



UNIVERSITY OF SASKATCHEWAN  
Global Water Futures  
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# Social media refresher for Global Water Futures researchers



Online Session, 12 September 2022

Panelists: Dr Phillip Harder, Prof Merrin Macrae, Prof Cherie Westbook

LIVE FOR ONE HOUR

# Twitter refresher for Global Water Futures researchers



Prof. Cherie Westbrook



Dr Phillip Harder



Prof. Merrin Macrae

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**Monday, September 12, 2022**

**9:30 – 10:30 Central and Mountain Time (Alberta,  
Saskatchewan)**

**11:30 – 12:00 Eastern Time (Ontario)**



Global Water Futures

**Register**



We are participating today from traditional territories of the first peoples across Canada. Here in Saskatoon, we acknowledge that we live and work in Treaty 6 Territory and the Homeland of the Métis. We pay our respect to the First Nations and Métis ancestors of this and other indigenous homelands across the country and reaffirm our relationship with one another.

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Camp de chasse métis près de Three Buttes, Bibliothèque et Archives Canada, no d'acc 1970-188-1064 Collection de Canadiana W.H. Coverdale

## Land Acknowledgement



# Value of using social media for researchers

**Learning:** by engaging you also follow others' activities and generate conversations

**Dissemination:** gaining broader audiences

**Communication skills:** Knowledge translation: first step in summarizing, using plain language

**Empowerment:** reduction of publication anxiety

Contributing to **knowledge equity:** levelling the playing field


# Some evidence

Services like [Altmetric](#), [Plum Analytics](#), [Figshare](#), [PLOS ALM](#) supply tools to track non-academic online mentions of scholarly research

- Cao, R., Geng, Y., Xu, X., & Wang, X. (2022). [How does duplicate tweeting boost social media exposure to scholarly articles?](#) *Journal of Informetrics*, 16(1), 101249. doi:10.1016/j.joi.2022.101249
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- Dudley, S., & Smart, J. (2016). [How social are ornithologists?](#) *Ibis*, 158(4), 894–898. doi:10.1111/ibi.12403
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# Some examples



 **astrobiolena** Dr. Lena Vincent

**Meet my lab's anaerobic chamber!** 📍 #astrobiology #laboratory #research #science #experiments #sciencetok

674.3K Likes, 3.8K Comments. TikTok video from Dr. Lena Vincent (@astrobiolena): "Meet my lab's anaerobic chamber! 📍 #astrobiology #laboratory..."

3.9M views | 🎵 Lo-fi hip hop - NAO-K

# Tiktok

# Some examples

# Instagram



# Some examples

# LinkedIn

Sarita Jaiswal likes this

**Arun Shunmugam, PhD** • 3rd+  
Research Scientist, Lentil Breeder, Agriculture Victoria  
3mo •

**Grains Research and Development Corporation**  
3mo •

Dr Abeya Tefera is examining the factors that influence drought tolerance in lentils. Modelling the impact of drought of modern-day lentil varieties showed substantially greater yield loss since the turn of the century. ...see more

