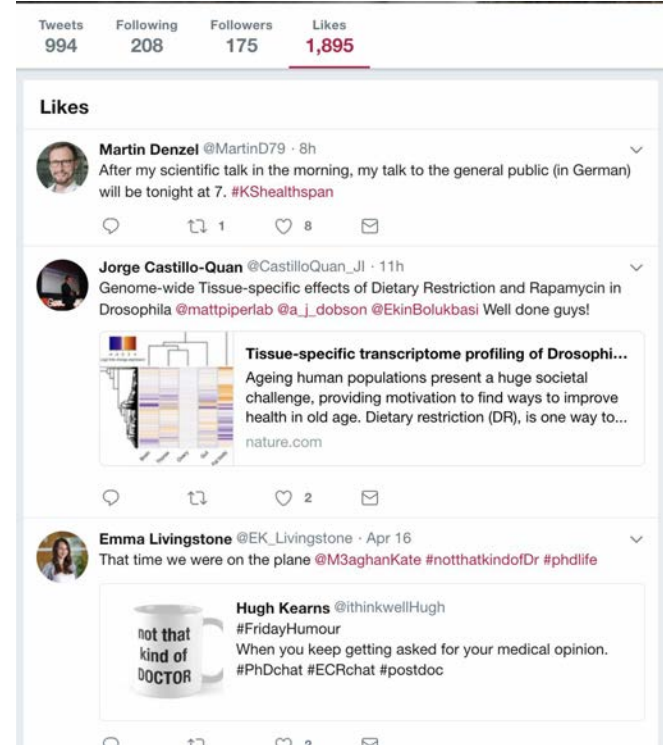School of Gerontology

Retweet

- Sharing someone else's tweet with or without comment

Lauren M. Seyler, Ph.D. @mousquemere · Apr 13

I used to think that we needed to get more young girls interested in science but I see now that that was never the problem. We are here, we love science. The problem is creating an environment where we are supported, recognized, and rewarded for our work.

💬 210   🔁 12K   ♡ 42K   ✉

Retweet this to your followers?   ✕

Add a comment...   ☺

Lauren M. Seyler, Ph.D. @mousquemere · Apr 13

I used to think that we needed to get more young girls interested in science but I see now that that was never the problem. We are here, we love science. The problem is creating an environment where we are supported, recognized, and rewarded for our work.

Retweet

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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
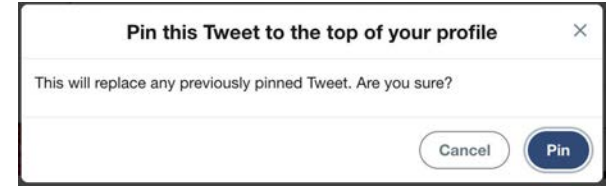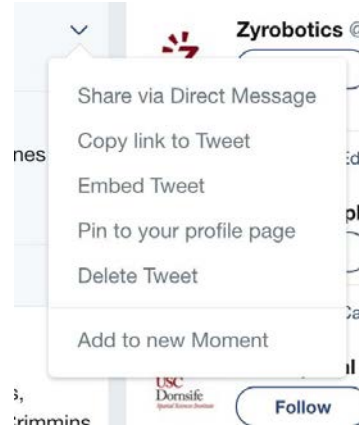
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Direct Messaging
- You can accept or decline messages from users you don't know
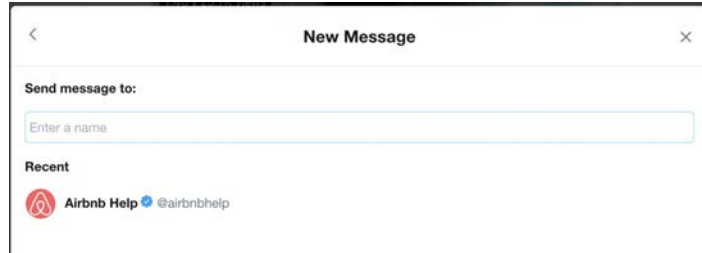
Pinning Tweets
- Pin your tweets or retweets to the top of your profile feed
- If retweeting, you must add a comment

