

Strategic Communication of Exposure Science and Environmental Epidemiology

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Background & Objective

- Scientists can expand the reach of their work using a range of modern tools.
- Effective communication of scientific findings may help translate research findings into informed public decisions.
- Here we share guidance for engaging with traditional media and social media, while managing an online presence with a professional lens.

TRADITIONAL MEDIA

Benefits of talking to reporters

- The media is an important link to the public
- Potentially improves quality of reporting
- Provides context
- Generates public interest and support for research
- Science needs good representatives!



The biggest challenges

- Focus on results, not methods
- Explain why they matter
- Use plain language

Interview tips: Develop your message

- Distill to three key points
- What are the main findings?
- Why should the public care?
- Practice saying OUT LOUD
- Avoid jargon, or be prepared to explain it
- “What’s really important about this study is…”



SOCIAL MEDIA

Why to use it

- **Encourage** participation, conversation, and community
 - Share key messages, increase awareness, influence decision making, and promote change.
- **Reach** people when, where, and how it is convenient
 - Improves availability of content and may influence trust and satisfaction in messages



How to use it

- Share journal articles
- Share updates from conferences and workshops
- Follow conferences you can’t attend
- Follow leaders in the field
- Develop your network
- Research! (from recruitment to results communication)
- Engage with peers and the public, near and far!



Strategies for Success

- **Choose the right platform.** Consider your personal goals (e.g., communicating to the masses, disseminating research, professional connections), and choose one or two platforms that are the best fit.
- **Make yourself known.** Set up profiles that introduce your background, research interests, publications, and expertise in an approachable way.
- **Build your network.** Identify people with common interests and follow them or invite them to connect. Then actively communicate!
- **Make a plan and set limits.** It’s easy to find yourself wasting time. Set regular times to check networks and to connect online. Consider a social media management tool (e.g., Hootsuite, Buffer, TweetDeck)
- **Consider your tone.** The nature of online conversations varies between networks or groups.
- **Bring your network to life.** Look for opportunities to meet contacts in person at conferences or talks.

Twitter



- Share thoughts, news, ideas, jokes in ≤ 280 characters
- 335 million monthly users



Tweet Tips

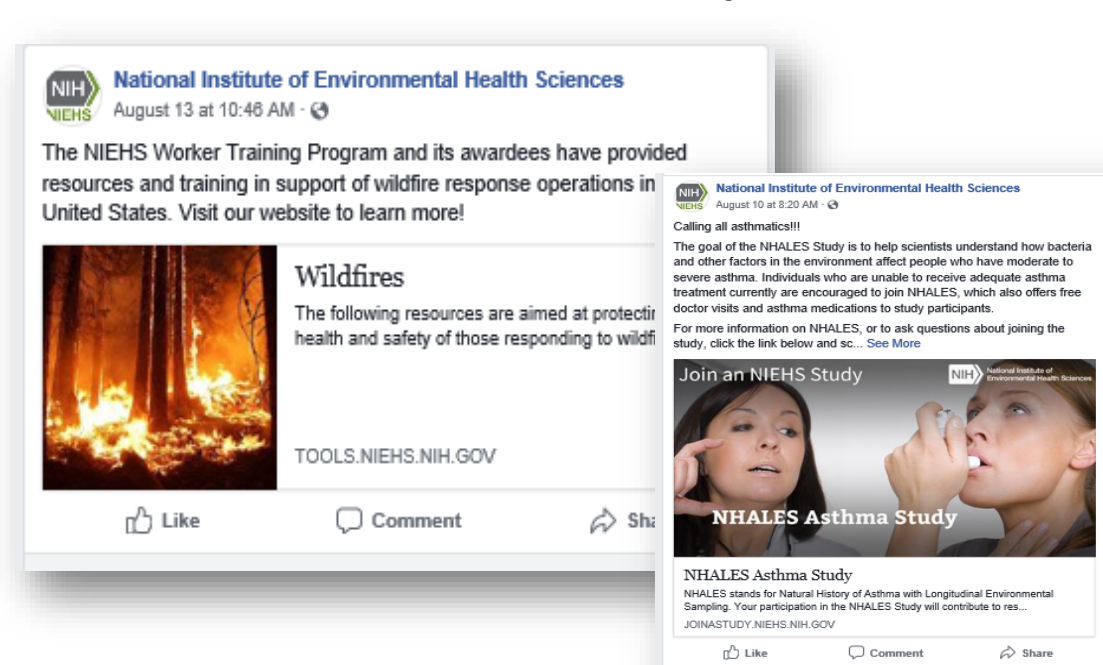
- Keep tweets to ~250 characters so retweeters can add text!
- Avd. 2 mny abrvs.
- Shorten links by using a service like bit.ly
- Use pictures!
- Avoid tweeting sprees (unless live tweeting a conference or event).
- Join conversations, don’t just push out information.
- See what hashtags are trending and add your insight.
- Use an event’s hashtag to connect with other attendees.

