

TRAINING: **Earned & Social Media**

Communicating and Amplifying
Your Research to the Public and to Media
November 2021

UCDAVIS

An abstract, textured graphic in shades of yellow and orange, resembling a splash or a cloud, located in the bottom right corner of the slide.

Hello!



MELISSA BLOUIN

**Director of News & Media Relations
UC Davis Strategic Communications**



SALLIE POGGI

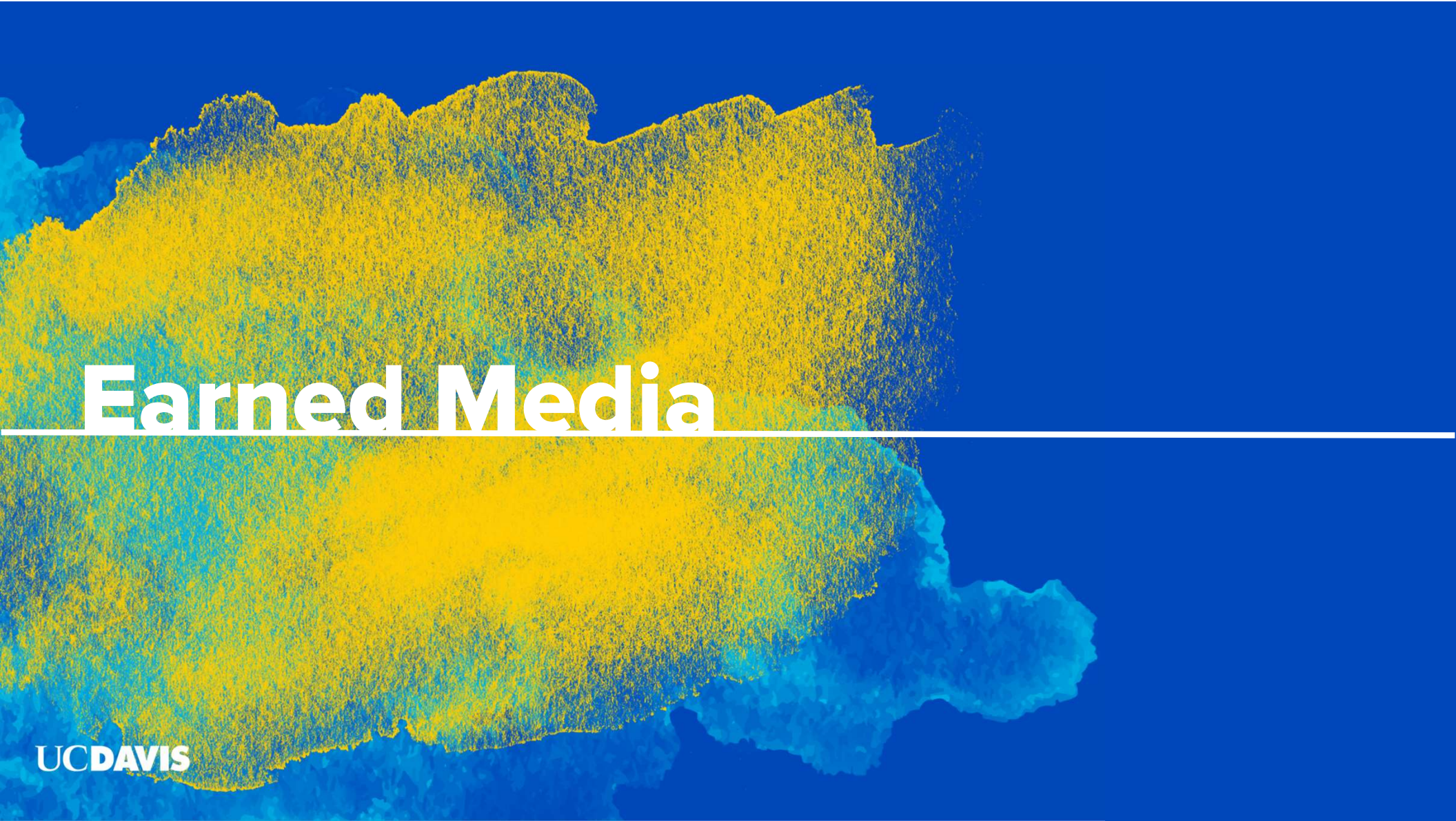
**Director of Social Media
UC Davis Strategic Communications**

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Today we will cover:

- **How to engage with earned media**
 - Understanding the landscape
 - Telling your story
 - Communication techniques
- **Engaging with the public on social media**
 - Managing the risks
 - Values
 - Tips
- **Q&A**
- **Resources and extended support**



