



National Organization of Research Development Professionals

Using Social Media to Further Research Development: On campus, in your professional career, and for NORDP

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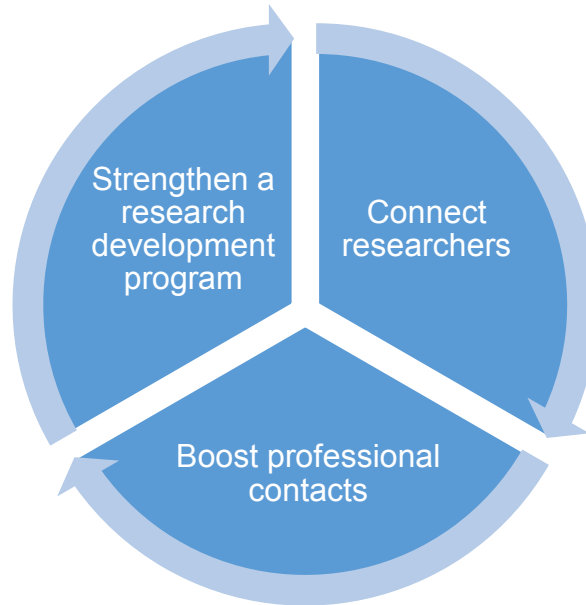
Social Media is...



Forms of electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).
(Merriam-Webster.com)



Social media uses in Research Development





Twitter Overview

- Twitter is public
 - Tweets can be viewed regardless of whether or not the viewer is logged into a Twitter account
- Twitter is noisy
- Many recent changes have made Twitter “simpler”
 - No RTs, no .@replies, # largely irrelevant
- [Twitter Analytics](#)
- Use photos, use mentions – source shared links, repeat content



Twitter at UNH

@UNHResearch

- Started as an Research Communications AND Research Development account
- Content mostly articles about UNH Research
- Goal to raise visibility for UNH Research on Twitter (and beyond!)



Research Development @UNH_ResDev · 26 May 2015
Research from @UofNH & @NHfishandgame: #Bobcat in the Backyard
colsa.unh.edu/aes/article/bo... @NH_AES @COLSA_UNH



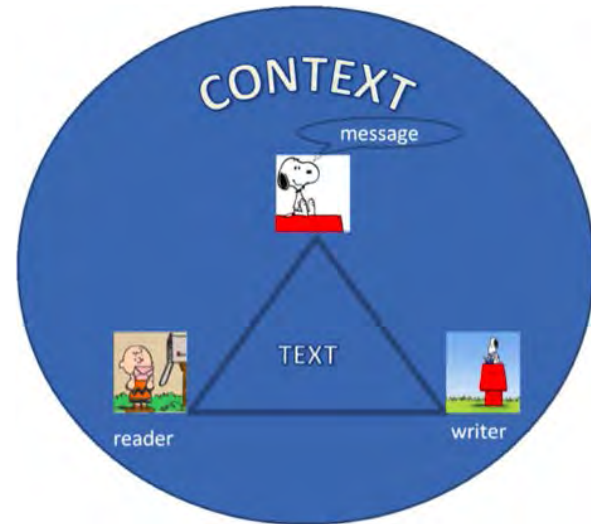
← 9 13 ||



Twitter at UNH

Audience Shift

- Think about rhetorical triangle
- Who is your audience?
- What is your message?
- What action do you want your audience to take?





