



DEVOTION

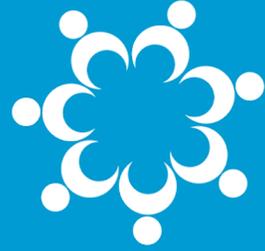
COST ACTION CA18211

Promoting Scientific Research via Social Networks

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Picture the scene:



You have just had a manuscript accepted for publication!



What now?



Visibility of scientific research

❄️ Conducting research that has **impact**

- moving beyond awareness, driving change
- Requires your work to be visible

❄️ Publication alone limited in enhancing visibility

- Non-academic stakeholders
- Paywalls, time requirement



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Where to promote your research?

- ❄️ Personal website, blog
- ❄️ Academia: 167 million academic/researchers¹
- ❄️ ResearchGate: 20 million users²
- ❄️ LinkedIn: 1.9 million academic users³ →
- ❄️ **Twitter: 186 million active users⁴**

Sandra Nakić Radoš • 1st
Researcher in peripartum mental health and clinical psychologist
1w • Edited

Within COST Action DEVOTION, I am organising [#webinarseries](#) for Early-Career Investigators and other [#researchers](#). Webinars are free and open for everybody.
Registration links are in the comments below!
Please spread the word!

[#perinatal](#) [#perinatalmentalhealth](#) [#researchdevelopment](#) [#phdlife](#) [#career](#) [#networkingtips](#) Riseup-PPD Hrvatsko katoličko sveučilište - Catholic University of Croatia

 **DEVOTION**
COST ACTION CA18211
Perinatal Mental Health & Birth Related Trauma:
Maximising Best Practice & Optimal Outcomes
Organises online webinars for Early-Career
Investigators (ECIs) and other interested researchers

Monday 18 October 2021 13-14:30 CET

Webinar on advertising scientific research via social networks and getting started with video communication

Want to learn how to use:

- social networks to promote your scientific findings?
- storytelling to engage the audience with a video of your work?

Presenters: Dr Kayleigh Sheen & Ciara Henderson
REGISTER here: <https://bit.ly/3Dg7IIV>

Using twitter to promote your research

- ❁ Breadth of (global) reach
- ❁ Speed of dissemination
- ❁ Accessibility
- ❁ Improved impact

Table 2

@Nursing_Rounds Twitter™ followers six months after setting up the account^a by category and number of followers.

Follower category	No. following	Followers' followers
Nurse – “front-line”	10	3251
Doctor – “front-line”	3	7931
Nurse manager/director	5	2652
National/strategic nursing leader	3	5241
Academic	7	13,783
Healthcare organisation	7	37,400
Local institution/research team	6	4774
Other	5	73,571
Total	46	148,603

^a 17th September 2015.

Using twitter to promote your research

- ❄️ Breadth of (global) reach
- ❄️ Speed of dissemination
- ❄️ Accessibility
- ❄️ Improved impact

“[...]early tweet counts had a weak positive and significant association with the later citation counts (3.3%) and the probability of a paper being cited (21.1%)”
(Dehdarirad, 2020, p.1)

Your twitter profile

- ❄️ Simple, recognizable handle →
- ❄️ Recognizable photo →
- ❄️ Informative bio →
- ❄️ Link to personal websites →
- ❄️ Pin a tweet at the top →



15:37

 **SRIP**
@TheSRIP

The Society for Reproductive and Infant Psychology (SRIP) is an international organisation and charity. See website for more info: srip.org

srip.org Joined May 2012

1,040 Following 1,362 Followers

Tweets Tweets & replies Media Likes

Pinned Tweet

 **SRIP** @TheSRIP · 16/09/2021

September call for @TheSRIP Research Development Workshop Grants is open!

#Funding available to support w'shops to disseminate/plan research on #reproductive & #infant #psychology

🕒 Deadline 13th December 2021

Further info & application form: srip.org/research-devel...



15:38

 **Sergio A. Silverio**
@Silverio_SA_ Follows you

| Chartered Psychologist | Research Associate in Social Science of Women's Health @lifecourse_KCL | Hon. Research Fellow @UCL_ifWH | Hon. Fellow @LivUniPsyc |

📍 London, England researchgate.net/profile/Sergio...

📅 Joined May 2017

1,144 Following 830 Followers



15:39

 **Ciara Henderson**
@CiaraHendTCD Follows you

PhD @TCD_SNM researching #Stillbirth #BabyLoss #Miscarriage #Burial #Cillíní #Bereavement #Maternity #BirthTrauma @ca18211 @TCDHistHum Social & Health Science

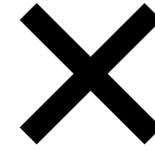
📍 Ireland sites.google.com/tcd.ie/thespac...

📅 Joined December 2018

507 Following 744 Followers

Effective tweeting

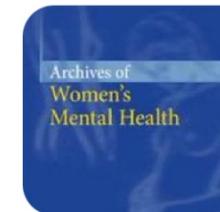
- ❄️ Emphasise key information →
- ❄️ @ organisations, collaborators →
- ❄️ Link to further information →
- ❄️ Infographics, screenshots help too
- ❄️ Use hashtags to widen your reach



New paper <https://onlinelibrary.wiley.com/doi/abs/10.1111/jocn.14219>



Siân Macleod Davies @... · 26/04/2021 ...
Beyond delighted to announce that the Postpartum Specific Anxiety Scale Research Short-Form has been published by @AWMH_Journal today 🎉
<link.springer.com/article/10.100...> huge thanks to my co-authors @ChristiansenLiv @joaharrod and my joint supervisors @Silverio_SA_ @drfallonzi