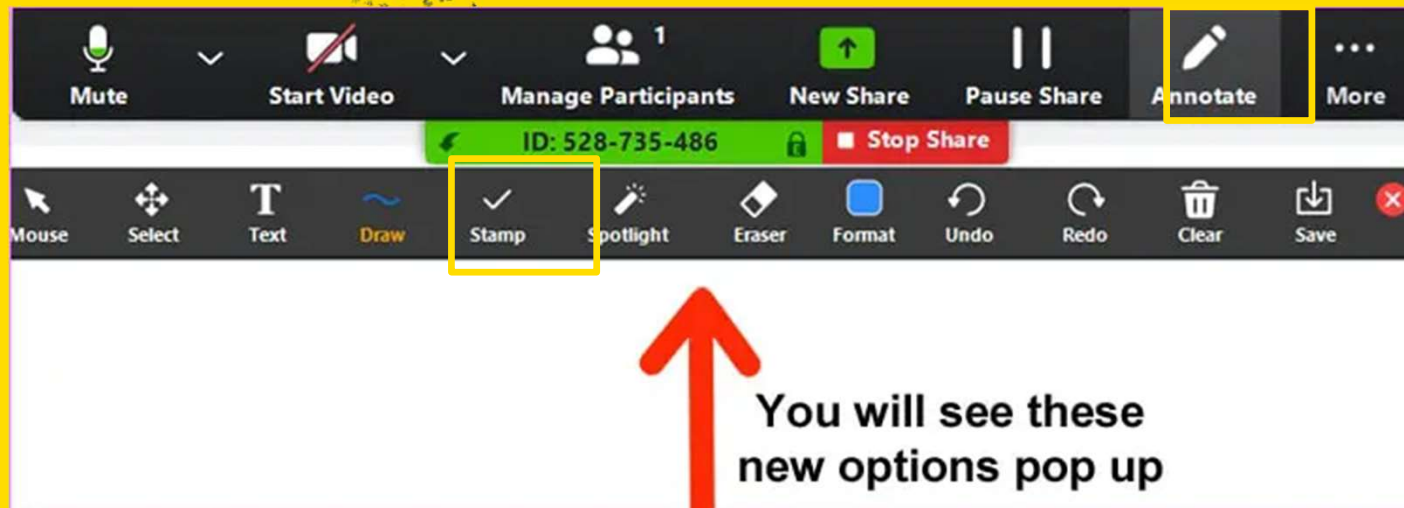


Earned Media

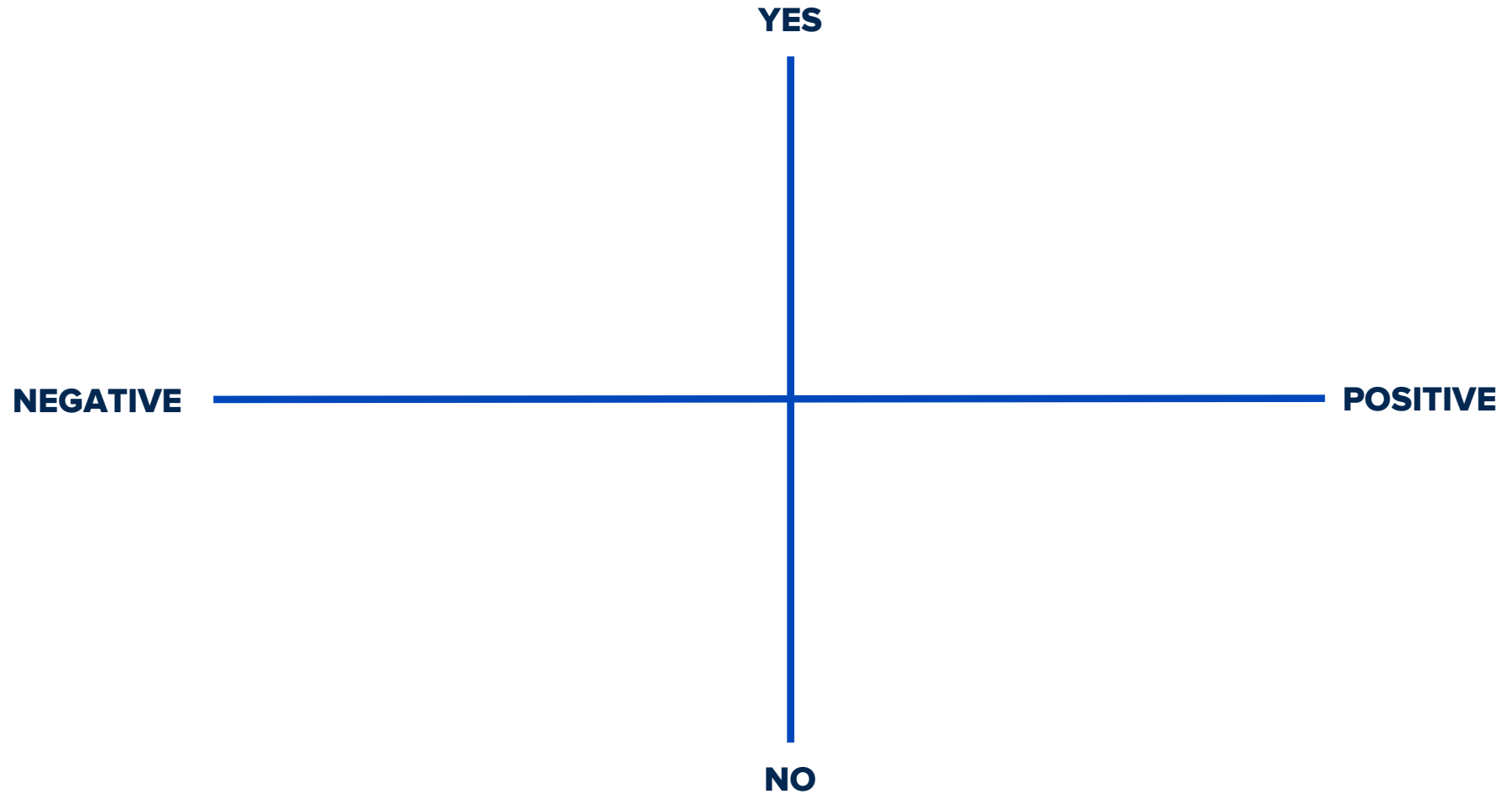
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Time for You to Chime In

- Who has experience with earned media?
- Was your experience positive or negative?
- If you have not had personal experience with the media, do you have positive or negative feelings about the media?



Experience with the Media



Guessing Game

Do the listed
values represent:

- A) Journalistic Ethics
- or
- B) The Academic Process

FAIRNESS

IMPARTIALITY

TRANSPARENCY

ACCURACY

VERIFICATION

The Media Landscape



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A large, abstract splash of yellow watercolor paint covers the background of the slide. The paint is concentrated in the center and spreads outwards, creating a textured, organic shape. A solid blue horizontal bar is positioned across the middle of the image, containing the text.

Do I speak for the University? **No**

Do I represent the University?

Yes

- Speaking about your research and expertise
- Op-eds applying your expertise
- Lab or center research

No

- Endorsements for products or services
- Expressing your personal opinions
- On administrative issues

