

# DTC PRESENTS: HOW TO VISUALLY COMMUNICATE YOUR RESEARCH

## Social Media Science SciComm

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# WHY USE SOCIAL MEDIA AS A SCIENTIST?

## Why do you use social media?

- Networking
- Stay informed about research & news in your field
- Share your work
- Sell your services

## At Designs that Cell, we use social media to:

- Grow brand awareness
- Connect with the SciComm community
- Showcase our services
- Share our events
- Recruit for jobs



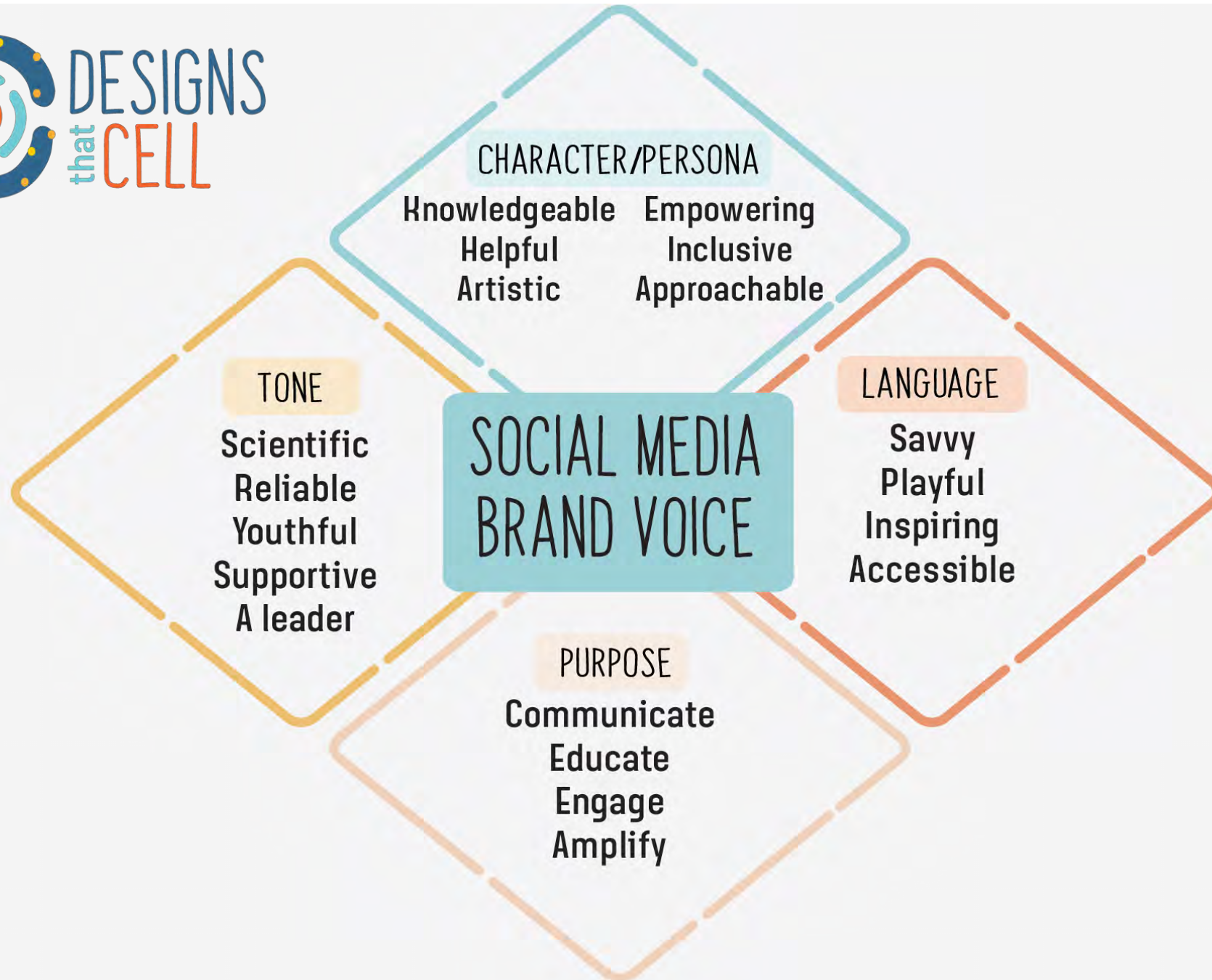
# WHAT IS A SOCIAL MEDIA STRATEGY?