Creation and validation of the Postpartum...
<link.springer.com>



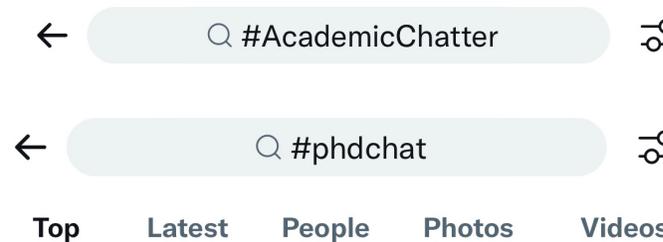
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Build your online network

- ❄️ Follow those with similar interests
- ❄️ Tweet regularly about your interests
 - Use questions to generate discussion
 - Highlight **other** relevant research, achievements
 - Connect with hashtags
 - Engage in online chats
- ❄️ Twitter is quick - time your tweets!



Activity 1: creating the tweetable abstract

- ❁ The following slide shows an abstract of a recent study
- ❁ In your breakout rooms (groups of 3) create a tweet to promote this study
- ❁ Think about:
 - What key information to include?
 - How might you try to increase engagement?



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Screenshot this slide

❄️ Task 1: Create a tweet to promote this study

- What key information to include?
- How else might you increase engagement?

❄️ Share in the chat afterwards



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Crystal Lederhos Smith, Sara F. Waters, Danielle Spellacy, Ekaterina Burduli, Olivia Brooks, Cara L. Carty, Samantha Ranjo, Sterling McPherson & Celestina Barbosa-Leiker (2021) Substance use and mental health in pregnant women during the COVID-19 pandemic, Journal of Reproductive and Infant Psychology, DOI: [10.1080/02646838.2021.1916815](https://doi.org/10.1080/02646838.2021.1916815)

Substance use and mental health in pregnant women during the COVID-19 pandemic

Crystal Lederhos Smith ^{a,b,c}, Sara F. Waters^d, Danielle Spellacy^a, Ekaterina Burduli^{b,c,e}, Olivia Brooks^{a,b}, Cara L. Carty^a, Samantha Ranjo^e, Sterling McPherson ^{a,b,c} and Celestina Barbosa-Leiker^{c,e}

^aElson S. Floyd College of Medicine, Washington State University, Spokane, WA, U.S.A.; ^bProgram of Excellence in Addictions Research, Washington State University, Spokane, WA, U.S.A.; ^cAnalytics and PsychoPharmacology Laboratory (APPL), Washington State University, Spokane, WA, U.S.A.; ^dDepartment of Human Development, Washington State University, Vancouver, WA, U.S.A.; ^eCollege of Nursing, Washington State University, Spokane, WA, U.S.A.

ABSTRACT

Objectives: We examined the prevalence of substance use as a coping mechanism and identified relationships between maternal mental health over time and use of substances to cope during the Coronavirus Disease 2019 (COVID-19) pandemic among pregnant women in the U.S.A.

Methods: Self-reported repeated measures from 83 pregnant women were collected online in April 2020 and May 2020. Women retrospectively reported their mental/emotional health before the pandemic, as well as depression, stress, and substance use as a result of the pandemic at both time points. Linear regression measured cross-sectional and longitudinal associations between mental health and substance use.

Results: Pre-COVID-19 reports of poorer mental/emotional health ($b = 0.46$) were significantly ($p < .05$) associated with number of substances used to cope with the pandemic. Elevated stress ($b = 0.35$) and depressive symptoms ($b = 0.27$) and poorer mental/emotional health ($b = 0.14$) in April were also significantly related to higher numbers of substances used in May ($p < .05$).

Conclusion: Pregnant women's psychological well-being may be a readily measured indicator substance use risk during crises such as the COVID-19 pandemic. Interventions addressing increased stress and depression may also mitigate the emergence of greater substance use among pregnant women .

ARTICLE HISTORY

Received 29 November 2020
Accepted 9 April 2021

KEYWORDS

Substance use; pregnancy; depression; mental health; COVID-19; SARS-COV-2

Activity 2: promoting your own research

- ✿ Using a recent paper (it could be your own!)
- ✿ In your group:
 - Discuss the key findings and design a tweet to promote it
 - 10 minutes: 3 papers, 3 tweets
- ✿ Afterwards: reflect on how easy this was? What was challenging?



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Discussion

❁ What went well?

❁ What were the challenges?



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In summary:

- ❄️ Maximise the visibility of your research
- ❄️ Think about your Twitter profile ('business card')
- ❄️ Include key information in your tweets
 - @, # to engage & widen reach
 - Use threads to expand, link research
- ❄️ Discuss, highlight research with others in your field
- ❄️ Enjoy it!



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@kayleighsheen

References of interest

Dehdarirad, T. (2020). Could early tweet counts predict later citation counts? A gender study in Life Sciences and Biomedicine (2014–2016). *PloS one*, 15(11), e0241723.

Klar, S., Krupnikov, Y., Ryan, J. B., Searles, K., & Shmargad, Y. (2020). Using social media to promote academic research: Identifying the benefits of twitter for sharing academic work. *PloS one*, 15(4), e0229446.

Schnitzler, K., Davies, N., Ross, F., & Harris, R. (2016). Using Twitter™ to drive research impact: a discussion of strategies, opportunities and challenges. *International Journal of Nursing Studies*, 59, 15-26.



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1. <https://www.academia.edu>
2. <https://www.researchgate.net/>
3. <https://www.ktaustralia.com/linkedin-is-it-useful-for-academics/>
4. <https://www.statista.com/statistics/242606/number-of-active-twitter-users-in-selected-countries/>