

HOW TO
BUILD YOUR ONLINE PRESENCE
AS A **SCIENTIST**



ABRCMS 2022

ABRCMS SESSION 2022
11:15 A.M. - 12 P.M. ON FRIDAY, NOV. 11

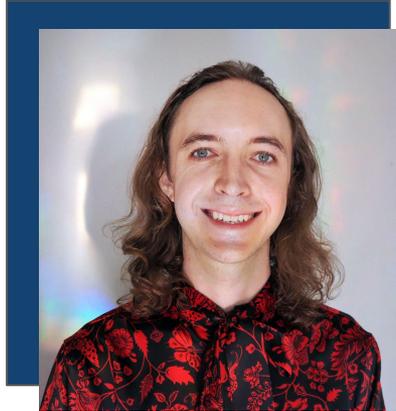


Your Facilitators



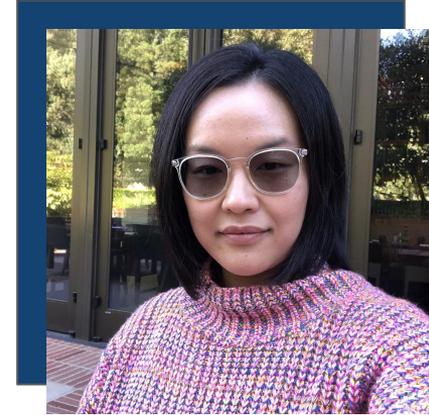
Christa Reynolds
(She/her)

*Communications Editor, NIH
Diversity Program Consortium,
Contractor at the NIH National
Institute of General Medical
Sciences (NIGMS/ NIH)*



Ben Andrews-Zapata
(They/them)

*Senior Marketing Analyst, NIH
Diversity Program Consortium,
Coordination & Evaluation Center,
UCLA*



Hansook Oh
(She/her)

*Co-Director of Communication &
Dissemination, NIH Diversity
Program Consortium,
Coordination & Evaluation Center
at UCLA*

Alumni Speakers (Virtual)



Angelica Alberto, DPT
(She/her)

CSUN BUILD PODER

*Doctor of Physical Therapy &
MPH from Northwestern
University in 2022*



Kamali Clora
(He/him)

ReBUILDetroit (Wayne State)

*Pursuing MPH in health care
management at Yale University*



Nashae Prout
(She/her)

MSU ASCEND

*Pursuing PhD in toxicology at
the University of Rochester*

"Share Your Knowledge and Be Authentic"

ANGELICA ALBERTO, DPT
CSUN BUILD PODER ALUMNA



@longevitygelly



DIVERSITY
PROGRAM
CONSORTIUM

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 (ex: a credit card on your desk, unpublished lab notes)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.**

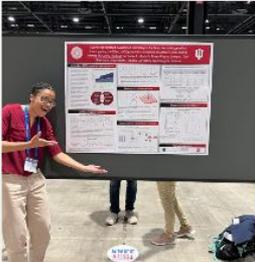
Follow/connect with your university, programs, alumni association, interesting thought leaders

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!



ACS
Chemistry for Life®
AMERICAN CHEMICAL SOCIETY

PROUD TO BE A CHEMIST

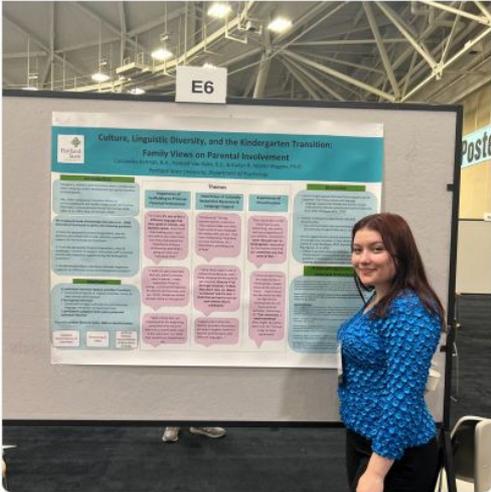
👍❤️ You and 85 others 2 comments · 3 shares

Karlynn 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 c ...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



E6

Culture, Linguistic Diversity, and the Kindergarten Transition:
Family Views on Parental Involvement

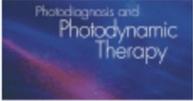
👍❤️ You and 8 others 3 comments

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

👍❤️ 14 3 comments · 2 reposts

Examples of engagement opportunities:



NIH @NIH · May 4

Join @nihdpc & @enhancecience 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!