**A social media strategy is a summary of everything you plan to do and hope to achieve on social media. It guides your actions and lets you know whether you're succeeding or failing.**

*(Hootsuite Definition)*

- **Going to look different for each unique goal and perspective!**
- **Should loop back to your overall call to action. What do you want others to DO after seeing your social posts?**
  
- **Let me take you through ours... to build yours!**





# VALUE-BASED SOCIAL MEDIA CONTENT

## SUPPORT

### *Support/amplify other individuals and organizations:*

- #FollowFriday, #ScholarSunday
- Answer client/community questions

### *Company values:*

- BIPOC scientists campaign

### *Who we are:*

- Day in the Life & Behind-the-scenes videos and images
- Share team's personal channels

## EDUCATE

### *Show our team expertise:*

- Illustration videos
- Promotional service graphics
- Tips that Cell

### *Share resources:*

- Websites, blogs, resources
- Hosting events and workshops

## EXCITE

### *Become thought leaders:*

- Blog posts

### *Community Building:*

- Relatable experiences, comments, and resources
- Why work with a scientific illustrator graphics





# CUSTOMIZE TO THE PLATFORM: TWITTER



## Text-based posts

Re-tweets, Multi-level replies, Threads, Polls

1. Pick the right username
2. Find the right people to follow
  1. Build an inspirational feed
  2. Introduce yourself!
3. Show yourself!
  1. What are your passions? Interests?
  2. Add in professional credentials
  3. Change up your display name
4. Be multidimensional and memorable
  1. What's your brand?
  2. Be authentic

A screenshot of a Twitter thread on a dark background. The top tweet is from 'Designs that Cell' (@designsthatcell) dated Mar 18, with text: 'Thanks to everyone who attended our talk today, we had a blast and hope you came away with some actionable #SciComm strategies.' and 'Thanks again to @JuliaKontak & @maritimespor for hosting us!'. The bottom tweet is from 'MSSU' (@maritimespor) dated Mar 18, with text: 'It's almost time for our third #KeepingUpWithKT session! If you're joining us at 12pm AT, let us know by using #KeepingUpWithKT in your tweets. See you soon!'. Below the tweets is a promotional graphic for 'Keeping up with Knowledge Translation' with details for Session 3: The Science and Practice of Communication on March 18, 2021, from 12-1:30 pm. The graphic includes a teal and orange color scheme and the hashtag #KeepingUpWithKT.

**Designs that Cell** @designsthatcell · Mar 18

Thanks to everyone who attended our talk today, we had a blast and hope you came away with some actionable #SciComm strategies. 🥳

Thanks again to @JuliaKontak & @maritimespor for hosting us! 😊

**MSSU** @maritimespor · Mar 18

It's almost time for our third #KeepingUpWithKT session! If you're joining us at 12pm AT, let us know by using #KeepingUpWithKT in your tweets. See you soon!

**Keeping up with Knowledge Translation**  
A KT Capacity Development Series

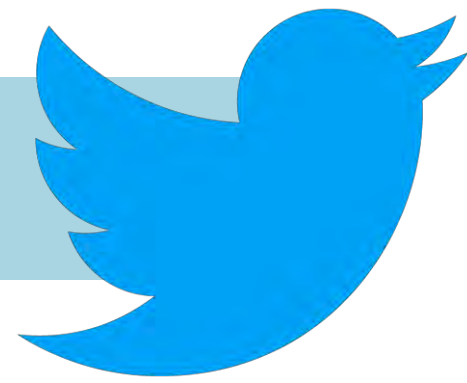
Session 3: The Science and Practice of Communication

MARCH 18, 2021  
12-1:30 pm

#KeepingUpWithKT



# CUSTOMIZE TO THE PLATFORM: TWITTER



Tagline

ILLUSTRATING YOUR IDEAS  
FOR SCIENTISTS, BY SCIENTISTS



Logo

We change this sometimes  
(e.g., Designs that Cell is hiring!)

Edit profile

Canadian!