Moments

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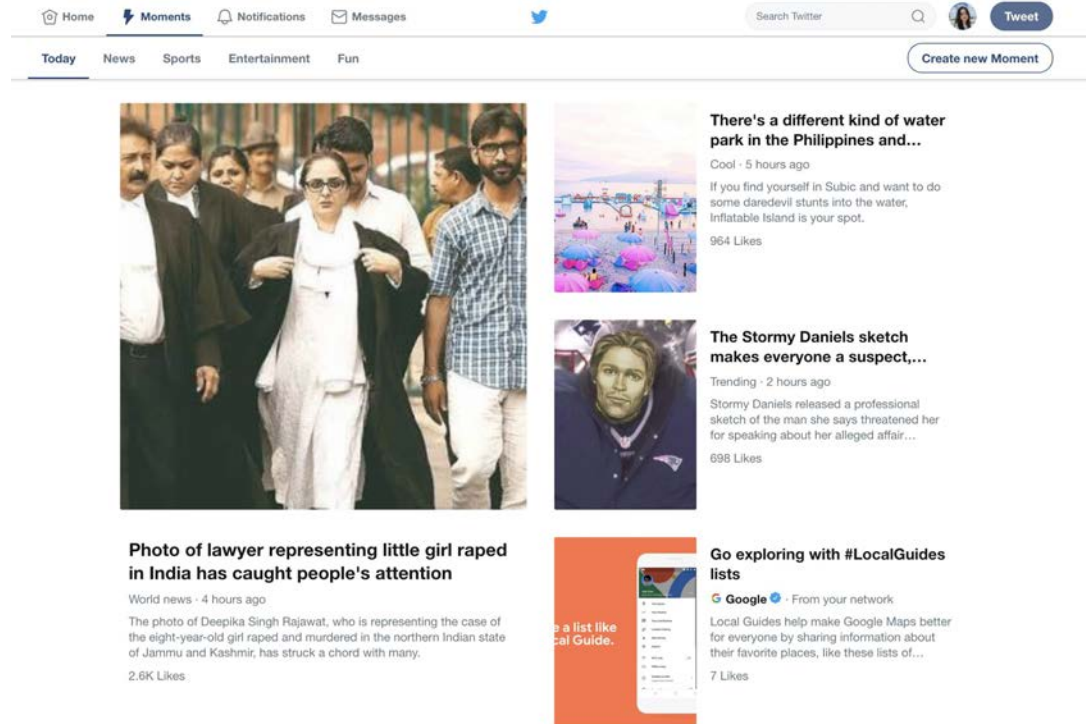
Lists

