



USASP

US Association for
the Study of Pain

Getting Started with Social Media... NOW

From the USASP Communications Committee



Wendy Gaultney, PhD
@wendygaultney



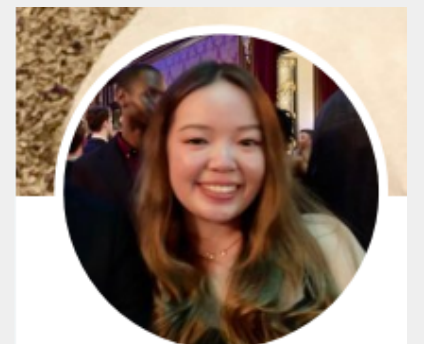
Dr. Rachel Zoffness
@DrZoffness Follows you



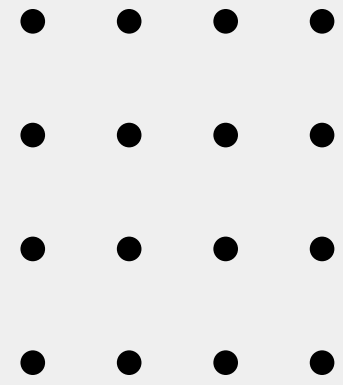
Dr. Tyler Bell
@TylerBellPhD Follows you



Sarasa Tohyama, PhD
@SarasaTohyama Follows you



Xinbei Li
@XinbeiLi1 Follows you



Objectives

- 1. History and Our Committee**
- 2. Resources and Tips**
- 3. Interactive Twitter activity**
- 4. Discuss with the panel!**

Our History

December 2019:

Tyler Bell started the Account



April 2021:

**USASP Communication
Committee was Formed!**

Meet the USASP Communications Committee



Dr. Tyler Bell

@TylerBellPhD Follows you



Dr. Rachel Zoffness

@DrZoffness Follows you



Sarasa Tohyama, PhD

@SarasaTohyama Follows you



Wendy Gaultney, PhD

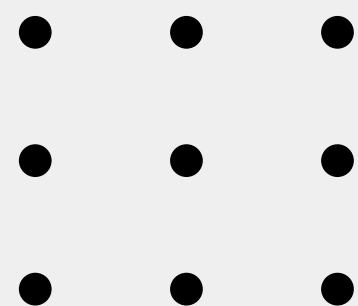
@wendygaultney



Xinbei Li

@XinbeiLi1 Follows you

Welcoming our new members!:
Anastasiia Gryshyna,
Erin Young,
Victor Schneider and
Dikachi Osaji





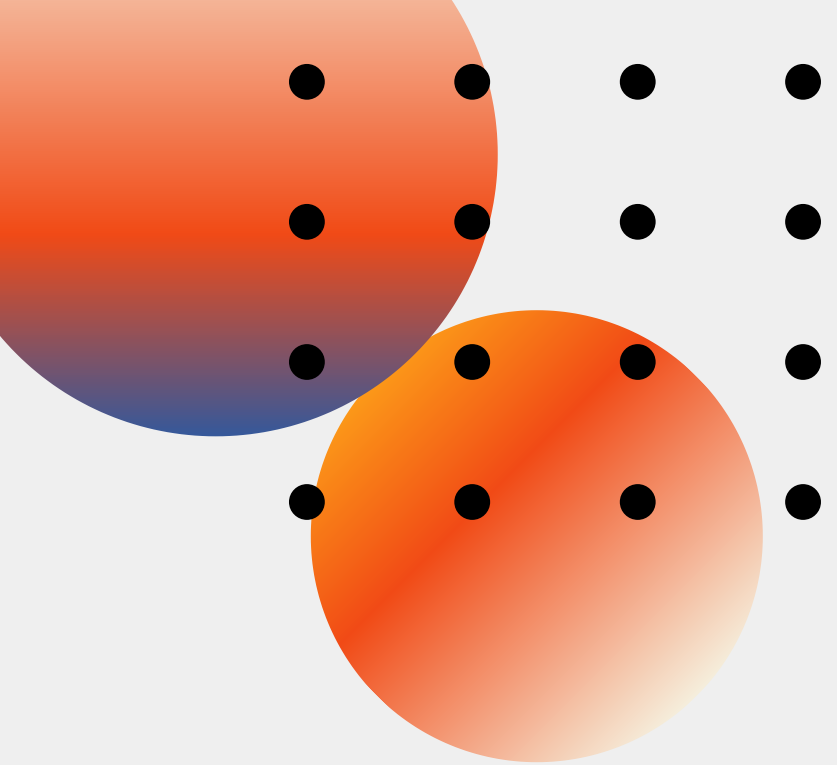
Social Media Goals

Communications Committee Charter

Overarching goal: To guide USASP initiatives and programs centered on educating about pain research and treatment.

