HOW TO BUILD YOUR ONLINE PRESENCE AS A SCIENTIST

ABRCMS SESSION 2022
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DIVERSITY PROGRAM CONSORTIUM
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"Share Your Knowledge and Be Authentic"

ANGELICA ALBERTO, DPT
CSUN BUILD PODER ALUMNA

@longevitygelly
What is an online presence?

Social media is all about sharing — what do you want to share as a scientist?

Building an online presence involves intention and strategy.

Everything you do online, whether it be posting, liking, sharing, or messaging, reflects on your overall online image.

Building your presence takes time. Think long-term.
Best practices for safety, privacy, and well-being online

**Being safe**
- Don’t share your location
- Don’t share personal info (phone number, address, financial info)

**Privacy**
- If you want to create a public account, know you are sharing your identity
- What is being shown in your photo? (ex: a credit card on your desk, unpublished lab notes)

**Handling criticism or harassment**
- Sometimes it is best to ignore a comment
- Is the comment posted in a constructive or genuine way? Or is it intended to instigate negativity?
- Reporting harassment or hate speech to the platform
Keep your career goals in mind

Personal vs. professional
- Consider having public and private accounts

Think twice before sharing:
- Does this post/re-tweet/re-share support my image?

What type of career do you want to go into?
- Some industries are more social media-friendly
- Some industries prefer low social media profiles
- Government and defense industries will review social media accounts from applicants
Tips on how to BUILD your online presence

Making **updates** on your social media is like adding new chapters to the story of your career.

Update your social media with your **accomplishments, activities, research**.

**Follow/connect** with your university, programs, alumni association, interesting thought leaders.

**Start sharing** from established scientific organizations, the NIH, leaders in science.
Examples of what to share on your platform.

Ayanna Culmer-Gilbert • 1st
Graduate Student at Indiana University Bloomington
1mo • 🔥
Last week I presented research at the Fall ACS conference. It was my first time giving a talk at an in-person conference and it was an amazing experience!

Karlyn Adams-Wiggins • 1st
Assistant Professor at Portland State University
2mo • 🔊
Congrats to BUILD EXITO and Portland State University alum Cassandra Michaela Korman for an excellent job with this national level presentation at APA. Thanks to ⬇️...see more

Cassandra Michaela Korman (She/Her) • 1st
2mo • 🔥
Excited to share that I presented my #research & first official scientific poster as a first-time attendee at the American Psychological Association 2022 con...see more

Beatriz Panariello • 1st
DDS, MSc, PhD
5d • 🔥
I am honored to be part of the authors of this excellent paper coming out today.

Here we studied the encapsulation of curcumin in polymeric nanoparticles (NPs) using polycaprolactone (PCL) as a polymer and performed Antimicrobial Photodynamic Therapy on a periodontopathogenic biofilm. Curcumin-NPs showed antimicrobial activity and are not cytotoxic.

Cheers to Caroline Coradi Tonon, Simone Duarte and all our team for the publication! #teamwork #research #dentistry

Effect of Curcumin-loaded Photoactivatable Polymeric Nanoparticle on peri-implantitis-related...
sciencedirect.com • 1 min read

3 comments • 2 reposts
Examples of engagement opportunities:

NIH 🔄 @NIH · May 4
Join @nihpce & @enhancescience in celebrating you—members of the scientific research training community. Post a photo of yourself holding a piece of paper that says #FaceOfScience on it and tell us: What do you love most about being a scientist? Don’t forget to use the hashtag!

#FaceOfScience - May 2023

@XULA_BUILD
These #XULABUILD students share how their mentors have made an impact on their lives for #ThankYourMentorDay! #XULA #NationalMentoringMonth #MentoringMatters

#ThankYourMentor Day
(replace with screenshot showing hashtag being used in post)
"Your Brand is Built With or Without You"

KAMALI CLORA
ReBUILDetroit ALUMNUS

@mali_a_c
Why you need a professional brand.