- 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

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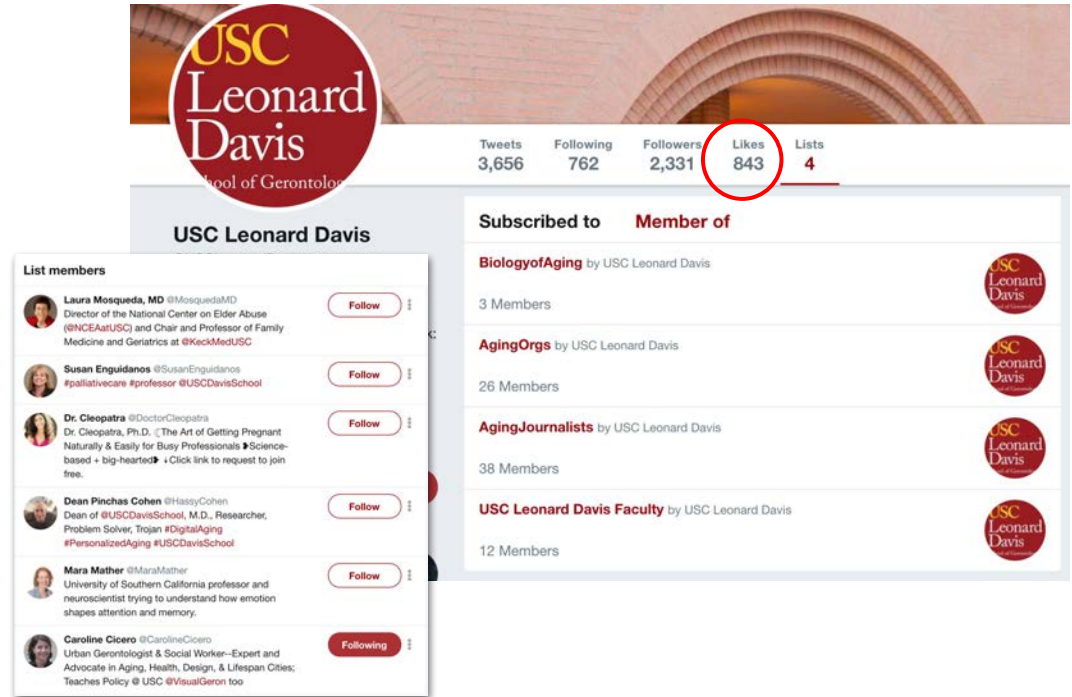
Additional Features & Resources: Twitter

- [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

250 million
monthly active users

133 million
Users are from US

40%
of users on
LinkedIn daily

40 million
Students and
recent grads

57%
users are mobile

1 million
users on Publisher;
130K posts shared
weekly

70 million
unique SlideShare
visitors monthly

38% of all users are
millennials (ages 18-34)

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

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Features: LinkedIn

Unified Search experience
- People, jobs, posts, companies, groups

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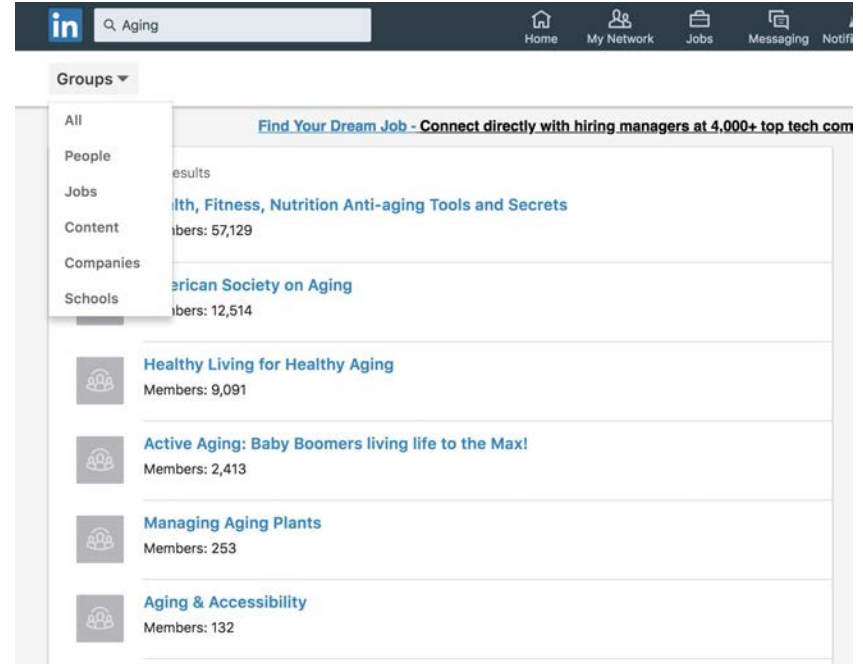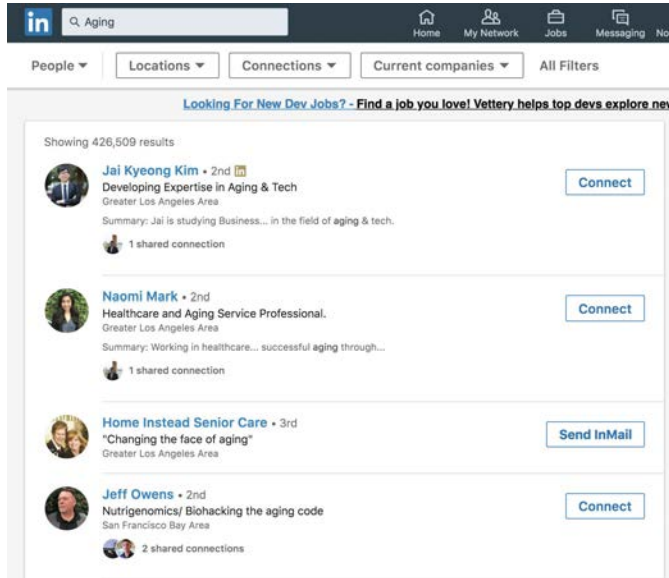
Groups

