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INFORM  
EMPOWER  
ADVANCE

# Social Media for Social Science

Beth Jarosz @DataGeekB

October 2018

*Made possible with funding from the Eunice Kennedy Shriver  
National Institute of Child Health and Human Development (NICHD).*

POPULATION REFERENCE BUREAU | [www.prb.org](http://www.prb.org)

# WHY should you use social media?

“In today’s digital age, social media competence is a critical communication tool for academics.”

- Harvard Business Review (2016)

- Reach and Accessibility
- Connections and Impact
- Responsibility

**“We have a responsibility to share our scientific knowledge.”**

*Speaking about social media for social science at PAA (2017)*



Wendy Manning • 3rd

Director at Center for Family and Demographic Research

Center for Family and Demographic Research • UW-Madison

Bowling Green, Ohio • 154

Connect

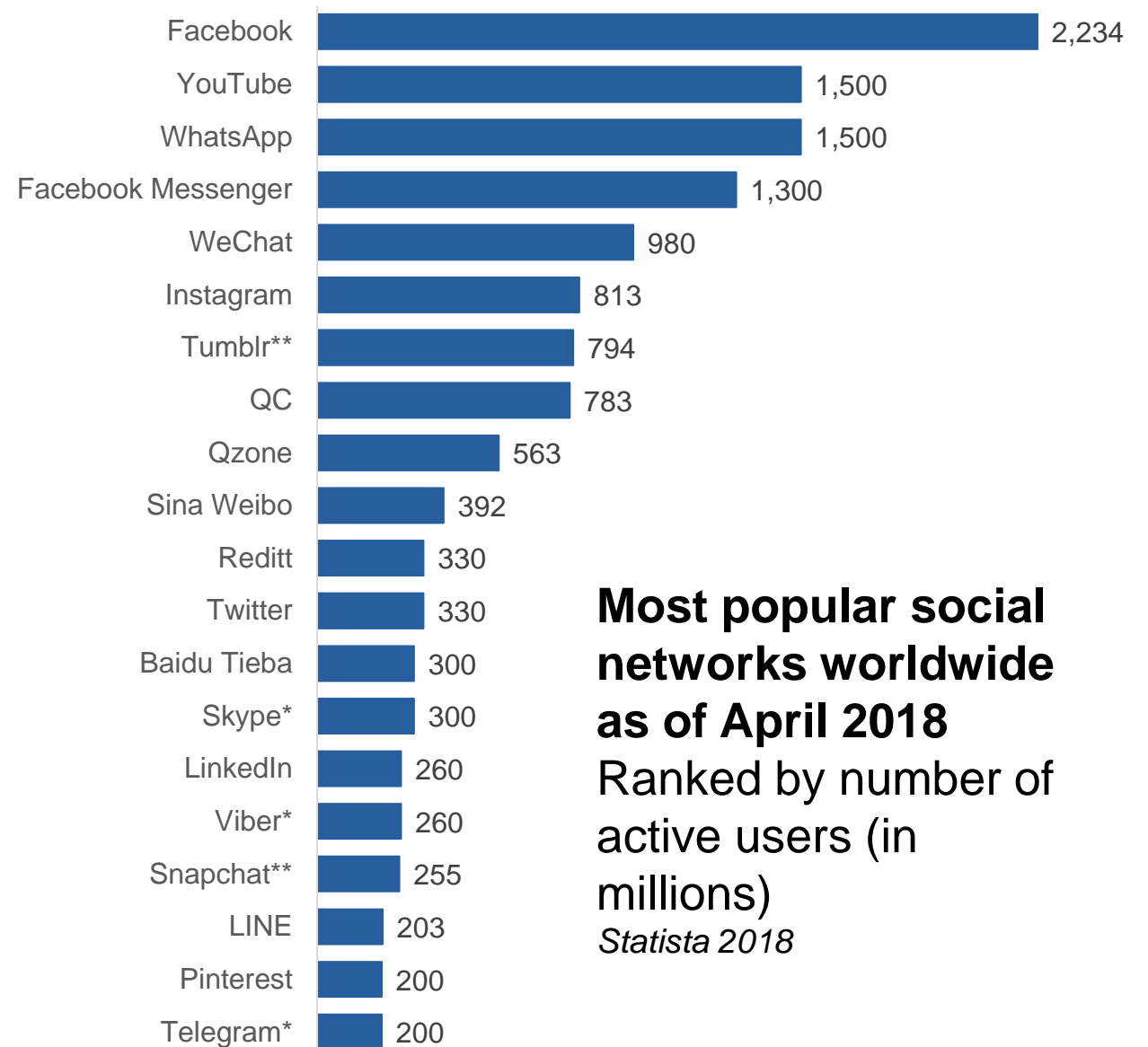
...