**Perfect match needed to reduce lentil drought risk**  
groundcover.grdc.com.au • 3 min read

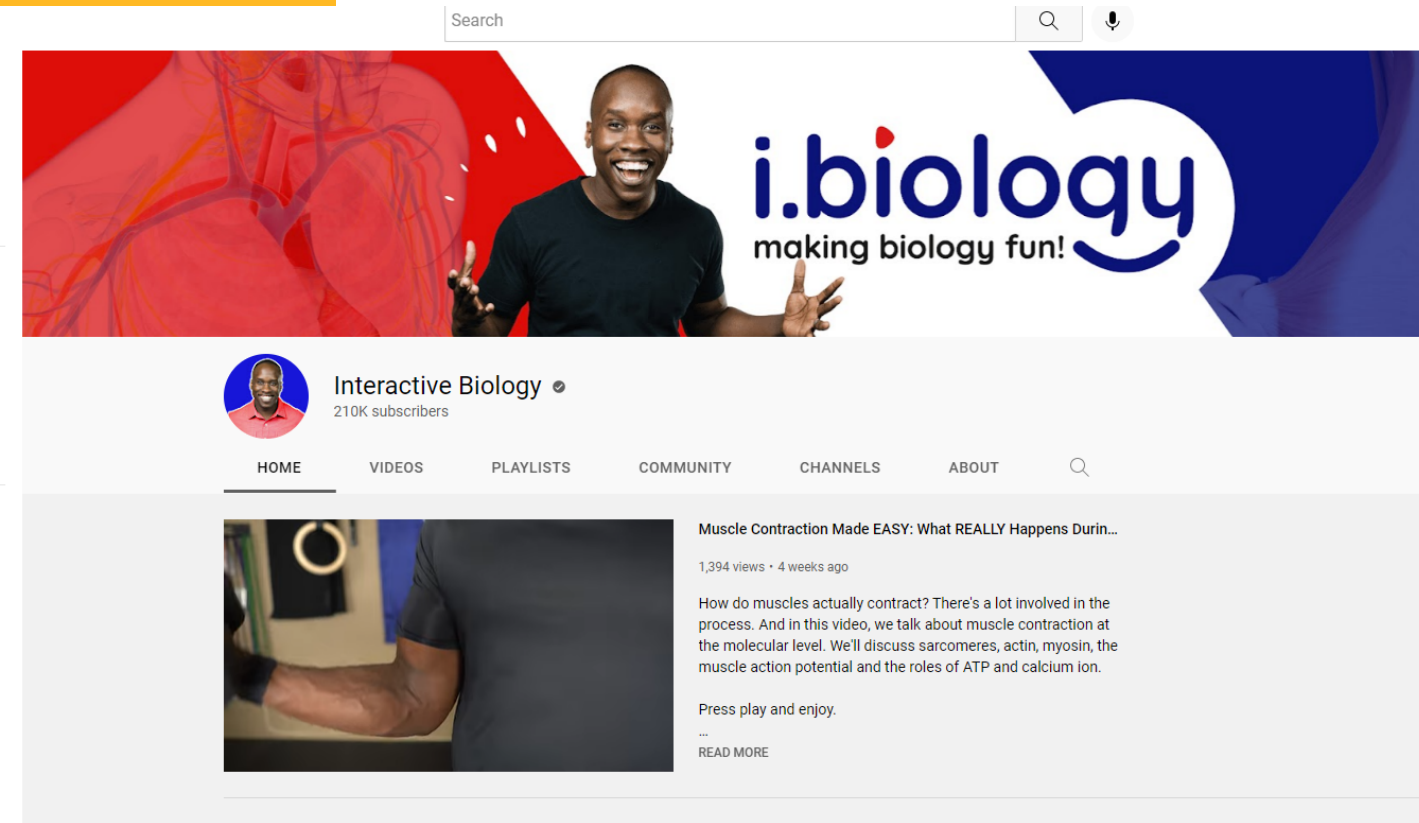
9

Like   Comment   Share   Send



# Some examples

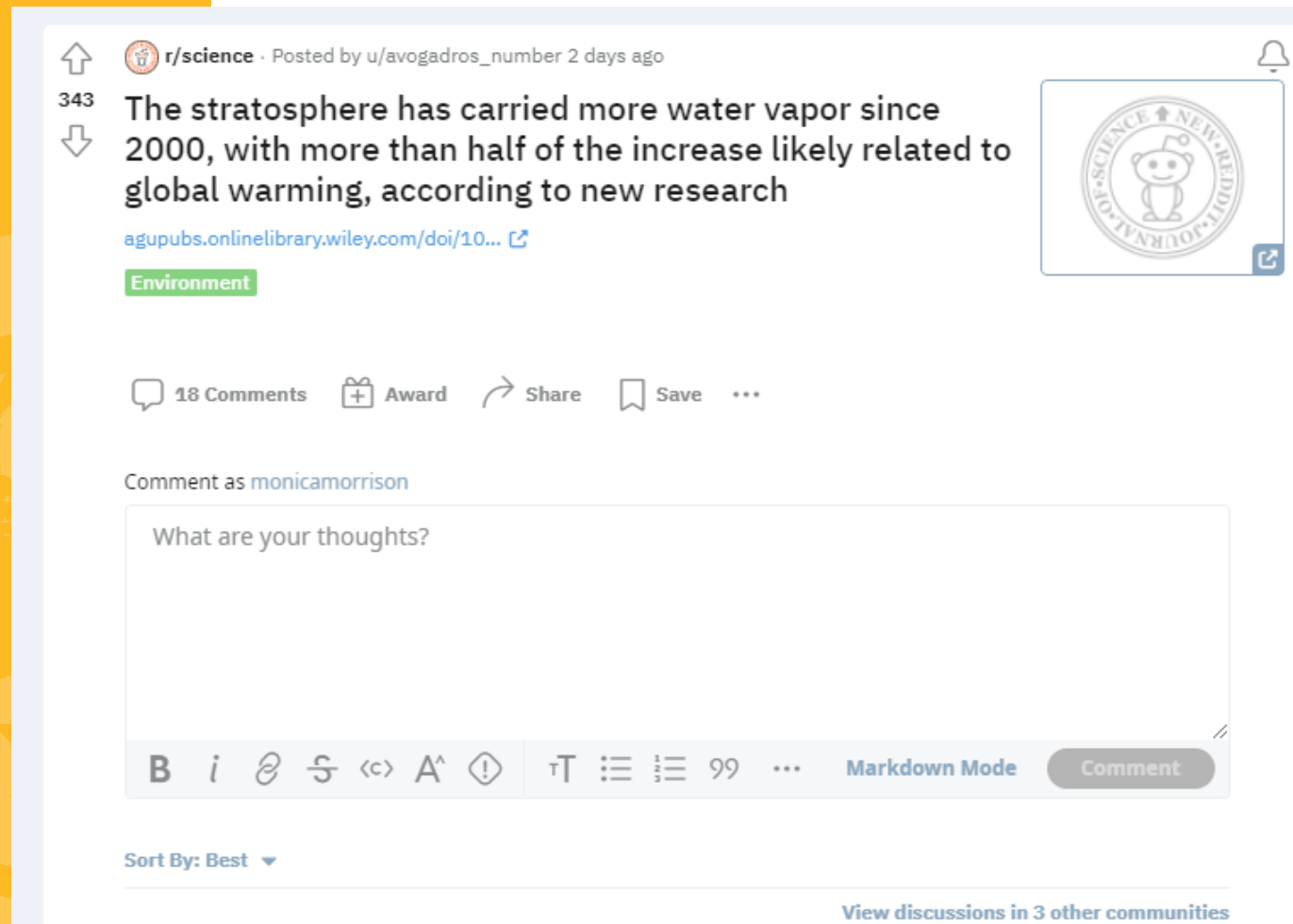
YouTube



The image shows a screenshot of the YouTube channel page for 'i.biology'. At the top, there is a search bar and a microphone icon. The channel banner features a smiling man in a black t-shirt, a red anatomical diagram of a human torso, and the text 'i.biology making biology fun!'. Below the banner is the channel profile picture, the name 'Interactive Biology', and '210K subscribers'. A navigation menu includes 'HOME', 'VIDEOS', 'PLAYLISTS', 'COMMUNITY', 'CHANNELS', and 'ABOUT'. The main content area displays a video titled 'Muscle Contraction Made EASY: What REALLY Happens Durin...' with 1,394 views and posted 4 weeks ago. The video description discusses the molecular level of muscle contraction, mentioning sarcomeres, actin, myosin, muscle action potential, and the roles of ATP and calcium ion. It ends with 'Press play and enjoy.' and a 'READ MORE' link.

# Some examples

# Reddit



The screenshot shows a Reddit post from the community r/science. The post is titled "The stratosphere has carried more water vapor since 2000, with more than half of the increase likely related to global warming, according to new research" and is posted by user u/avogadros\_number 2 days ago. It has 343 upvotes and 18 comments. The post includes a link to a research article on agupubs.onlinelibrary.wiley.com and is tagged with "Environment". A circular logo for "NEW RESEARCH" is visible in the top right corner of the post. The interface shows a comment box with the prompt "What are your thoughts?" and a rich text editor with various formatting options like bold, italic, link, and code. At the bottom, there is a "Sort By: Best" dropdown and a link to "View discussions in 3 other communities".