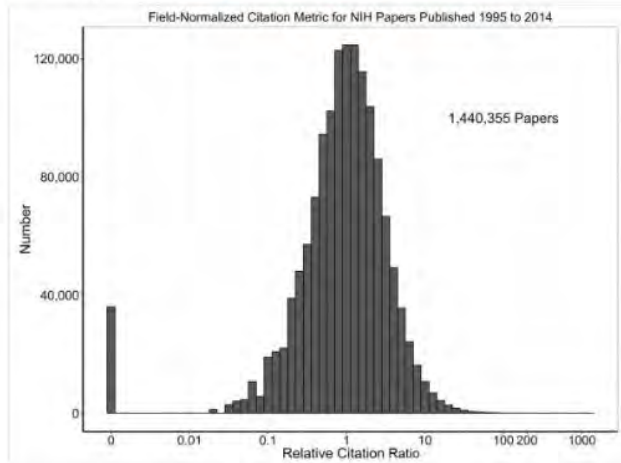
Twitter at UNH

- @UNH_ResDev
 - Solely focused on Research Development
 - Content: RD workshops, LSPs, RD Newsletter, Agency Announcements/updates
 - Goal to keep PIs on campus informed and interact in the growing RD Twitter community



Research Development @UNH_ResDev · 4 Oct 2016

ICYMI: Measuring Impact of @NIH-supported Publications with a New Metric:
the Relative Citation Ratio: nexus.od.nih.gov/all/2016/09/08...





@UCSF_RDO



UCSF RDO

@UCSF_RDO

The mission of the Research Development Office is to promote, support, strengthen, and grow the research enterprise at UCSF.

San Francisco, CA

rdo.ucsf.edu

Joined December 2013

22 Photos and videos



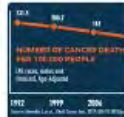
TWEETS 4,028 FOLLOWING 231 FOLLOWERS 309 LIKES 15 MOMENTS 1

Edit profile

Tweets Tweets & replies Media



UCSF RDO @UCSF_RDO · 12m
Making Greater Progress Against Cancer a Reality



Making Greater Progress Against Cancer a Reality
An NCI Currents blog post from Acting NCI Director Dr. Doug Lowy on the recent Annual Rep...
cancer.gov

You Retweeted

National Cancer Inst @theNCI · Apr 22
What is informed consent? During this process, you learn details about a clinical trial before deciding to take part cancer.gov/about-cancer/t...



Your Tweet activity

Your Tweets earned 1,040 impressions over the last week



View your top Tweets

Who to follow · Refresh · View all

CDC Cancer @CDC_Ca...
Follow

AACR @AACR
Follow

NCI Cancer Control @N...
Follow

Find friends



@UCSF_RDO

Promote institutional or research development office activities or announcements

- Contributing to self and partners' marketing and communication strategies
- Gives visibility to RDO involvement in valuable activities

**@UCSF_RDO**

Tips:

- Best to use (hash)tags to have others pick it up (e.g., #UCSF, #communityengagement, #precisionmedicine, etc.)
- Say something interesting wherever possible – a direct quote, valuable insight, link to related communication



UCSF RDO

@UCSF_RDO

#UCSF Going Public Symposium:
@ProfGlantz : "Science should drive
advocacy not the other way around."

RETWEETS

5

LIKES

6



4:08 PM - 3 Mar 2017



5



6





UCSF RDO @UCSF_RDO · Mar 24

#UCSF #UCSF_RDO sponsor Going Public: Risks and Responsibilities of Sharing Your Impactful Science youtu.be/b9hIDpYCFGI via @YouTube



Going Public: Risks and Responsibilities of Sharin..

Going Public: Risks and Responsibilities of Sharing Your Impactful Science UCSF Co-Hosts: • Environmental Health Initiative • Office of Sustainability • Rese...

youtube.com





UCSF RDO @UCSF_RDO · Mar 28

David Julius Honored with 2017 Gairdner Award for Groundbreaking Pain Research



David Julius Honored with 2017 Gairdner Award fo...

David Julius, professor and chair of the Department of Physiology at UCSF, was named on March 28 to receive the 2017 Canada Gairdner International Award, one ...
ucsf.edu





UCSF RDO

@UCSF_RDO

Barry Selick, former Threshold CEO, joins
#UCSF as newly established Vice
Chancellor–Business Development,
Innovation and Partnerships

LIKE

1

12:27 PM - 20 Apr 2017





UCSF RDO @UCSF_RDO · Apr 12

#UCSF Congrats! Dean Sheppard, Charles Craik Elected to American Academy of Arts and Sciences - goo.gl/alerts/jyADW #GoogleAlerts



Dean Sheppard, Charles Craik Elected to American...