Tell Your Story

1. Audience
2. Planning
3. Tell it!
4. Follow up
5. Review



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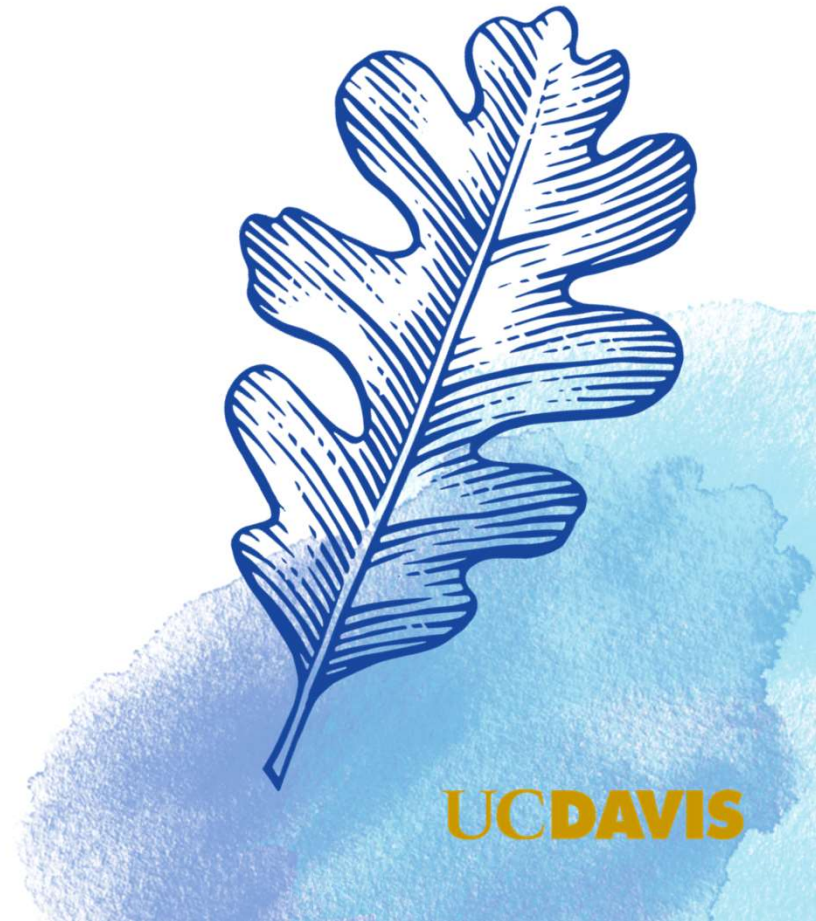
Define Your Audience

- Who are they?
 - Not “The Public”
- Where are they?
 - Not always in “The Media”
- What do they need to know?
 - Not always what you think
- How will you tell them?
 - Let’s explore this!



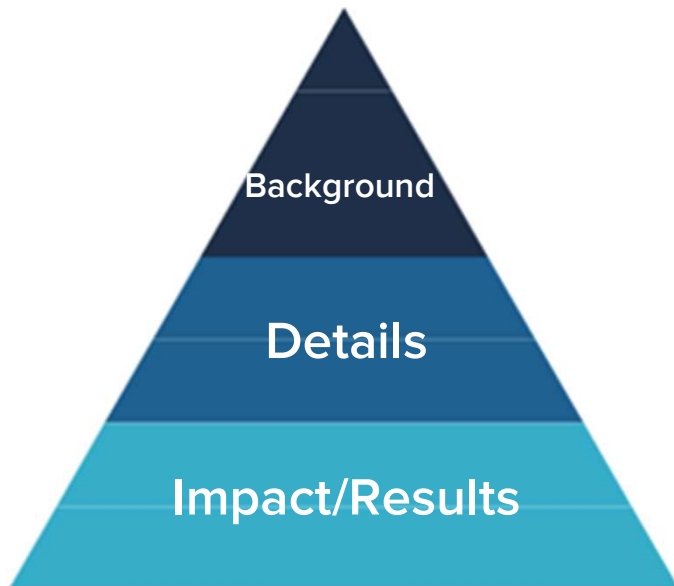
Preparation and Practice

- Do a little research
- Develop your talking points
- Anticipate questions
- Develop responses
- Practice