# WHAT is social media?



## Social Media Landscape 2017

Fred Cavazza 2017



## Most popular social networks worldwide as of April 2018

Ranked by number of active users (in millions)

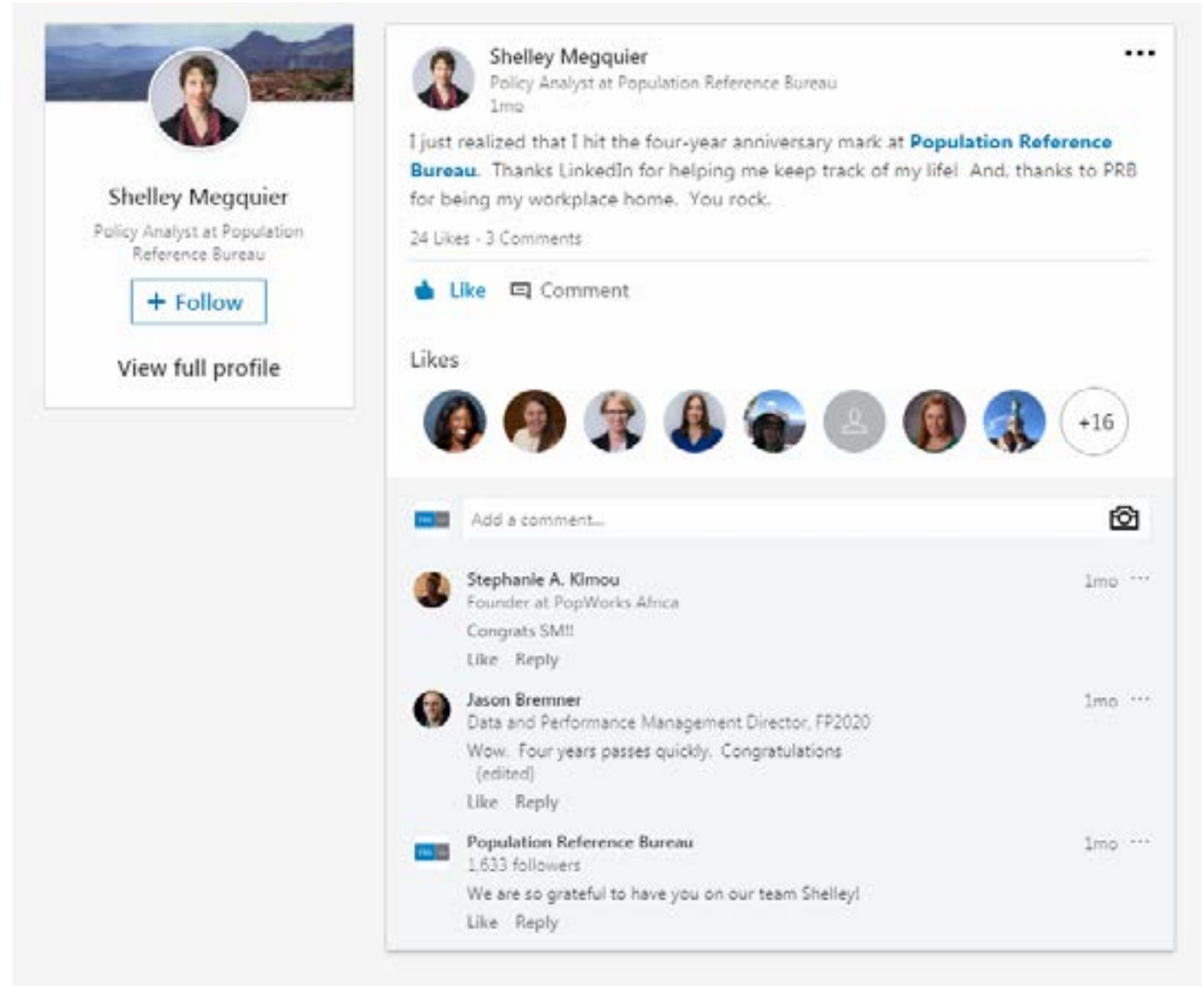
Statista 2018

# LinkedIn, Facebook, and Twitter USES FOR RESEARCH AND POLICY



## USE FOR

- Keeping your CV up-to-date
- Sharing research or projects
- Networking for job opportunities
- Learning about various organizations or groups
- Following the work of experts in your field





Facebook

## USE FOR

- Sharing news and research results
- Learning about various organizations or groups
- Advocating for issues related to your research
- Engaging with topics and work in a more informal manner



Population Reference Bureau

Published by Sprout Social [?] · April 16 at 9:30am · 🌐

A special supplement in the latest Journals of Gerontology from [University of Michigan Institute for Social Research \(ISR\)](#) and [The Gerontological Society of America](#) examines trends in dementia across the United States. The nine studies provide new evidence on declines in dementia prevalence, and reasons for those trends.

[https://academic.oup.com/psychsocgerontology/issue/.../suppl\\_1](https://academic.oup.com/psychsocgerontology/issue/.../suppl_1)

Our Today's Research on Aging publication and infographic provide additional information on dementia trends and the impact on caregivers.

<https://www.prb.org/todays-research-aging-dementia-trends/> and

<https://www.prb.org/infographic-dementia/>





# Social Science Research Group

Public Group

About

Discussion

Members

Events

Videos

Photos

Files

Search this group



Shortcuts

PRB Population Referen... 20+

5k

30k

## RESEARCH SCHOLAR ALERTS

Public Group

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Shortcuts

Conference  