UCSF biochemist Charles Craik and pulmonologist Dean Sheppard have been elected to the American Academy of Arts and Sciences.

ucsf.edu





NORDP

@NORDP_official

Following



Full conference program now posted for
#NORDP2017! nordp.org/conference-pro...
See you in Denver May 8-10!

RETWEETS

3

LIKE

1



6:51 AM - 28 Feb 2017



3



1



You Retweeted



NORDP @NORDP_official · Mar 10

NORDP2017 Conference Cameo: Eric Wayne Dickey, Research Program Administrator [@oregonstate_cla](#) [@OregonState](#)



2017 Conference Cameo: Eric Wayne Dickey

#NORDP2017 starts Monday, May 8 in Denver, CO. Keep checking back here at the blog and on our Twitter feed (@NORDP_official) for live conference updates.... nordpnews.org



2



1



@UCSF_RDO

Communicate funding agency information and articles related to RA or RD.

- Faculty look to our office for research enterprise-related information: funding agencies, faculty development, methods and strategies
- Conveys a sense of competence, that we're "in the know"




@UCSF_RDO

Tips:

- Use the tweets from the agency
- Tweet companion interpretive communications
 - Ensure that they are not too political in nature
- Tweet from reliable sources (established journals and publications, e.g. NYT, W P, AP, Chronical, Science News, W S J, JAMA, etc., and people, e.g., NIH Director, Presidents of national orgs, etc.); DON'T retweet from sites or people you don't know



 **NCICancerTrials** @NCICancerTrials - Apr 20
Common [#typesofcancer](#) are diagnosed with the greatest frequency in the United States: cancer.gov/types/common-c...



  10  8



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@UCSF_RDO

Trump Proposal to Cut Indirect Research Payments Would Hit State Universities Hardest [shar.es/1QvKbx](https://www.chronicle.com/article/Trump-Proposal-to-Cut-Indirect-Research-Payments-Would-Hit-State-Universities-Hardest/250000) via @chronicle



Trump Proposal to Cut Indirect Research Payments Would Hit State Universities...

The reimbursements reflect the legitimate expenses of academic science, and would still need to be covered, experts say.

chronicle.com

RETWEET

1

LIKE

1



11:53 AM - 31 Mar 2017





UCSF RDO @UCSF_RDO · Mar 28

Trump signs order sweeping away Obama-era climate policies

a.msn.com/01/en-us/BByYv...





You Retweeted



Science News @ScienceNews · Mar 25

Once people know how little the U.S. spends on science, they support more federal funding for it:



Most Americans like science — and are willing to pay for it

Americans drastically overestimate how much the government spends on science. But when correctly informed, they want the government to sp...
sciencenews.org



18



1.3K



2.4K



UCSF RDO @UCSF_RDO · Mar 24

Proposed NIH budget cuts could have disastrous impact on progress in cancer research



Proposed NIH budget cuts could have disastrous ...

OPINION | Disrupting NIH means more than the potential loss of research, it means unnecessary distraction for the legions of individuals running thou...

thehill.com





UCSF RDO @UCSF_RDO · Mar 29

#NIH Names Semifinalists in \$20M Antibiotic Resistance Dx Competition



NIH Names Semifinalists in \$20M Antibiotic Resist...

The semifinalists will receive \$50,000 each to develop prototypes of their concepts for submission in the second phase of the challenge.

genomeweb.com





UCSF RDO @UCSF_RDO · 1h

Dr. Rita Valentino to lead NIDA's neuroscience and behavior branch via
[@NIDAnews](#)



Dr. Rita Valentino to lead NIDA's neuroscience and...

Dr. Rita Valentino

[drugabuse.gov](#)





UCSF RDO @UCSF_RDO - Feb 15

MacArthur Foundation Picks Eight Projects That Could Change the World



MacArthur Foundation Picks Eight Projects That Could Change the W...