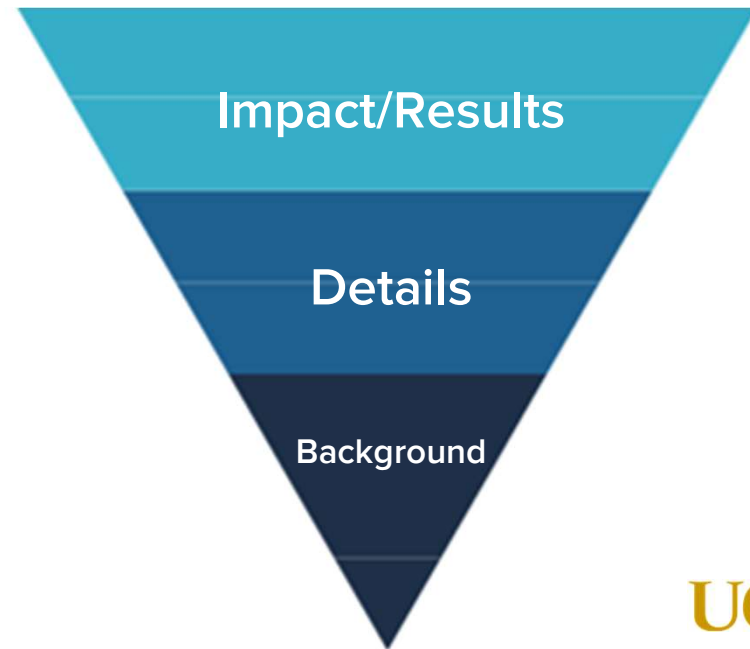


Messaging Pyramid

Academics



Journalists



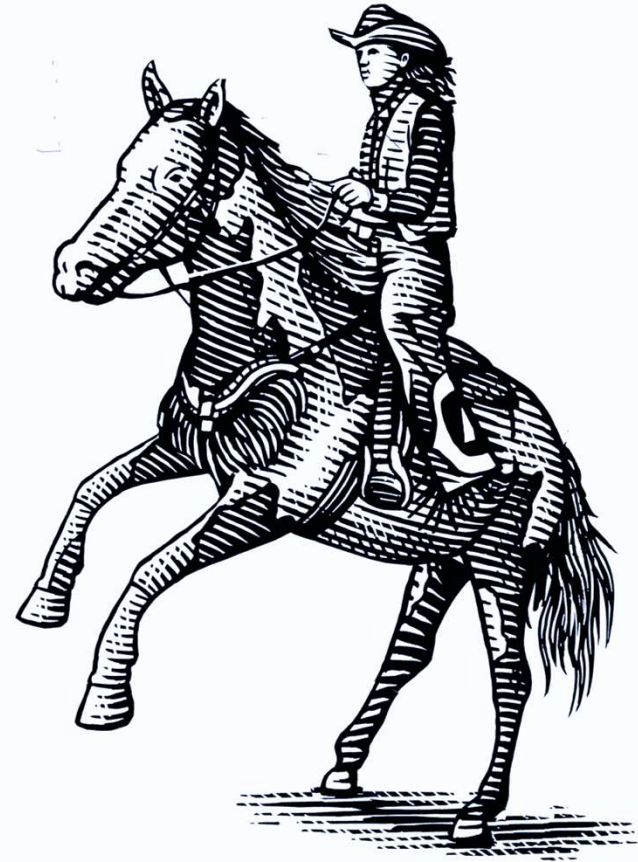
Communication Techniques

- Think 3-9-27
- Bridging
- Repetition
- Stay positive



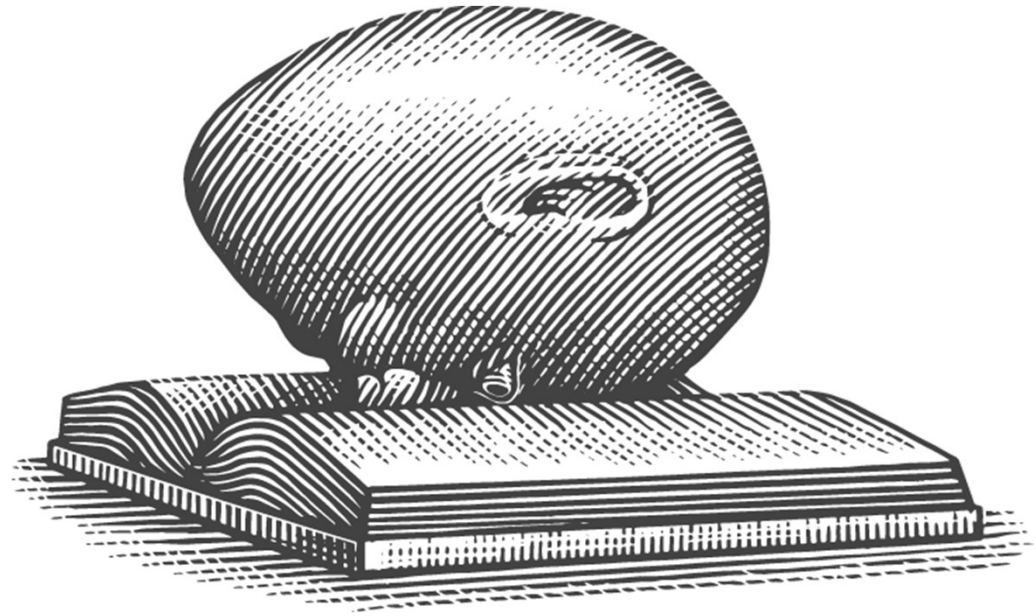
Follow It Up

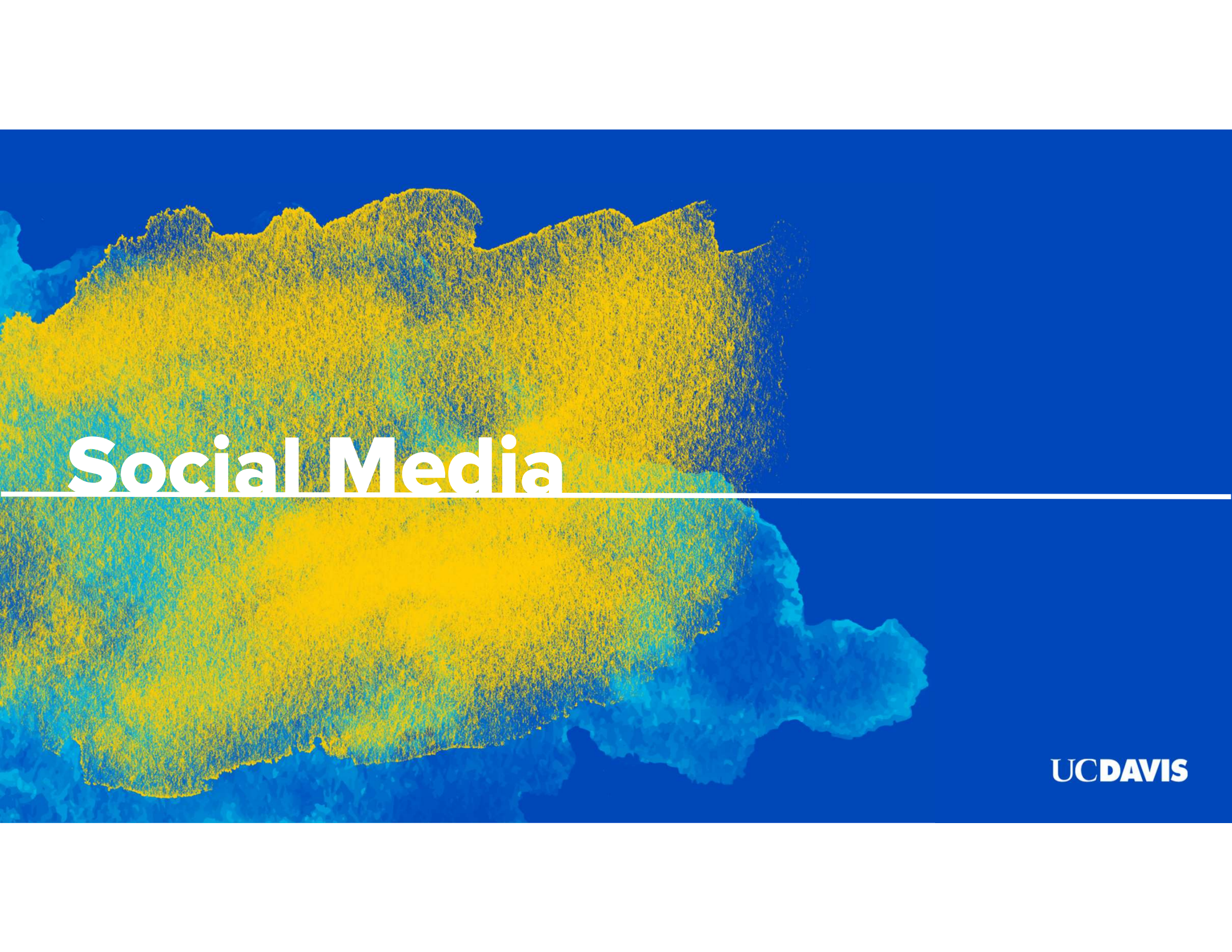
- Email
 - Thank you
 - Information
 - Any resources
- Rewrite answers
- Provide any clarifications



Review

- What worked?
- What didn't?
- What did you learn?
- Save the link for your portfolio/CV





Social Media

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Time to Chime In:

**Are you using social
media professionally?
What platform are you
using?**

**Drop your
@handles in
the chat so everyone
here can connect!**



PERSONAL

vs



ORGANIZATIONAL

- Speak on behalf of yourself, not department/lab/program
- Words are your own and you are responsible for them
- Academic freedom
- Editorial freedom

- Voice of an organization or group of people
- Represent the work of more than just one person
- Editorial approvals
- Media contact



83%

of reporters listed Twitter
as the **most valuable** social
media platform

SOURCE: [Muck Rack "State of Journalism 2019"](#).