WORKSHOP SYMPOSIUM Symposium  
seminar conference  
symposium Seminar  
workshop

+ Join Group

... More

Join this group to post and comment.

+ Join Group

... More

Join this group to post and comment.

## About This Group

### Description

This Group is intended for all Social Science University students who are looking to collect data for their University research project but who are short of funds could do with the help of friends, volunteers and fellow rese... See More

### Group Type

Study Group

## CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

## Suggested Groups

See All

Some of these names are often used interchangeably, but the next few slides will offer common definition used to identify differences between them.

Conference  
WORKSHOP SYMPOSIUM Symposium



# Twitter

## USE FOR

- Sharing your research findings and updates (and getting feedback)
- Keeping up-to-date on news in your field
- Interacting with the media and policymakers
- Alerting others to and participating in conferences, events, talks, seminars, etc.
- Collecting data for future funding (yes really!)
- Engaging with students and laypeople



**Joan Hermesen**  
@joan\_hermesen

Follow

@MarkSMather @DataGeekB My student wrote papers based on @PRBdata Losing Ground Report. Add to future report? mental health, sexual violence, political power, workplace authority indicators. What surprising indicators? incarceration & suicide rates. @MizzouSociology @MizzouAandS

10:49 PM - 4 May 2018

2 Retweets 1 Like



1 2 1



Tweet your reply



**Beth Jarosz** @DataGeekB · May 5

Replying to @joan\_hermesen @PRBdata and 3 others

Absolutely excellent suggestions. Some more challenging than others to add (consistent, historical data w age/sex detail can be challenging to find) but we'll note all for future investigation.

