TRAINING: Earned & Social Media

Communicating and Amplifying Your Research to the Public and to Media

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UC DAVIS
Hello!

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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**
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
The Media Landscape
Do I speak for the University? No
<table>
<thead>
<tr>
<th>Do I represent the University?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
</tr>
<tr>
<td>● Speaking about your research and expertise</td>
</tr>
<tr>
<td>● Op-eds applying your expertise</td>
</tr>
<tr>
<td>● Lab or center research</td>
</tr>
<tr>
<td><strong>No</strong></td>
</tr>
<tr>
<td>● Endorsements for products or services</td>
</tr>
<tr>
<td>● Expressing your personal opinions</td>
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<tr>
<td>● On administrative issues</td>
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Tell Your Story

1. Audience
2. Planning
3. Tell it!
4. Follow up
5. Review
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
- Impact/Results
- Details
- Background

Journalists
- Impact/Results
- Details
- Background
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
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!
<table>
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<th>ORGANIZATIONAL</th>
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<td>Voice of an organization or group of people</td>
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<td>Represent the work of more than just one person</td>
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<td>Academic freedom</td>
<td>Editorial approvals</td>
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<td>Editorial freedom</td>
<td>Media contact</td>
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- 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.

89% of journalists surveyed use online resources (such as Twitter and Wikipedia) to find credible sources.

Timing + Expertise = Powerful Combination
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
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
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
- Utilize block lists
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

Climate change threatens real estate

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
Favorite Examples

I Will Be Marching Towards Pervasive Inclusion

On April 22, 2013, thousands of scientists and supporters of science will come together to March for Science around the world. And I will be among them, joining my local march in San Francisco. On that day, I will be marching towards pervasive inclusion.

This administration has taken several steps towards dismantling the scientific enterprise, including leaving several critical science advisory positions completely vacant and enhancing defense operations in lieu of basic research. They have also instituted policies intended to exclude and remove certain people. Not only do these actions negatively impact federal and foreign scientists, but they also restrict standard government services that benefit us all. However, funding for science does not guarantee ethical practices or

How do scientists just read a paper and automatically “get” it and understand everything? I’m struggling so much to read papers and it feels impossible to digest the information in them. Any tips on how to read papers?

12:05 PM · 9/20/20 · Twitter for Android

116 Retweets 40 Quote Tweets 1,366 Likes

Stephanie E Suarez @geologistst... · 9h
Replying to @JunellieG
Don’t read it word for word. You will fall asleep, skim the abstract and the conclusions, then go back to the...
Favorite Examples

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. 😊

Frank Milhollan (@GHG Guru) 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’s part of a short time cycle. 😊

Frank Milhollan (@GHG Guru) 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 & in what they originate from & what they become. 😊

CATTLE CARBON CYCLING VS. FOSSIL FUELS

FOSSIL FUELS

CATTLE IN ATMOESHERE

CARBON IN ATMOSPHERE

THE COW’S CARBON CYCLE

Methane is 26x 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. 😊
Questions?
● 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  

● 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  

● Social media strategy guide  
  https://communicationsguide.ucdavis.edu/departments/social-media/our-social-media-approach
Stay in Touch!

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