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89%

of journalists surveyed use online resources (such as Twitter and Wikipedia) to find credible sources.

SOURCE: [Muck Rack "State of Journalism 2019"](#).

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Timing + Expertise = Powerful Combination

AMERICA

Bomb Robots: What Makes Killing In Dallas Different And What Happens Next?

July 8, 2016 · 7:45 PM ET

ALINA SELUYKH · GABRIEL ROSENBERG



Police cars on Main Street in Dallas following the sniper shooting during a protest on Thursday.
Laura Buckman/AP/Getty Images

After sniper fire struck 12 police officers at a rally in downtown Dallas, killing five, police cornered a single suspect in a parking garage. After a prolonged exchange of gunfire and a five-hour-long standoff, police made what experts say was an

TIMING

UC Davis Research and 1 other Retweeted

Elizabeth Joh @elizabeth_joh · Jul 8

Someone correct me if I'm wrong, but have we seen the first use of a lethal robot in American policing?

68 560 448

EXPERTISE

HOME SEARCH The New York Times SUBSCRIBE NOW

The Opinion Pages
ROOM for DEBATE

JULY 14, 2016

What Ethics Should Guide the Use of Robots in Policing?

INTRODUCTION



The police used a bomb disposal robot to end the standoff with the Dallas shooter last week.
Damian Berg/Us Navy/Handout/European Pressphoto Agency

The decision by Dallas police to deploy a robot to kill the man who shot and killed five officers last week appears to be unprecedented. Though the police chief said other options

DEBATERS



Police Robots Need to Be Regulated to Avoid Potential Risks
ELIZABETH E. JOH, UNIVERSITY OF CALIFORNIA, DAVIS

If armed robots can take police officers out of harm's way, in what situations should we permit the police to use them?



Police Robots Could Reduce the Use of Deadly Force
YANA WELINDER, CENTER FOR INTERNET & SOCIETY

Robots may save police officers' lives, and enable them to use less force in apprehending suspects, which, in turn, will allow for fair trials for suspects.



Focus on Human Decisions, Not Technological Ethics
RYAN CALO, UNIVERSITY OF WASHINGTON SCHOOL OF LAW

Was it right to kill the Dallas gunman, whether or not it was done by a robot?



Technology Doesn't Change the Need for Legal Protection
KAMI M. DAVIS, FORMER FEDERAL PROSECUTOR

The Fourth Amendment protects citizens against unreasonable seizures, so any use of force (deployed by robot or human) must be reasonable in light of the circumstances.

Are There Risks? Of Course.

- Unwanted sexual advances
- Trolling / bullying
- Standing for something
- Being misunderstood, taken out of context
- Mansplaining or “Sealioning”
- Time suck, addictive
- No guarantee of success
- **In extreme cases:** doxing, stalking, death threats

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The 5 Values of Good Social Media

1. Listen first, talk second
2. It's all about relationships
3. Be transparent and be human
4. Establish your credibility
5. Remembers, it's a journey



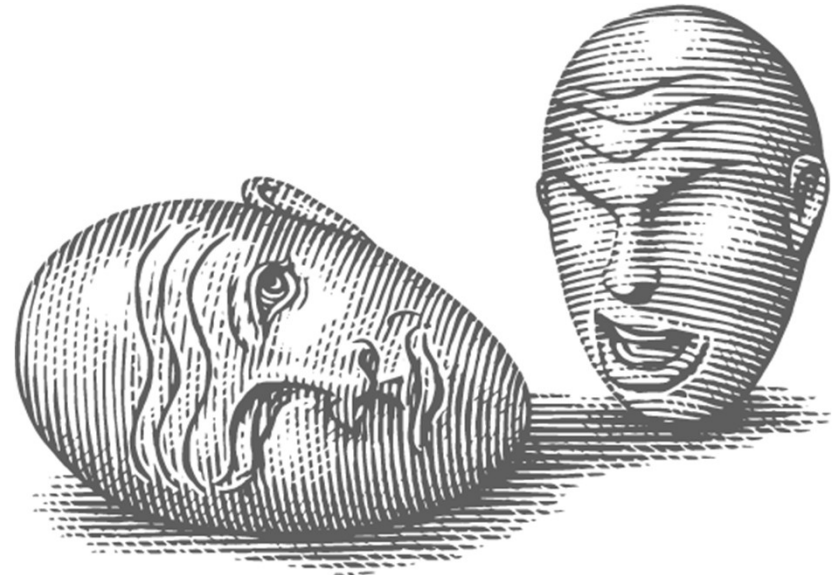
8 Tips for Effective Social Media

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A large, abstract graphic in the bottom right corner of the slide, featuring a bright yellow and orange splash or explosion effect against the dark blue background.

1. Good Social Media Starts with Good Listening

- Google it
- Search “natively” within social channels: Reddit, Medium, Twitter, Instagram, etc.
- Go down “the rabbit holes”
- Who is talking? What are they saying?
- Read the comments
- Set alerts!