Specific goals:

- **Develop a strategy for the creation of an effective social media campaign designed to communicate the work of USASP, its members, and others involved in pain research and treatment.**
- **Execute initiatives aimed at increasing the involvement of USASP members in public education and outreach.**
- **Catalyze a shift in the professional culture of USASP members to more consistently include and embrace public communication, outreach, and education about pain.**
- **Promote pain research on topics of interest to the public through print and digital media.**
- **Empower USASP members to engage in public dialogue and provide them with the tools to do so.**



Social Media Goals

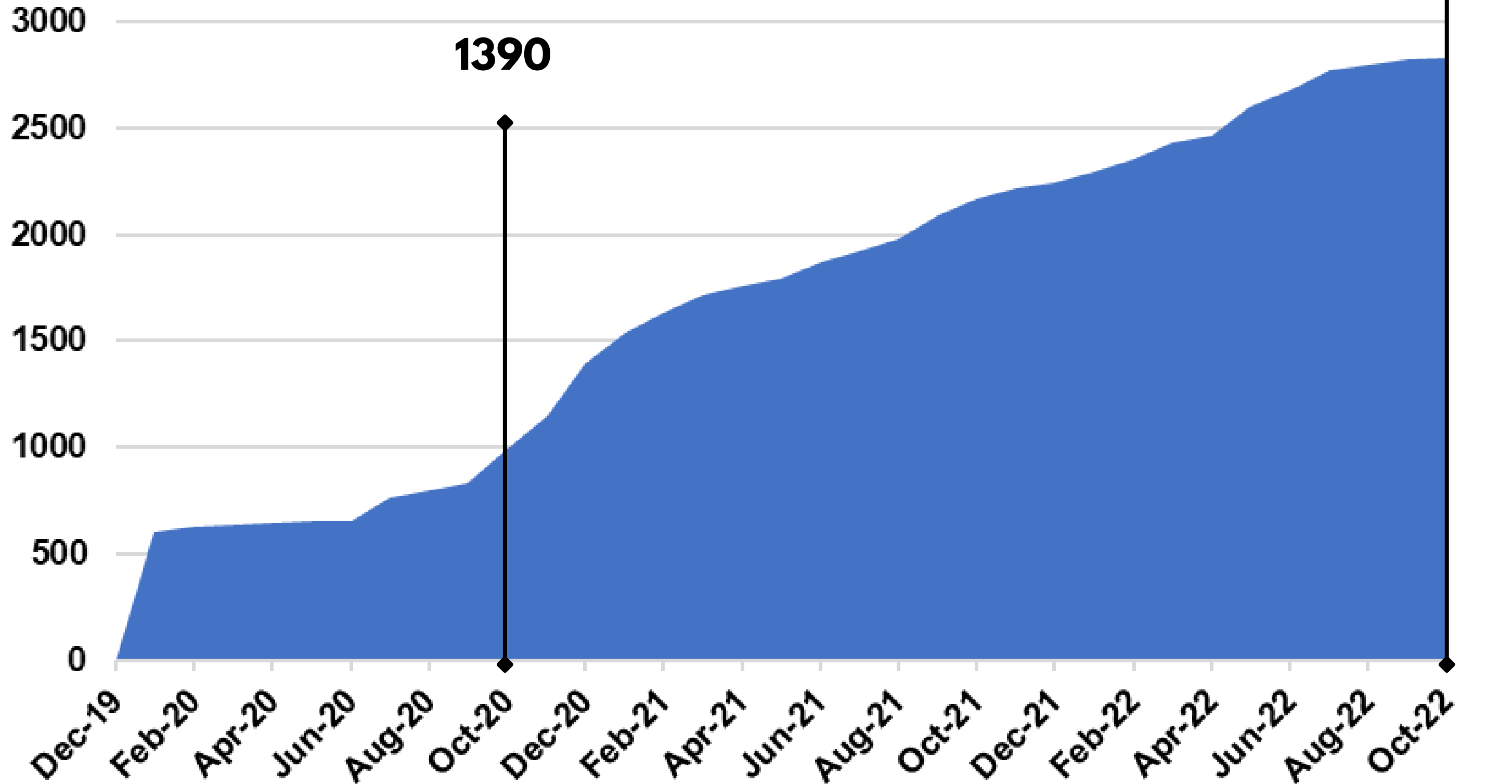
Maybe you don't have a charter..