#ISESISEE2018

Facebook



- Typically friends, family, or groups (but if many of your friends are scientists...)
- 2.2 billion monthly users



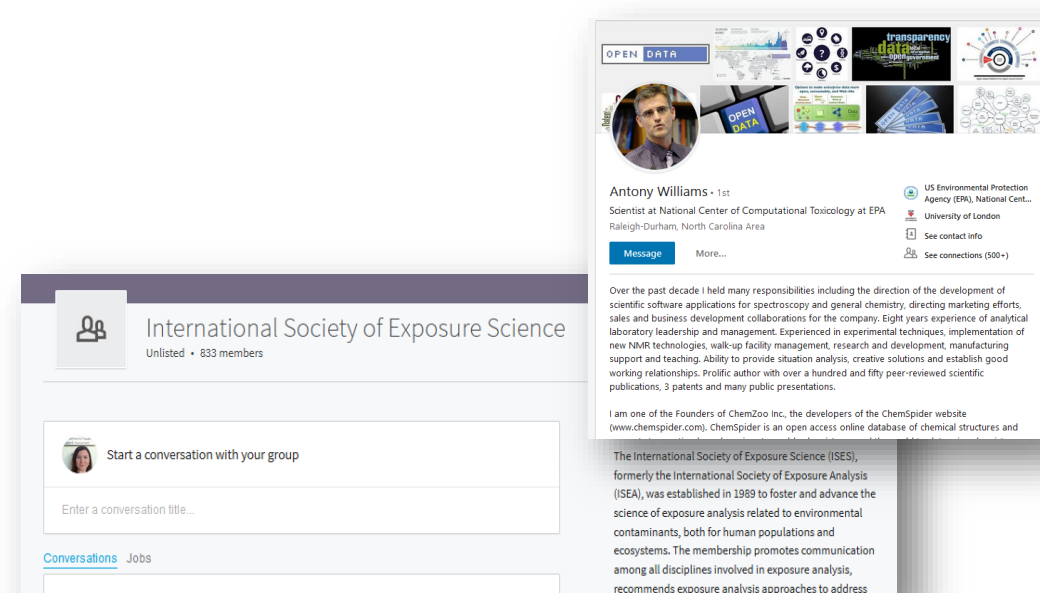
Facebook Tips

- Tag people in posts or pages.
 - Use @ symbol, then type name suggestions might auto-populate
 - Do same when commenting
- # Hashtags
 - Turns topics and phrases into clickable links in your posts
- Use search bar to find posts about topics of interest.
 - #exposurescience #exposome
- Posts can be scheduled, can view/edit post once it is scheduled.

LinkedIn



- Online resume: manage your professional identity and network
- 250 million+ members active monthly



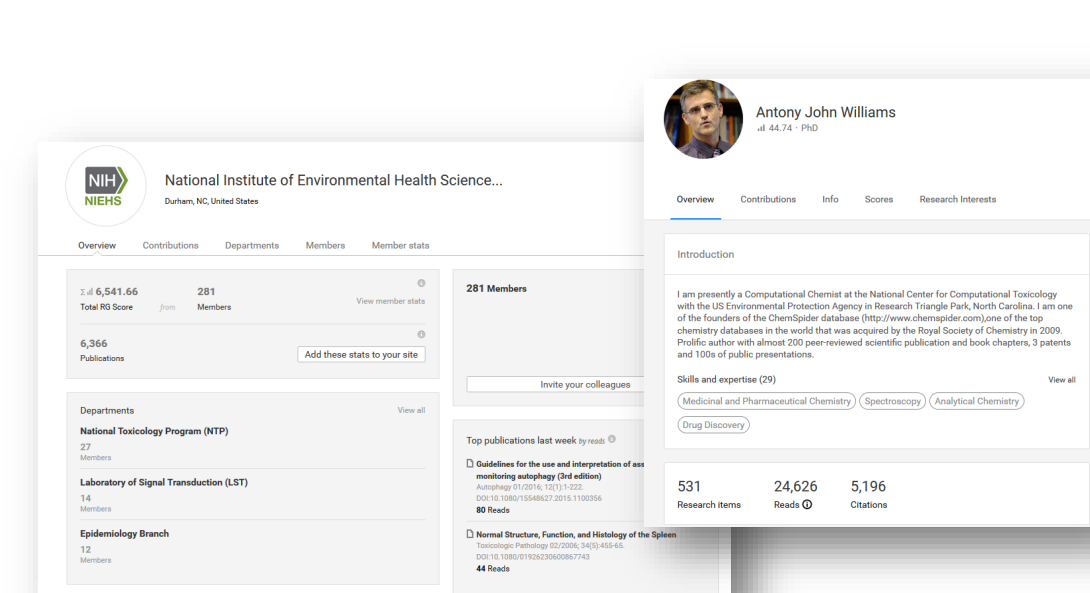
LinkedIn Tips

- Select a “professional” color photo of you looking at the camera.
- Connect to past and current contacts.
- Reach out to contacts from time to time, endorse their skills.
- Participate in groups.
- Share presentations and publications.
- Communicate your successes to your network.
- Invite meetups at conferences and invite people to your presentations.

ResearchGate



- Share publications & projects, manage your scientific network, gain insight into who engages with your research
- 15 million+ researchers



ResearchGate Tips

- Share papers, but also presentations, patents, technical reports, posters, datasets, code, etc.
- Maintain project portfolios for the community.
- Ask and answer questions within the community.
- Develop a ResearchGate Score as a metric.

ORCID, Google Scholar, Publons

ORCID

- Unique researcher ID supporting automated linkages between you and your professional activities
- 5 million+ ORCID IDs issued

Google Scholar

- Public profile of your publications & citation metrics, automatically updated

Publons

- Public record of peer reviews, recognition for professional contributions to peer-reviewed science
- 200,000+ users and growing