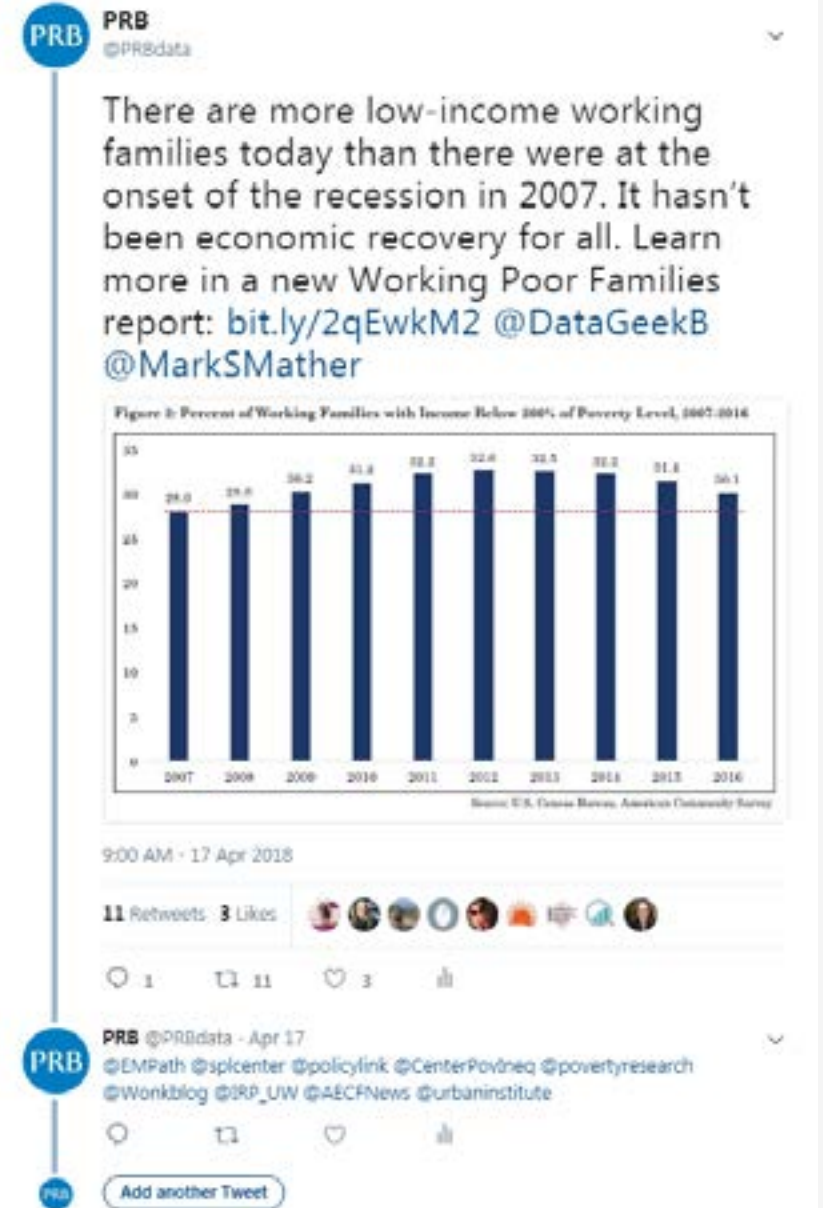
1 3



# So, HOW do you actually use a social media platform like Twitter?

## Examples of things you can tweet

- Details of new publications or resources you've produced
- News items that feature your research
- Links to blog posts you have written
- Thoughts on conferences you attend
- Questions to invite feedback
- Interesting news items you've found
- Interesting photos or visuals
- **Replies** to other people's tweets
- **Retweets** of other people's tweets





**Beth Jarosz**  
@DataGeek8 Follows you

number cruncher, trend analyzer,  
population prognosticator, sociology  
instructor, all-around demographer.  
@PRBdata researcher, runner.

**Beth Jarosz**  
@DataGeek8 Following

PSA for women in social science CITE YOUR OWN WORK in your references. Just do it.

**ASA Sociology** @ASAnews  
Wow! @mollymking et. al.'s findings show that between 1779 and 2011, men cited their own papers 56 percent more than did women. [twitter.com/SociusJournal/...](https://twitter.com/SociusJournal/)


8:12 PM · 13 Dec 2017

99 Retweets 207 Likes

**Beth Jarosz**  
@DataGeek8 Following

Our piece "Poverty & Inequality Pervasive in 2/5 of US Counties" cited by @Richard\_Florida & @CityLab [citylab.com/work/2017/01/a ...](http://citylab.com/work/2017/01/a...) @PRBdata

**Number of Counties With High Levels of Inequality and Poverty Has Increased Over Time**



**Poverty and Inequality 2010-2014**

- High-Inequality/High-Poverty
- Low-Inequality/High-Poverty
- High-Inequality/Low-Poverty
- Low-Inequality/Low-Poverty
- No Data

Notes: High poverty rate is a poverty rate greater than 10.7 percent; High inequality is a Gini index greater than 0.45.  
Source: PRB analysis of data from the U.S. Census Bureau, Decennial Census and American Community Survey, and Internal State Agency, Service Center for Geospatial Analysis and Computation.