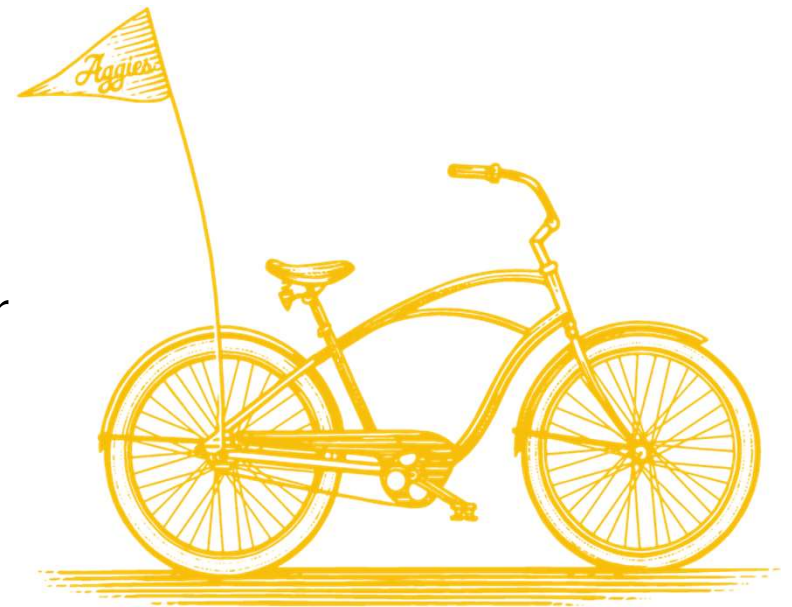
2. Establish Credibility Starting with Your Profile

- Profile and header picture
- Complete bio
 - Include hashtags and topics
 - Tag @UCDavis or others
 - Credentials and awards (Ph.D, Pew Scholar, etc)
 - Links to writing, website, bio page
- Include disclaimer → “Thoughts are my own”



3. Leverage the Privacy Settings

- Check the privacy settings regularly
- Control how you can be tagged and tagged in pictures
- Who can direct message you? Post to your timeline or not?
- You can close your account to small groups of trusted people or open it up
- The point → you get to control this



4. Your House, Your Rules

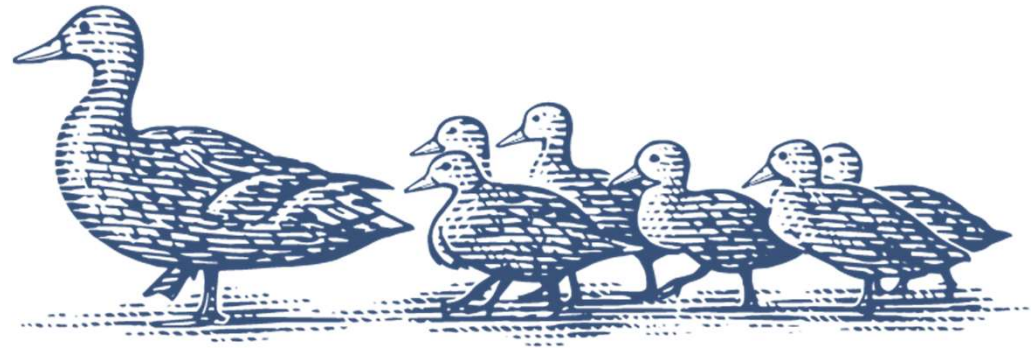
- Set boundaries that work for you
- **Mute** - removes posts from your feed without unfriending
- **Block** - blocks users from seeing/engaging with your content
- **Report** - Harassers, abusers, and imposters.
- Utilize block lists



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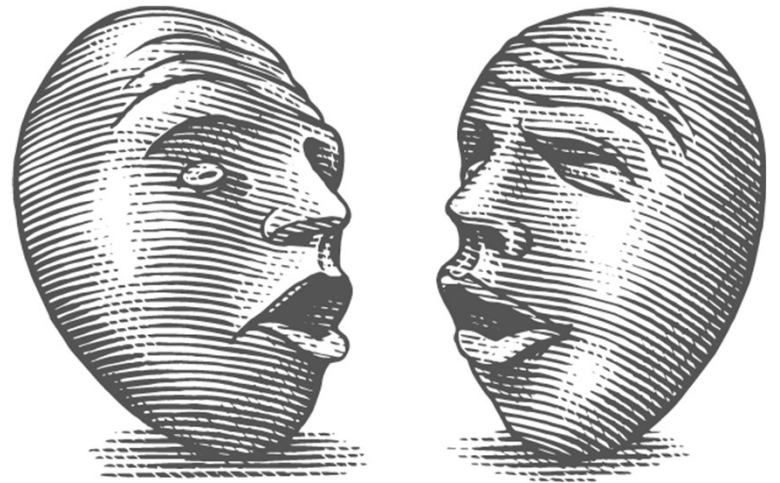
5. Build Your Support Network

- Find your people (friends, peers, mentors, and leaders online)
- Connect with people you know are real people
- You DON'T have to follow everyone who follows you



6. Put the **Social** in Social Media

- Follow back
- Like and share other people's content
- Acknowledge followers and following
- Leave comments and answer questions on other accounts
- Participate in hashtag movements



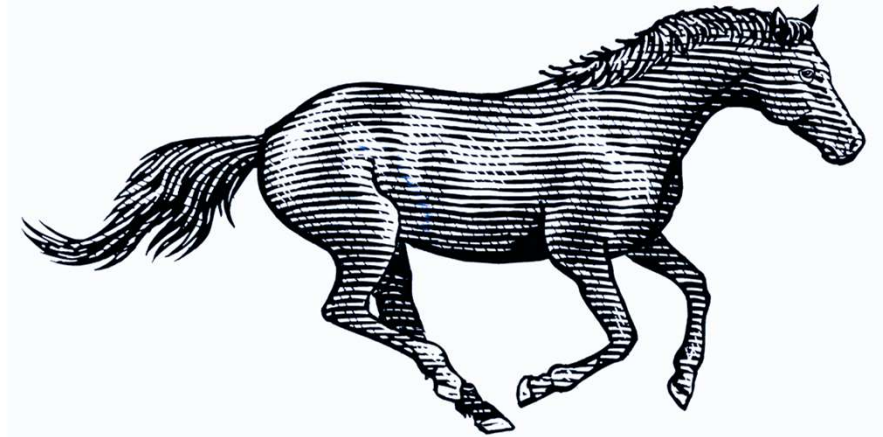
7. Use Hashtags and Tags

- Research hashtags before using
- Don't over hashtag
- CamelCase hashtags for accessibility
- Tag individuals using the @ selectively