Creating a professional brand allows you to have better control of your online image.

Your brand is how you are perceived online by future employers, connections and collaborators.

Your brand is also about communicating who you are and about your goals and values.
How to develop your professional brand.

**Reflect** on your research career and highlight the most important things that can help you stand out. For example, is there a project you are particularly proud of working on?

**List** the skills and talents you’ve attained as well as the ones you are looking to develop in the future.

Think about how your **personal values** align with your career and educational goals.

Look to professionals in your field that you have succeeded and **study** how they present themselves online.
LinkedIn

Establish a professional online presence
How you can leverage LinkedIn as professional networking tool.

When you **graduate or change jobs** you lose access to your university or work email. Connecting with people in your field allows you to stay in touch with them long term.

LinkedIn is like a **resume that can be viewed 24/7**. This is why sharing your accomplishments, publications and keeping your profile up to date helps to tell the story of your career.

**Following the right people and organizations** and joining groups can also help you find news and research, funding opportunities, jobs and webinars to increase your knowledge.
Building your LinkedIn Profile

Use a **high quality headshot** for your photo

Write an **engaging** headline

Provide a **succinct** “about” section

Include **keywords** for recruiters (look up jobs, use those in profile)

Examples: incorporating broad terms like “research” and more specific terms related to your area of study like “biochemistry” “artificial intelligence” “model organism” will help you stand out
Example of LI profile

Kamali Clora (He/Him) · 1st
MPH Candidate | Yale University | Health Care Management | Servant Leader
Detroit Metropolitan Area · Contact info
500+ connections

About

As an emerging healthcare leader, Kamali’s passions are to improve access to quality patient care using community collaboration efforts and health equity strategies. His career focus is to create hospital operational efficiency and foster resilient communities through upstream leadership.
Profile example

Publications

Developing a Black Student-Led Support Infrastructure at Wayne State University, a Predominantly White Institution
University of Michigan Undergraduate Journal of Public Health · Apr 29, 2022
Show publication

Other authors

Exploring the Schism between Public Health and the Health Care System
Harvard Medical School Primary Care Review · Dec 28, 2021
Show publication

Organizations

American College of Healthcare Executives (ACHE)
Member · Oct 2022 - Present
Associated with Yale School of Public Health

Association of University Programs in Health Administration (AUPHA)
Member · Oct 2022 - Present

National Association of Health Services Executives (NAHSE)
Member · Oct 2022 - Present
Associated with Yale School of Public Health

Show all 4 organizations →
**Connecting with People on LinkedIn**

Example: Reaching out to a faculty member at a different university who is working on research in your area of interest.

Follow people you don’t know, and you want to see their posts without a formal introduction.

Send a **connection request w/o message** to people you already know or have met in person.

Send a **connection request with a message** to people you don’t know, but want to connect with. This is your opportunity to introduce yourself and your personal brand.

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**Hello Dr. _____,**

My name is _____ and I'm an undergraduate researcher studying _____ at University of ____. I enjoyed reading your most recent publication “_____” because the topic is within my research area of interest. I am just starting my research career and am looking to expand my network. I would love to connect with you on LinkedIn to learn more about the field.

Thank you for your time and I hope to stay connected.

Sincerely,

___________
Connecting with people on LinkedIn, in person.

Tip: Use the LinkedIn app to pull up a QR code with your profile to scan and add people to your network in person at events like conferences.

To access the QR code:

- Open the LinkedIn App
- Tap on the search bar at the top
- Tap the square icon in the upper right corner to bring up your QR code.
- Tap “Scan” to scan someone else’s QR code and add them to your network.
"Us Black Girls in Science: Uplifting Black Women and Femmes"

NASHAE PROUT
MSU ASCEND ALUMNA

@usblackgirlsinscience
Finding your target audience.

Do you have message that you’re trying to share with the public?

Sharing your content to different platforms can help you find new audiences.

With your audience in mind you can tailor your content or message to the right platform for your goals.