1:31 PM · 3 Jan 2017

57 Retweets 41 Likes

**Beth Jarosz**  
@DataGeek8 Following

(Just a few) fabulous female demographers you should follow

@AudreyDorelien  
@dianaclavery  
@DrNyeshaBlack  
@KarinBrewster  
@katenesse  
@Mammondy  
@RebeccaSear  
@RLClarkPop  
@rkellyraley  
@smonnat  
@spattersearch  
@twitchysquirl  
@wang\_donghui

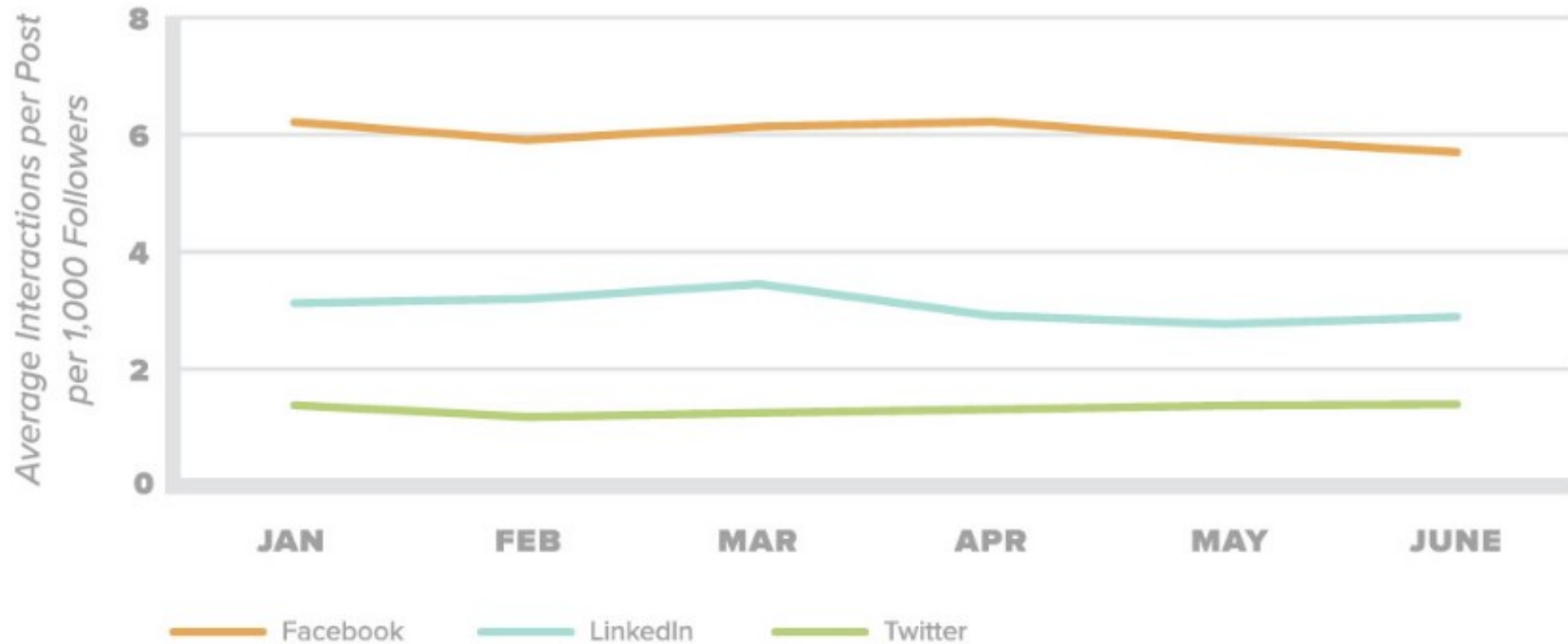
#InternationalWomensDay #DiaDeLaMujer

11:25 AM · 8 Mar 2018

28 Retweets 76 Likes