**Designs that Cell**

@designsthatcell

Experienced scientist-artists creating affordable, engaging custom illustrations for your research publications & more 🇨🇦 🧬 #scicomm #research #sciart

1-sentence  
description

Relevant  
hashtags

Land acknowledgment

📍 Turtle Island/Canada 🌐 [designsthatcell.ca](https://designsthatcell.ca) 📅 Joined January 2020

913 Following 758 Followers

Website – self or business or department!



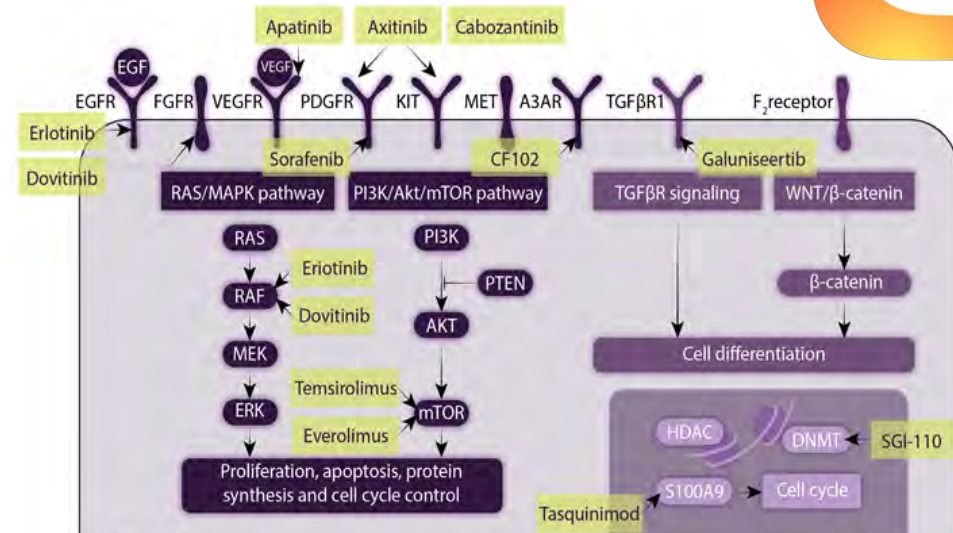
# CUSTOMIZE TO THE PLATFORM: INSTAGRAM



## Visual-heavy content

Captions, single-level replies, stories

1. Explore the “explore”
  1. Connects you with like minded people
2. Engage with others!
  1. Follow
  2. Comment
  3. Connect
3. Follow inspiration
  1. What are they doing that inspires you?
4. Use videos and stories
  1. Increases engagement