- Communicate with people you aren't connected to
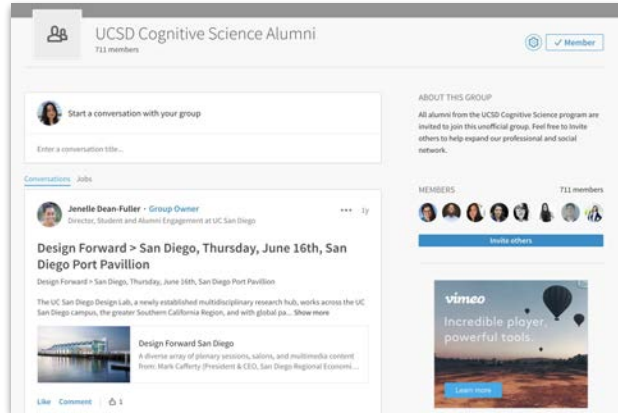
Publisher

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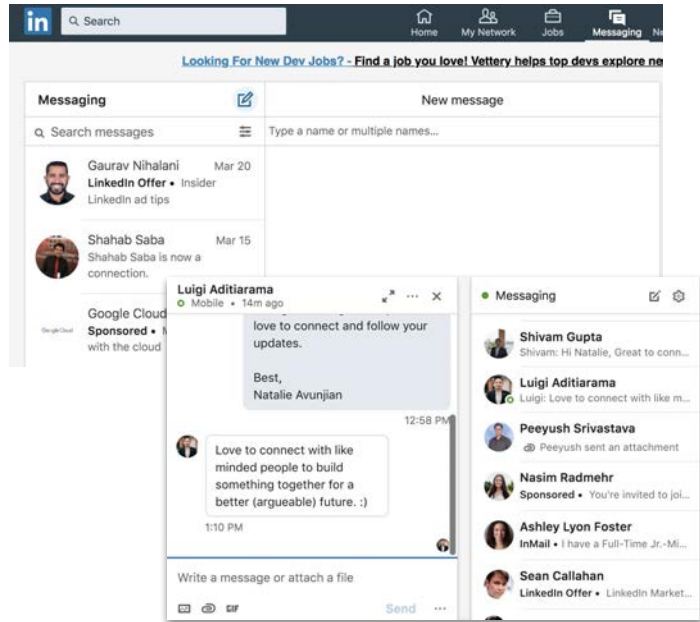- 1 million users; 130K posts shared per week
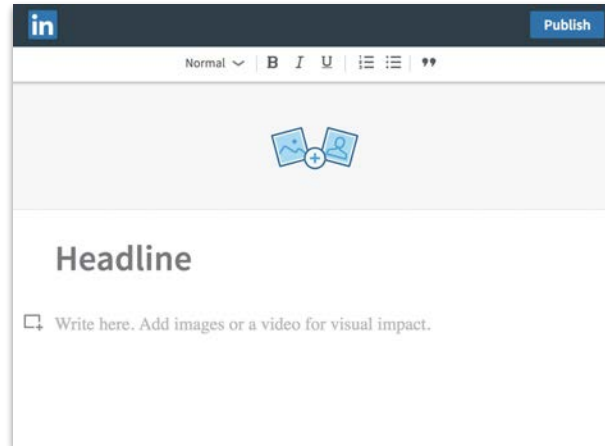
SlideShare