## Average Interactions per Post per 1,000 Followers

January 2016 - June 2016



TrackMaven

# Methods of Engagement

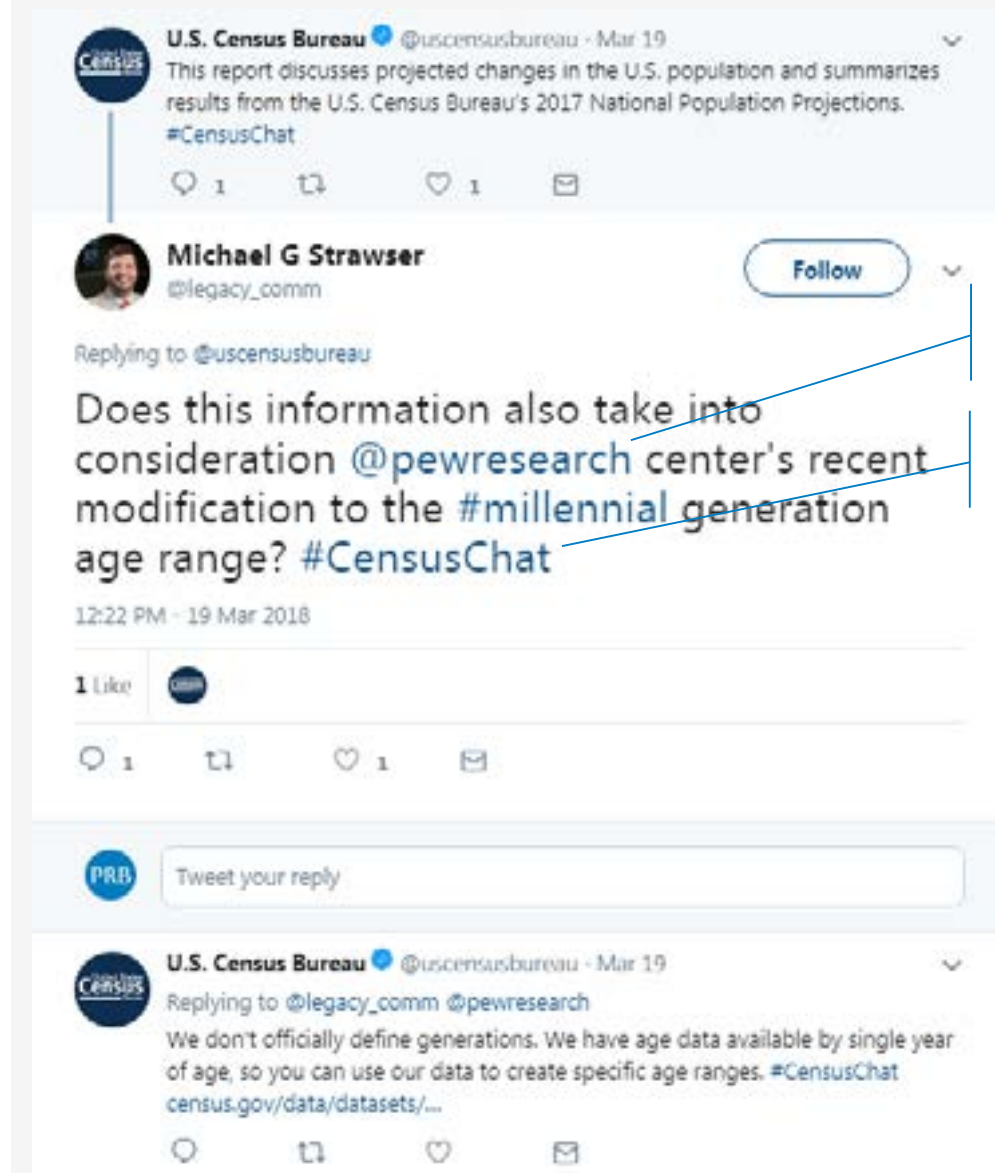
## TWITTER

# Examples

## Retweet



## Reply



Handle

Hashtag



# LEVEL UP: Live Tweeting

## Online and Offline Events

 **Southern Demog Assoc**  
@SDA\_Demography

Just a week left until attendees start arriving in Durham, NC for the #SDA2018NC annual meeting. Follow the conference hashtag for updates.