↑ 343 ↓

r/science · Posted by u/avogadros\_number 2 days ago

The stratosphere has carried more water vapor since 2000, with more than half of the increase likely related to global warming, according to new research









[agupubs.onlinelibrary.wiley.com/doi/10...](https://agupubs.onlinelibrary.wiley.com/doi/10...)

Environment

18 Comments Award Share Save ...

Comment as monicamorrison

What are your thoughts?

**B** *i*         ... **Markdown Mode** **Comment**

Sort By: Best ▾

[View discussions in 3 other communities](#)

# Some examples

# Twitter



Follow

**Neil deGrasse Tyson** ✓

@neiltyson

Astrophysicist

📍 New York City [🔗 haydenplanetarium.org/tyson/](https://haydenplanetarium.org/tyson/) 📅 Joined January 2009

29 Following 14.7M Followers

# Some resources

[Telling your research story: help from the University of Saskatchewan](#)

[Social media guidance at the University of Waterloo](#)

[Social media guidance at Wilfred Laurier University](#)

[Inclusive social media at MacMaster University](#)

- Bik, H. M., Dove, A. D. M., Goldstein, M. C., Helm, R. R., MacPherson, R., Martini, K., ... McClain, C. (2015). [Ten simple rules for effective online outreach](#). *PLoS Computational Biology*, 11(4), e1003906. doi:10.1371/journal.pcbi.1003906
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# Starting out or picking up again? Let us know!



Monica Morrison

[Monica.Morrison@usask.ca](mailto:Monica.Morrison@usask.ca)

Tel. 306-491-8875

Nancy Goucher

[nancy.goucher@uwaterloo.ca](mailto:nancy.goucher@uwaterloo.ca)

Tel. 647-891-0338

Mark Ferguson

[m.ferguson@usask.ca](mailto:m.ferguson@usask.ca)

Tel. 306-222-6915



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EN RECHERCHE