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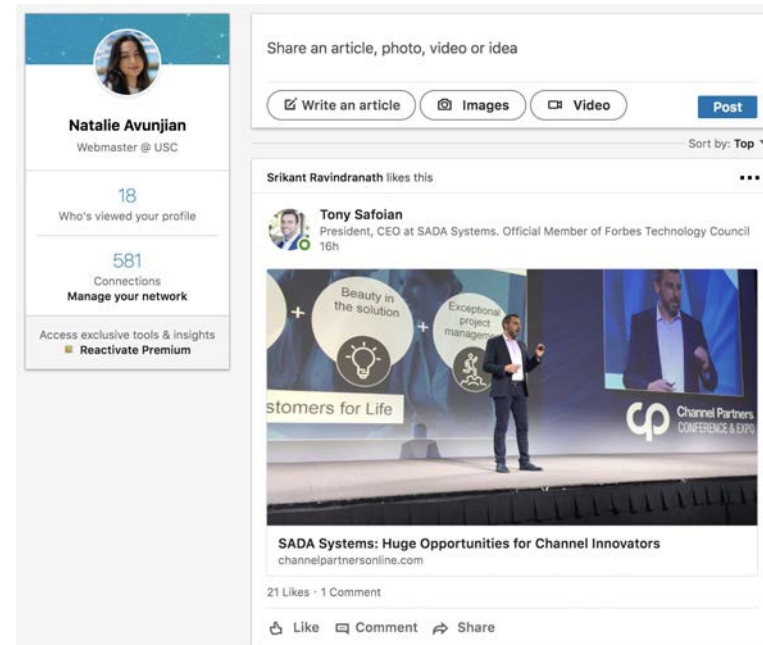- Login with LinkedIn
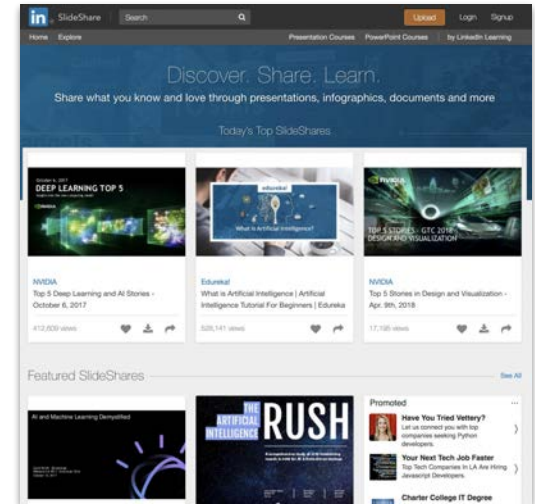
Chat / Private Messaging

Trending news topics
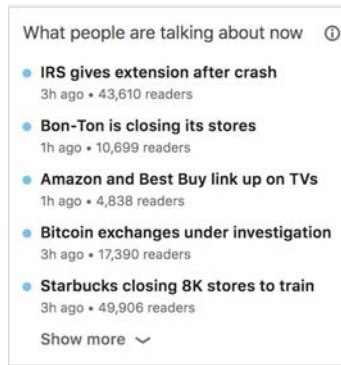
Activity feed of connections

Contact Natalie @ avunjian@usc.edu to add your faculty profile links

Q&A