designsthatcell Proteins, pathways, and ligands, oh my! 🤖

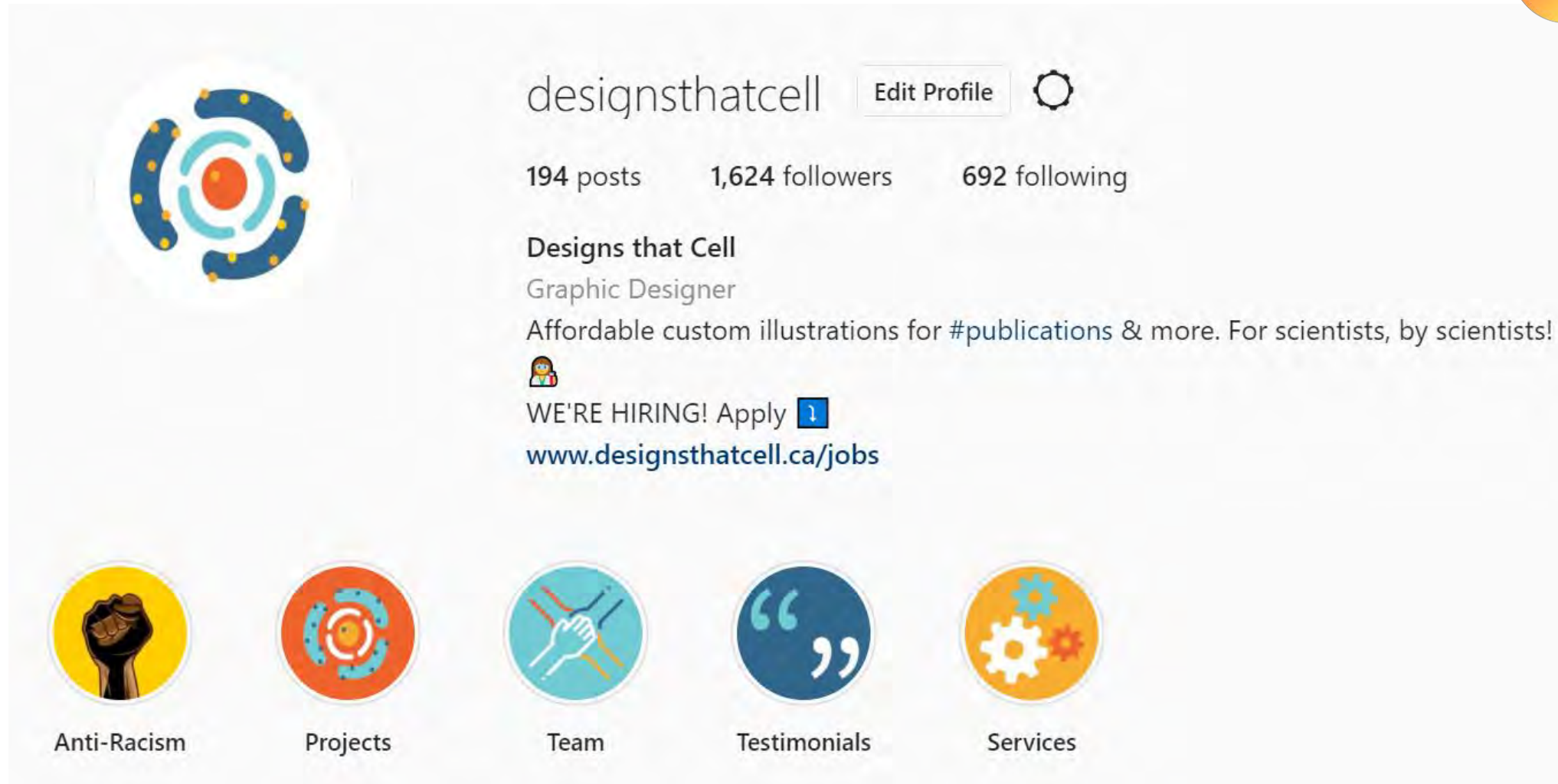
It's one of our favourite pathways: the MAP kinase pathway! We revamped this illustration to match our client's style.


Just between us biochemists, what do you think? 😊











# CUSTOMIZE TO THE PLATFORM: INSTAGRAM



designsthatcell [Edit Profile](#) 

194 posts   1,624 followers   692 following

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# CUSTOMIZE TO THE PLATFORM: LINKEDIN



## Text and visual content More text & scientific details

1. Communicate your unique selling point
2. Engage with others!
  1. Connect
  2. Follow
  3. Comment & tag
3. Follow similar accounts
  1. What are they doing that inspires you?



Designs that Cell

176 followers

3w • 🌐

Having high iron levels is important during pregnancy, but taking iron supplements every day can be challenging. Can infographics improve supplement adherence? 😞

That was the question our 2020 Summer Research Intern [Abdullah Chanzu](#) studied. He worked with our illustrator Molly Wells to create this infographic about the importance of iron supplementation during pregnancy.

Read more about our research at <https://lnkd.in/eGgQ9DU>! #SciComm #Infographic #HealthResearch #Pregnancy

## THE IMPORTANCE OF IRON SUPPLEMENTATION IN PREGNANT WOMEN

Iron deficiency can lead to severe anemia, which is estimated to be the cause of one in five maternal deaths. It is important for you and your child that you take iron supplements throughout your pregnancy to ensure your safety and health.