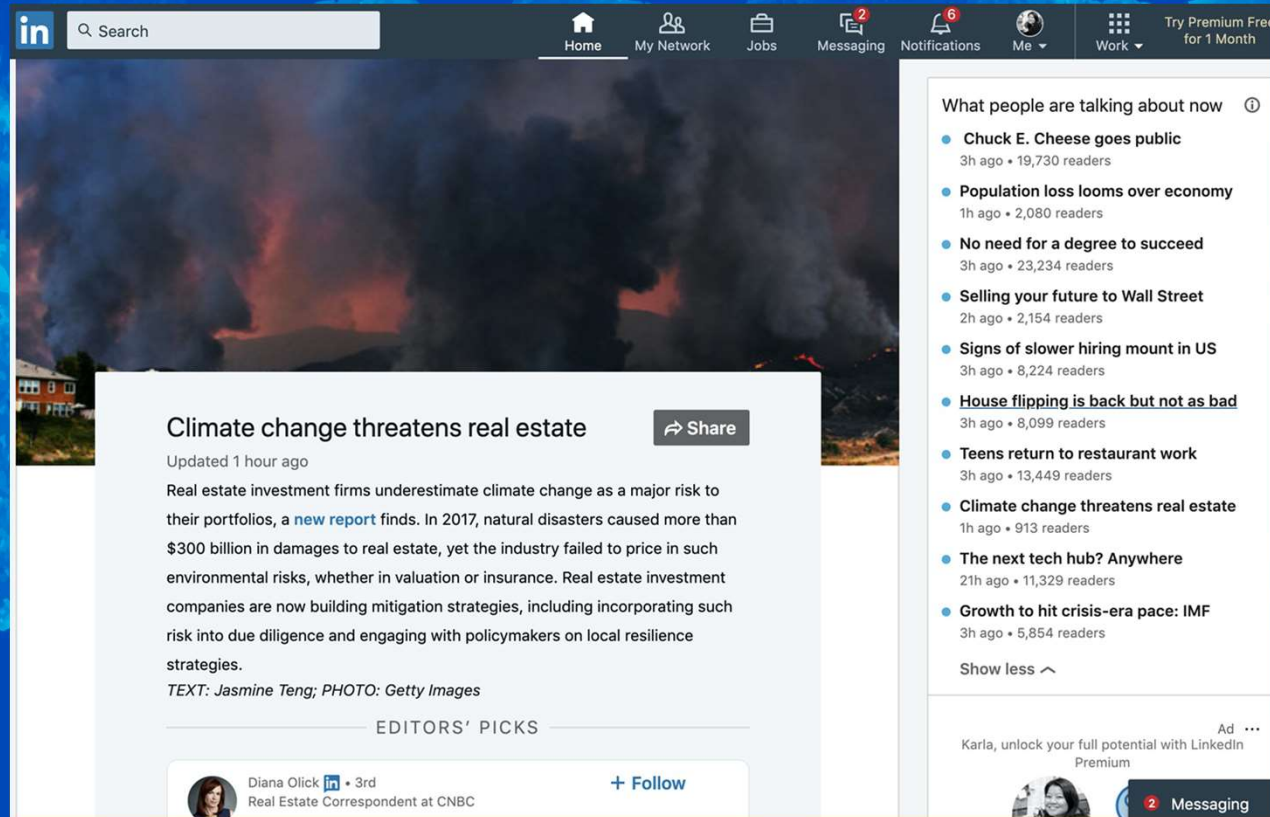
#UCDavis #UC
#science #research #scicomm
#BlackInScience #NSFFunded #NSF
#ScienceTwitter #TodayILearned
#SciencePolicy #SciPol
#Science4Policy #ScienceforSociety
#WomeninSTEM #WomeninScience
#HistoryOf

8. Share What Moves You

- Break your science/research down into snack size bites
- Thread and make series of more complex ideas
- Offer your expertise to give color on current events
- Help students!
- Share select personal passions/facts
- Use alt text where possible in any images for accessibility



Favorite Examples



The screenshot shows a LinkedIn interface with a dark header bar containing navigation icons and a search bar. The main content area features a large image of a volcanic eruption with a red sky. Below the image is a post titled "Climate change threatens real estate" by Diana Olick, a Real Estate Correspondent at CNBC. The post text discusses the risks of climate change to real estate portfolios. To the right of the post is a sidebar titled "What people are talking about now" with a list of trending topics. At the bottom right, there is an advertisement for LinkedIn Premium.

Climate change threatens real estate [Share](#)

Updated 1 hour ago

Real estate investment firms underestimate climate change as a major risk to their portfolios, a [new report](#) finds. In 2017, natural disasters caused more than \$300 billion in damages to real estate, yet the industry failed to price in such environmental risks, whether in valuation or insurance. Real estate investment companies are now building mitigation strategies, including incorporating such risk into due diligence and engaging with policymakers on local resilience strategies.

TEXT: Jasmine Teng; PHOTO: Getty Images

EDITORS' PICKS

Diana Olick [in](#) • 3rd
Real Estate Correspondent at CNBC [+ Follow](#)