7:27 AM - 2 Oct 2018



 **PRB**  
@PRBdata

A5: Creating communication materials for use by policy advocates and training journalists to better report on health and nutritional issues are actions that empower communities to create #UHC change. #HealthForAll @CGDev @GlobalHealthOrg [bit.ly/2q8cLwy](https://bit.ly/2q8cLwy)

10:32 AM - 6 Apr 2018

5 Retweets 8 Likes



 **Mark Mather**  
@MarkSMather

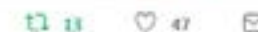
Following

Standing room only crowd at the @uscensusbureau session on race/ethnicity standards! #paa2018



PM - 26 Apr 2018

tweets 47 Likes



# LEVEL UP: Direct Messaging

## Connecting privately with other users

Hello! We are currently accepting applications from family planning advocacy organizations to develop custom communications advocacy packages for them. [prb.org/prb-is-accepti...](http://prb.org/prb-is-accepti...) Would you mind sharing the word to reach as many wonderful FP orgs as possible? Thank you, Sydney

FULLY FUNDED #OPPORTUNITY: Apply today to create a dynamic, #data-driven communications resource package for your #familyplanning advocacy org. Info. at: [bit.ly/2reWIN6](https://bit.ly/2reWIN6)  
@PRBdata

PRB

May 2 ✓



Sure, happy to!

May 2

Thank you!

PRB

May 2 ✓

# LEVEL UP: Influencers (The WHO of Twitter)

## Experts, Journalists, Policymakers, Funders, etc.

- Don't be afraid to DM them
- Stay vigilant! They might not directly tag you or your organization
- Add them to a twitter list
- **Always** thank them if they have shared your research





# LEVEL UP: Twitter Lists

## Keeping track of influencers and areas of interest

**FA9: US Census&ACS**  
A private list by PRB

Members  
**11**

Subscribers  
**0**

Edit

Delete

Tweets

List members

List subscribers

More lists by @PRBdata · View all

Social Media

US Programs

FA10: Youth

FA9: US Census&ACS

FA8: Day Change

**Tweets**

**Pew Research Fact Tank**  @FactTank · 3m

77% of the U.S. public says there should be limits on the amount of money individuals and organizations can spend on political campaigns.  
[pewrsr.ch/2KFsNXj](https://pewrsr.ch/2KFsNXj)

**Nearly two-thirds of Americans say new laws would be effective in reducing role of money in politics**

% who say ...

There should be limits on the amount of money individuals and groups can spend on campaigns	Individuals and groups should be able to spend as much as they want on campaigns
77	20
	3
	DK

New laws could be written that would be effective in reducing the role of money in politics

New laws would not be effective in reducing the role of money in politics

65	31
	4
	DK

Source: Survey of U.S. adults conducted March 7-14, 2018.