The organization is going to award \$100 million for one group to solve any global problem it chooses. It has just released its list of semifinalists.

nytimes.com





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Indirectly communicate RDO's "credentials"

- A means to convey that we are thoughtful, informed, appreciate science / research / scholarship, generally
- Reinforces (in perception and reality) our area expertise
- Conveys a sense of understanding of being in the researchers' shoes; this helps with the perceived battle of Admin vs. Faculty

**@UCSF_RDO**

Tips:

- Place a Twitter feed directly on your office website – visible
- Have a few themes: science, gender equity, space...
- Have fun!
- Again, stay away from politics ...directly anyway
- Tweet from reliable sources – publications, news agencies, websites, people; add comments whenever you can



Research Development Office

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[RDO Programs](#)
[Funding Opportunities](#)
[RDO Newsletters](#)
[Research Resources](#)
[RDO Partners](#)
[RDO Contacts](#)

Team Science for Research Innovation Program Speed-Networking Event

About the RDO

The Research Development Office (RDO) serves at the nexus of research and research administration to promote, support, strengthen, and grow the research enterprise at UCSF. Working with faculty, administration staff, and leadership partners, the RDO seeks to attract extramural research funding, increase institutional competitiveness, create research relationships, and foster innovation.

The RDO is home to the [Resource Allocation Program \(RAP\)](#) which manages the dissemination, submission, review and award of various intramural funding opportunities, and the [Limited Submission Program \(LSP\)](#) which manages the dissemination, solicitation and selection of proposals for limited submission funding opportunities. Additionally, the RDO fosters and facilitates scientific collaborations between internal and external research teams through its [Team Science for Research Innovation Program \(TSRIP\)](#) and supports proposal development for large, multi-investigator project grants in its [Large Grant Development Program \(LGDP\)](#). As a service- and solutions-oriented team, the RDO operates with integrity, professionalism, and respect for those with whom we work within and outside of UCSF.

What is "Research Development"?

Universities, colleges, research centers, and institutes are central players in the networks of coordinated activity that result in the creation and mobilization of knowledge. As these activities have reached ever higher levels of complexity, research development has taken on an increasingly important role in the strategic deployment and coordination of university and other networked resources in the service of knowledge creation and mobilization. The Research Development (RD) professional works to ensure that when institutional resources are deployed to seek external funding or partnerships for knowledge creation or mobilization, that these activities are as strategic and efficient as possible so as to maximize the likelihood that the best ideas with the best chances for ultimate success are recognized and supported with the finite support available.

(Adapted from content on the website for the National Organization of Research Development Professionals (NORDP))

Quick Links

- [Subscribe to our Limited Submissions library](#)
- [Subscribe to our Funding Opportunities library](#)
- [Funding Opportunity Search - Pilot](#)
- [Other Highlighted Funding Opportunities](#)
- [Webb Institute for Neurosciences Program in Neurosciences Innovation](#)
- [Marston Program in Precision Medicine Innovation](#)
- [Team Science for Research Innovation Program \(TSRIP\)](#)
- [Large Grant Development Program \(LGDP\)](#)

RDO Highlights

- [Marston Program in Precision Medicine Innovation 2017 to Review](#)
- [Marston Annual Symposium April 13, 2017](#)
- [NIH Sister Site Challenge Efforts January 6, 2017](#)
- [April 2017 Newsletter](#)

RDO Twitter

Tweets by @UCSF_RDO

- UCSF RDO (@UCSF_RDO) These are so interesting...
- UCSF RDO (@UCSF_RDO) Proving Utility, Demonstrating Value: How to Align Moving Parts in Personalized Medicine [goi.grants/UCOva_RDOgrants](#)
- UCSF RDO (@UCSF_RDO) Proving Utility, Demonstrating Value: Of the many business, operational [rota2um/ucsf.com](#)