The infographic is divided into three horizontal sections. The top section is yellow and contains a pencil icon, the text 'WRITE', and the instruction '#FaceOfScience ON A PIECE OF PAPER + TAKE A SELFIE'. The middle section is dark blue and contains a smartphone icon, the text 'POST', and the instruction 'YOUR #FaceOfScience SELFIE + WHAT YOU LOVE MOST ABOUT BEING A SCIENTIST'. The bottom section is light blue and contains a hashtag icon, the text 'TAG', and the instruction '@EnhanceScience + USE #FaceOfScience IN YOUR POST'. On the left side of the infographic, there is a photo of a man in a light blue shirt holding a white sign that says '#FaceOfScience' in orange marker. Above the photo, it says 'Show us your #FaceOfScience'. Below the photo, there is an 'ALT' tag and the text '@NIHdpc | @EnhanceScience'.

1 18 24

#FaceOfScience - May 2023



XULA_BUILD @XULA_BUILD

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

The screenshot shows three social media posts from XULA_BUILD. The top post is from Tyler, with a photo of three people and the text: 'Thank you, Dr. Gross, for being an outstanding mentor supporting me through my personal and academic endeavors over the last three years. You have helped me grow into a more confident, Black woman in science!'. The middle post is from Mitchell, with a photo of a man and the text: 'Thank you, Dr. Grant, for being a wonderful mentor to me for the past couple of years. Because of you, I have become a more confident, Black person in research and psychology. I appreciate your willingness to take me under your wing and teaching me skills necessary to be a successful, effective researcher. I am thankful for the support you've given me and the relationship we've built. I will always remember these moments.' The bottom post is partially visible and says 'Thank you, Dr. Cohen, for... in my final days as a res... You pushed me in more... and got me to the finish... I am forever grateful.' The posts are part of a 'NATIONAL MENTORING MONTH' campaign, with logos for 'PROJECT PATHWAYS' and 'HAPPY NATIONAL MENTORING MONTH' visible.

#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.

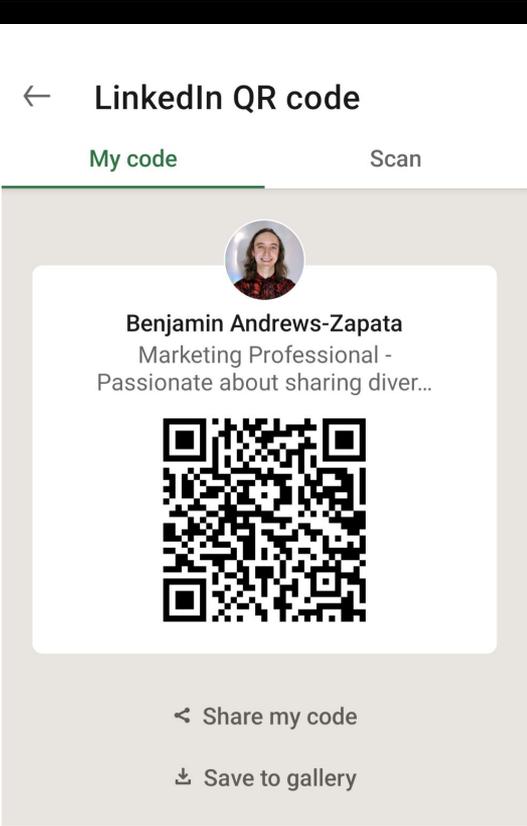
Hello Dr. _____,

My name is _____ and I'm a 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.



The screenshot shows the LinkedIn mobile app interface for sharing a QR code. At the top, there is a back arrow and the text "LinkedIn QR code". Below this, there are two tabs: "My code" (which is selected and underlined in green) and "Scan". The main content area features a circular profile picture of Benjamin Andrews-Zapata, followed by his name and job title: "Benjamin Andrews-Zapata, Marketing Professional - Passionate about sharing diver...". A large QR code is centered below the text. At the bottom of the interface, there are two options: "< Share my code" and "↕ Save to gallery".

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.