What people are talking about now

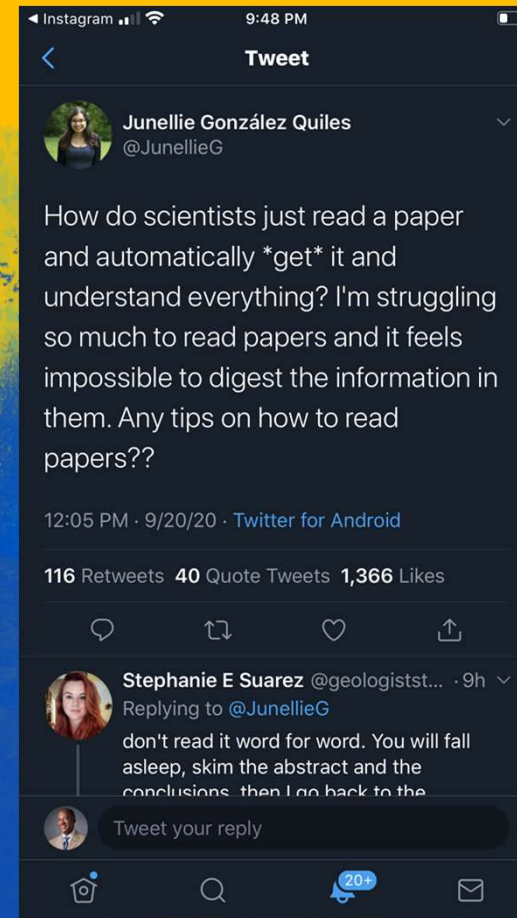
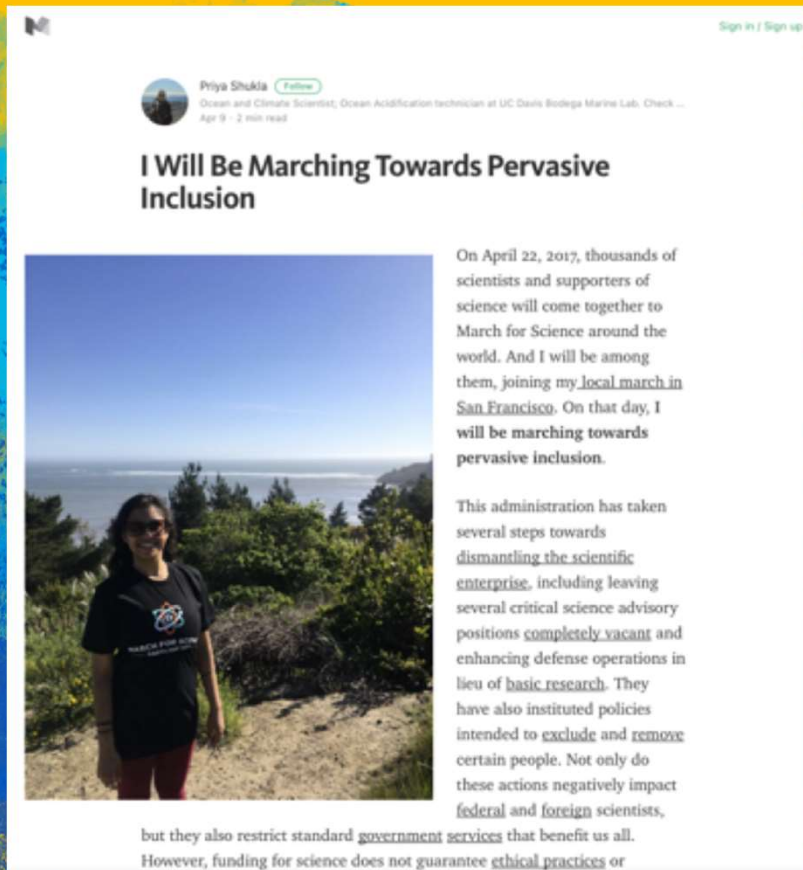
- **Chuck E. Cheese goes public**
3h ago • 19,730 readers
- **Population loss looms over economy**
1h ago • 2,080 readers
- **No need for a degree to succeed**
3h ago • 23,234 readers
- **Selling your future to Wall Street**
2h ago • 2,154 readers
- **Signs of slower hiring mount in US**
3h ago • 8,224 readers
- **House flipping is back but not as bad**
3h ago • 8,099 readers
- **Teens return to restaurant work**
3h ago • 13,449 readers
- **Climate change threatens real estate**
1h ago • 913 readers
- **The next tech hub? Anywhere**
21h ago • 11,329 readers
- **Growth to hit crisis-era pace: IMF**
3h ago • 5,854 readers

Show less [^](#)

Ad ...
Karla, unlock your full potential with LinkedIn Premium

[Messaging](#)

Favorite Examples




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Favorite Examples

Thread

Frank Mitloehner @GHGGuru

THREAD: Does methane from cattle have the same warming impact as methane from fossil fuels? The answer is NO, but that's the popular belief. Through science we will [#rethinkmethane](#) AND help curb the climate crisis. 1/



6:52 AM · Aug 14, 2020 · Twitter Web App

259 Retweets 46 Quote Tweets 481 Likes

17 305 481

Tweet your reply

Frank Mitloehner @GHGGuru · Aug 14

Biogenic & fossil methane originate from different sources. Biogenic methane starts as atmospheric CO₂ before it's been emitted by sources such as livestock. Fossil methane is geological carbon pulled from deep in the earth, where it's been stored for millions of yrs. 2/

1 24 42

Frank Mitloehner @GHGGuru · Aug 14

The [@mfe_news](#) provides a concise, accurate description of how biogenic methane & fossil methane behave differently. This distinction is key when discussing solutions to climate change. [bit.ly/2DwFMVP](#) 3/

1 12 31

Frank Mitloehner @GHGGuru · Aug 14

If you take away one thing from the difference between the two types of methane, it should be: Biogenic methane is derived from carbon that's ALREADY in the atmosphere in the form of CO₂ and it is part of a short time cycle. 4/

1 10 41

Thread

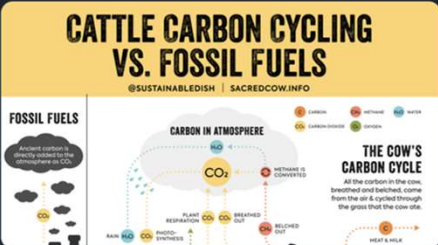
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1 10 41

Frank Mitloehner @GHGGuru · Aug 14

At first glance, it may seem biogenic & fossil methane are the exact same. And chemically, they are the exact same. Methane is methane. But the two types of methane have different warming behaviors over their life-cycle b/c of where they originate from & what they become. 5/

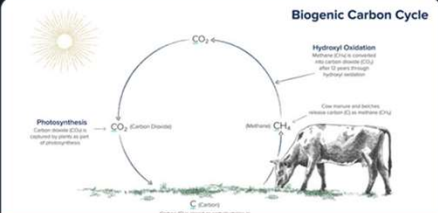


2 22 49

Show replies

Frank Mitloehner @GHGGuru · Aug 14

Methane is 28x more potent than CO₂. But, over a short period of time – about 10 years – that methane decays into the atmospheric pool of CO₂. Biogenic methane is different than fossil carbon in that it is part of the biogenic carbon cycle. 6/



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Questions?



Resources



- UC Davis Communications training for researchers
<https://communicationsguide.ucdavis.edu/connect-with-peers/communication-training>
- News media best practices <https://communicationsguide.ucdavis.edu/departments/news>
- OpEd writing tips <https://communicationsguide.ucdavis.edu/departments/news/writing-op-ed>
- Working with News and Media Relations at UC Davis
<https://communicationsguide.ucdavis.edu/departments/news/editorial>
- Social media at UC Davis <https://communicationsguide.ucdavis.edu/departments/social-media>
- Social media policy & guidelines <https://communicationsguide.ucdavis.edu/departments/social-media/policy-and-guidelines>
- Social media strategy guide <https://communicationsguide.ucdavis.edu/departments/social-media/our-social-media-approach>

Stay in Touch!

Melissa Lutz Blouin

mlblouin@ucdavis.edu

530-564-2698

@FlaSciGal

Sallie Poggi

sapoggi@ucdavis.edu

530-304-3871

@SallieB

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