@UCSF_RDO



HuffPost Science @HuffPostScience · Mar 25

Great Scott! Flying taxis could soon be coming to a sky near you
huff.to/2ogO1OX





You Retweeted

SA

Scientific American @sciam · Mar 10

Why are scientists so averse to public engagement? bit.ly/2mXHWdN (By @_APloy)





Forbes @forbes

Organizing your week in advance is great for productivity. Here's how you can do it: on.forbes.com/60108dHzG





UCSF RDO @UCSF_RDO · Apr 15

The 8 books librarians can't stop talking about right now | PBS NewsHour



The 8 books librarians can't stop talking about right now

For National Library Week, we asked the New York Public Library -- the largest library in the country and one of the most beloved -- what we should...

pbs.org



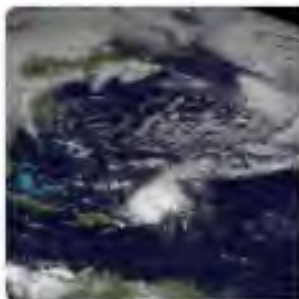


You Retweeted



Science Friday @scifri · Mar 11

Did you know the sky has a microbiome too?



The Microbiome of the Clouds - Science Friday

Certain types of bacteria in the atmosphere can play a role in rain and snow.

sciencefriday.com



2



56



71



UCSF RDO @UCSF_RDO · Mar 3

The World's Most Innovative Research Institutions – 2017 reut.rs/2mDc1vV via @Reuters



The World's Most Innovative Research Institutions –...

By David Ewalt

reuters.com





You Retweeted



New Scientist @newscientist · Mar 24

Maths explains how pedestrians avoid bumping into one another bit.ly/2oeY1Z8



5



90



136



UCSF RDO @UCSF_RDO - Apr 1

The Real Threat to National Security: Deadly Disease



Opinion | The Real Threat to National Security: Deadly Disease

We need to be budgeting to defend against the next pandemic.

[nytimes.com](https://www.nytimes.com)



UCSF RDO @UCSF_RDO · Apr 12

Shoe-string theory: Science shows why shoelaces come untied
news.berkeley.edu/2017/04/11/sho... via @ucberkeley



Shoe-string theory: Science shows why shoelaces come untied
Berkeley scientists have begun to unravel a knotty mystery
news.berkeley.edu





UCSF RDO @UCSF_RDO · Apr 13

#genderinequity #UC When good deeds go unpublished

universityofcalifornia.edu/news/when-good... via @UC_Newsroom



When good deeds go unpublished

Study finds women faculty take on more internal service work than male colleagues, impacting their ability to get ahead.

universityofcalifornia.edu



You Retweeted



Atul Butte @atulbutte · Apr 13

Robots starting to deliver food in San Francisco! buff.ly/2nldPld (via @Reddit)



A new fleet of robots is delivering food in San Francisco

Robots could soon deliver your food.

mashable.com



1



3



4

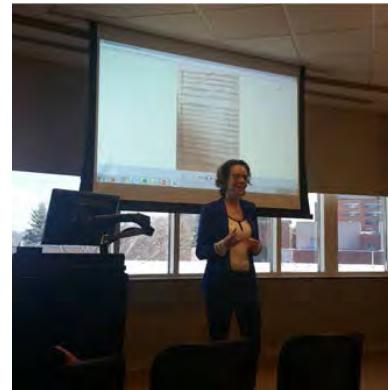


Instagram

“A fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever....[allows] you to experience moments in your friends’ lives through pictures as they happen....imagine a world more connected through photos.”
(<https://www.instagram.com/about/faq/>)



Instagram at Appalachian





16,536 Tweets

TWEETS
16.5K

FOLLOWING
316

FOLLOWERS
6,581

LIKES
17K

Vinay Prasad

@VinayPrasad82

#researchparasite interested in policy, heme-onc, EBM & medical reversal; Specialize in lymphoma; Author of: amazon.com/Ending-Medical... Funded by @LJA_Foundation

