

# Scientific Communication: Social Media

Reaching your audience in the 21<sup>st</sup> century is difficult and requires one to be active over a number of different platforms using different types of media. In this course, students will be provided with the opportunity to learn about how to use social media for effective dissemination of information and marketing.

Week #1: Class format discussion, expectations, etc

Week #2: Review leaders in scientific social media

- Pre-Class assignment:
  - Select at least 5 leaders in social media; Here are 3 recommendations @skdh, @orzlc, and @rjallain
  - Identify the platforms each work on
  - What do they post about? How often? Do they want you to read more? What did you learn?
- Class Discussion – Give 5 minute report with discussion on lessons learned

Week #3: Developing a Brand / Mission, week 1

- Pre-Class assignment:
  - Review your five leaders in social media that you identified in week 2, what is their brand and mission?
  - Find examples where posts are on brand and/or off brand. Identify if this case helps or hurts the writer. [There are four possibilities here: on brand/helps, on brand/hurts, off brand/helps, and off brand/hurts. Find examples of all four.]
- Class Discussion – Give short report, including:
  - The brand and mission of each of your leaders
  - Discuss the examples you found about branding
- Post-Class Assignment:
  - Write a one-to-two sentence brand and mission statement
  - Write out at least 10 examples of what type of information you would want to include and least 10 examples of what type of information you would NOT want to include.

Week #4: Developing a Brand / Mission, week 2

- Pre-Class Assignment – Start a Twitter account.
- Class Discussion – Give short report, including:
  - Brand and mission statement
  - Examples of information to include or not include

- Post-Class Assignment – Update brand and mission statement and examples based off discussion

#### Week #5: Platform Review, week 1

- Pre-Class Assignment:
  - Review your five leaders in social media that you identified in week 2, what platforms do they use?
  - How do they enhance their activities by these platforms? How could they do better to enhance their activities by these platforms in another way or other platforms?
- Class Discussion – Give short report
- Post-Class Assignment: Make a plan of how you will use various social media platforms

#### Week #6: Platform Review, week 2

- Pre-Class Assignment:
  - Review online documentation on each platform you are planning to use
  - Develop a plan how to use their build in analytics to measure success
- Class Discussion – Give short report on your plan and discuss
- Post-Class Assignment: Update your plan of how you will use various social media platforms

#### Week #7: Go Forth!

- Pre-Class assignment: Go!
- Class Discussion – Give short report on what you did, be able to discuss:
  - What were your successes
  - What were your failures

#### Week #8: Building Followers, week 1

- Pre-Class assignment: Reading!
  - Review online guides to building followers on your social media platforms.
  - Integrate recommendations with your brand and mission statement
  - What types of followers are you looking for
  - Create a list of activities you plan to do to get more followers
- Class Discussion – Give short report on what you did, be able to discuss:
  - The list of activities you are planning on doing to drive more followers.
  - Activities you don't want to do because they do not align to your brand and mission statement
- Post-Class Assignment:
  - Do your activities to get more followers
  - List out the followers you added
  - Do they match your goal?
  - Which methods were more successful?

#### Week #9: Continue

- Pre-Class Assignment: Continue!
- Class Discussion – Give short report on what you did, be able to discuss:
  - What were your successes
  - What were your failures
  - Use the built in analytic tools to support your arguments.

#### Week #11: Building Followers, week 2

- Pre-Class assignment: Reading!
  - Review online guides on using hashtags, etc.
  - Integrate recommendations with your brand and mission statement
  - What types of followers are you looking for
  - Create a list of activities you plan to do to get more followers
- Class Discussion – Status update!
- Post-Class Assignment:
  - Do your activities to get more followers
  - List out the followers you added
  - Do they match your goal?
  - Which methods were more successful?

#### Week #12-15: Go Forth!

- Pre-Class assignment: Go!
- Class Discussion – Give short report on what you did, be able to discuss:
  - What were your successes
  - What were your failures
  - Use the built in analytic tools to support your arguments.