HOW IT WORKS

REGIMEN (MG/DAY)

BENEFITS OF IRON

BEFORE PREGNANCY



Iron carries oxygen (O<sub>2</sub>) in the blood from the lungs to the rest of the body



12-45



Taking iron supplements before pregnancy raises chances of good iron status during and after pregnancy

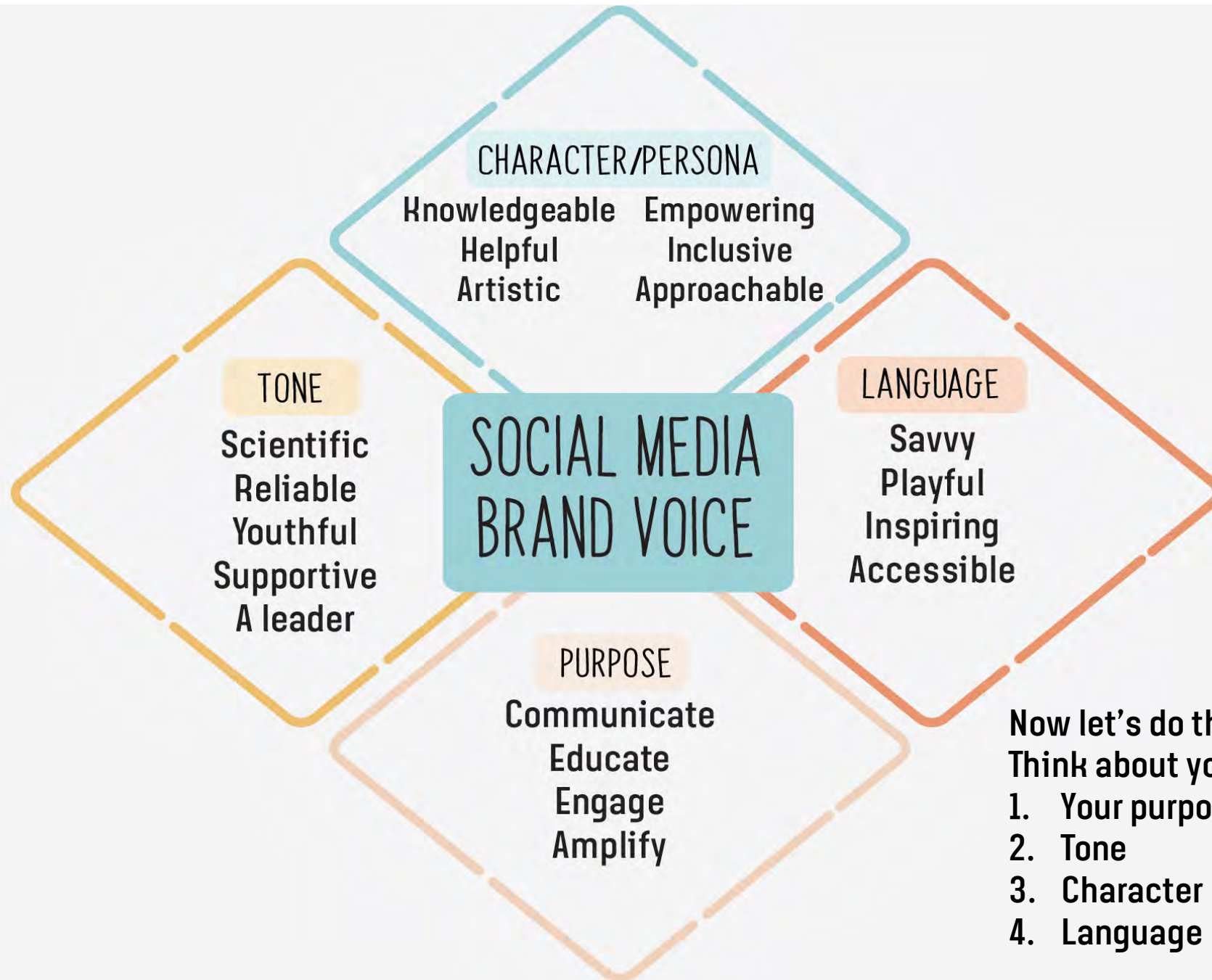


# A MINI SOCIAL MEDIA STRATEGY ACTIVITY

## What you'll need

1. **Something to type, write or create on**
2. **Your passion & creativity**
3. **Openness to try something new!**





Now let's do this for yours!  
Think about your

1. Your purpose
2. Tone
3. Character
4. Language





# THANK YOU!

Let's connect!

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DISCUSSION: WHAT DOES YOUR SOCIAL MEDIA STRATEGY LOOK LIKE?