Portland, OR

vinayakprasad.com

Joined February 2013

1,431 Photos and videos



Tweets

Tweets & replies

Media



Pinned Tweet



Vinay Prasad @VinayPrasad82 · 6 Oct 2016

A wise person said you could summarize 90% of my Twitter debates in one slide. They are right! Here goes:

My position in 90% of Twitter debates

- Cancer screening has never been shown to "save lives" aka improve OM, has major harms, including false positives and overdiagnosis, and we must judge it by RCT evidence.
 - See our paper in the British Medical Journal to learn why
- Cost of drugs is out of control, not governed by traditional market forces, bad for patients and society, and reforms needed.
 - See papers in JAMA Oncology to learn why
- The US FDA has weakened standards for approval based on surrogates (which, by itself, would not be the end of the world), but coupled it will ABSENT post marketing enforcement= bad for patients
 - See papers in JAMA IM, Mayo Clinic Proceedings
- Research funding is largely non-evidence based, and showers disproportionate funding on the same, failing ideas and same people.
 - See papers by Ioannidis in Nature, Science
- Precision oncology and other 'personalized therapies' sound great, but lack robust support in randomized trials. The one we do have is negative.
 - See my paper in Nature
- New drugs are often heralded as miracles, but the reality is there are typically a

Have an account?

Phone, email or username

Password

☒ Remember me · [Forgot password?](#)

Log in

New to Twitter?

Sign up

Sign up

You may also like · Refresh



Bishal Gyawali
@oncology_bg



Adam Cifu
@adamcifu



Vincent Rajkumar
@VincentRK



Mike Thompson, MD PhD
@mtmdphd



Richard Lehman
@RichardLehman1



Strategy:

Working session for faculty & trainees

- Static (e.g. LinkedIn)
- Active (e.g. Twitter)
- Bringing it all together/metrics
- Making it pretty: head shots, coaching, follow - up



Workshop: Promoting Your Work to Build Your Network

Why? Help faculty and trainees...

- Develop personal outreach plan
- Reduce decision burden, identifying what you don't have to do
- Provide ideas to make scientists and their contributions more visible, accessible, and reusable

How?

Step 1: Passive strategy: online professional hub (curated place that best describes who you are and your contribution).

Step 2: Active strategy: Twitter and blogging

Step 3: Metrics and measurement: Kudos, DOI, and more. And why!



@NORDP_official

Source for informal communication for all NORDP news

- Blog posts
- Conference updates
- NORDP webinars
- Tweet @NORDP_official
- Follow @NORDP_official
 - You don't have to be "on" Twitter to use it



- Find colleagues
- Use as a resume
- Find and apply to jobs
- Find and connect with new professionals
- Participate in relevant groups
 - NORDP
 - Your university
 - Funding agencies (NIH, NEH, NEA, NSF, HHS, USDA, VA, etc.)
- Blog about what you know

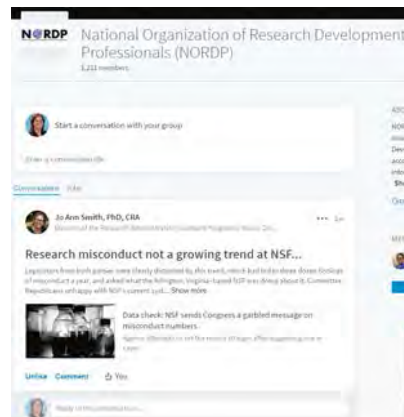


LinkedIn and **NORDP**
National Organization of
Research Development Professionals

“NSF announces release
of a new quarterly
publication”

“Trump’s NIH budget
may include reducing
overhead payments to
Universities”

“AAAS hosts Science
Policy Live Chats
every Wednesday at
1:00 PM EST”



<https://www.linkedin.com/groups/2927983>



Questions?



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Karen Fletcher, MBA, Appalachian State University,
fletcherkl@appstate.edu



Gretchen L. Kiser, PhD, University of California San Francisco,
Gretchen.Kiser@ucsf.edu



Michael Thompson, MFA, University of New Hampshire,
Michael.Thompson@unh.edu