Pew Research Center 



**Recently added members** · View all

**Todd Gardner** @PopGeog  

Following

**NoFGM\_USA** @NoFGM\_US...  

Follow

**Census SDC Network** @ce...  

Following

**Pew Research Fact Tank**   

Following

© 2018 Twitter

About

Help Center

Terms

Privacy policy

Cookies

Ads info

Brand

Blog

Status

Apps

Jobs

Advertise

Marketing

Businesses

Developers

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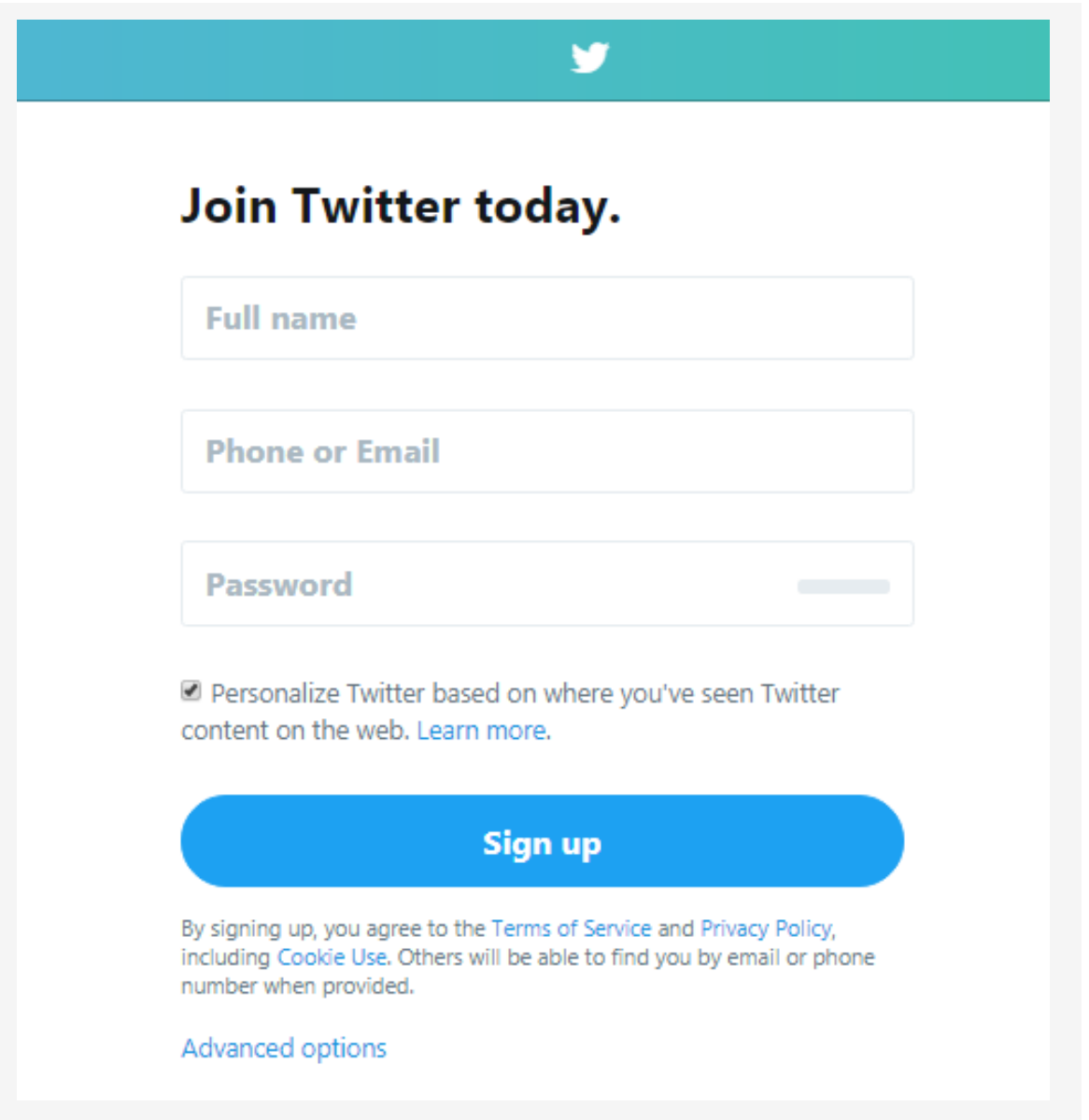
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# SOCIAL MEDIA BEST PRACTICES



# TEN Best Practices

1. Be yourself
2. Make social media a habit
3. Think before you post
4. Build a targeted profile
5. Have meaningful conversations
6. Visuals! Visuals! Visuals!
7. Share anecdotes
8. Write for anyone
9. Engage and respond
10. Look at the data (analytics)

A screenshot of the Twitter sign-up page. At the top is a teal header with the Twitter bird logo. Below it, the text "Join Twitter today." is displayed in bold. There are three input fields: "Full name", "Phone or Email", and "Password" (which has a toggle for visibility). Below the fields is a checkbox labeled "Personalize Twitter based on where you've seen Twitter content on the web." with a link "Learn more." A large blue "Sign up" button is positioned below the checkbox. At the bottom, there is a line of text stating that by signing up, the user agrees to the Terms of Service and Privacy Policy, including Cookie Use, and that others will be able to find them by email or phone number if provided. A link for "Advanced options" is also present.



**Join Twitter today.**

Full name

Phone or Email

Password

☒ Personalize Twitter based on where you've seen Twitter content on the web. [Learn more.](#)

**Sign up**

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

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# #THANKYOU

Beth Jarosz  
@DataGeekB

*Made possible with funding from the Eunice Kennedy Shriver  
National Institute of Child Health and Human Development (NICHD).*

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