But what are your goals?!

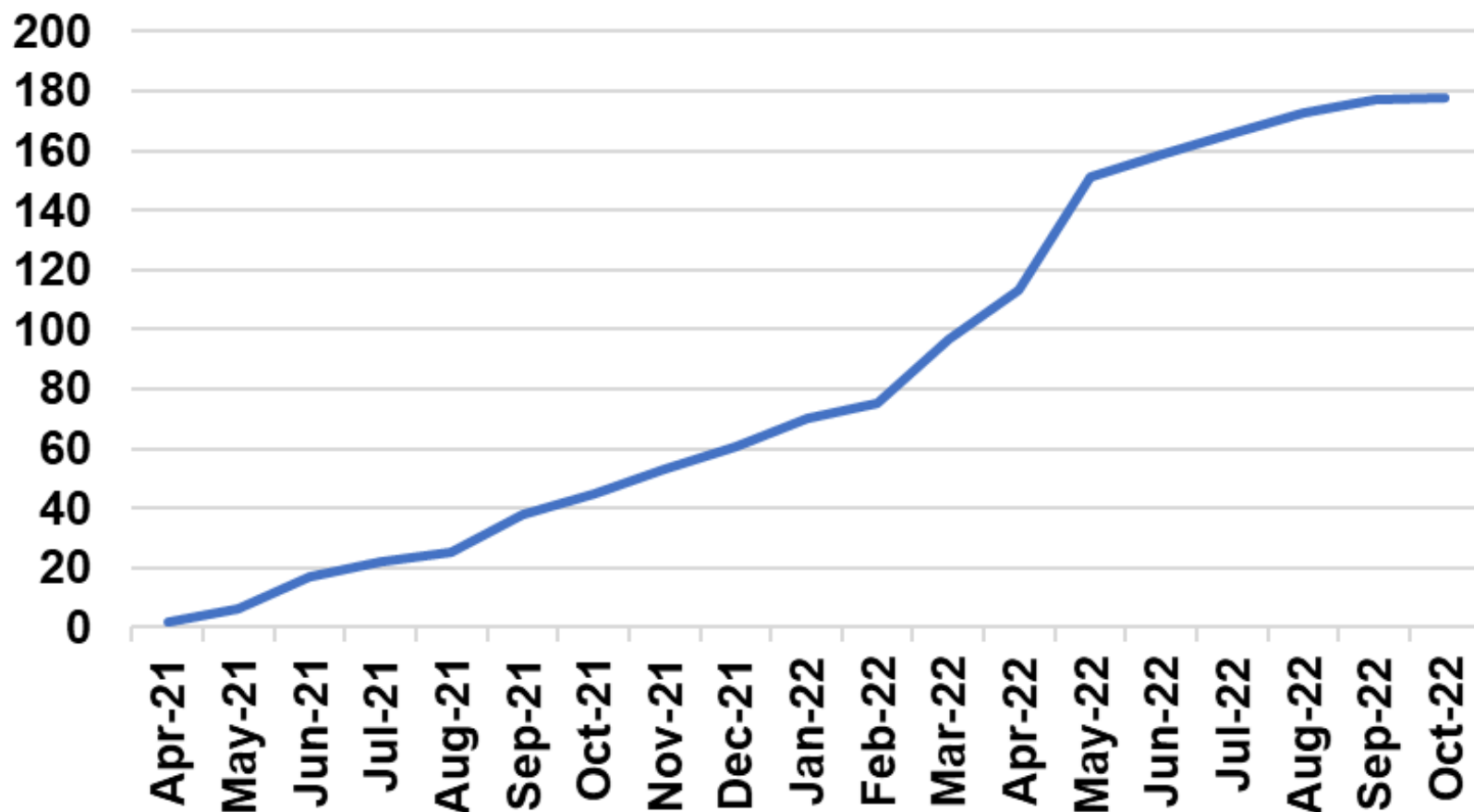
Write those down.

These will help to guide you.

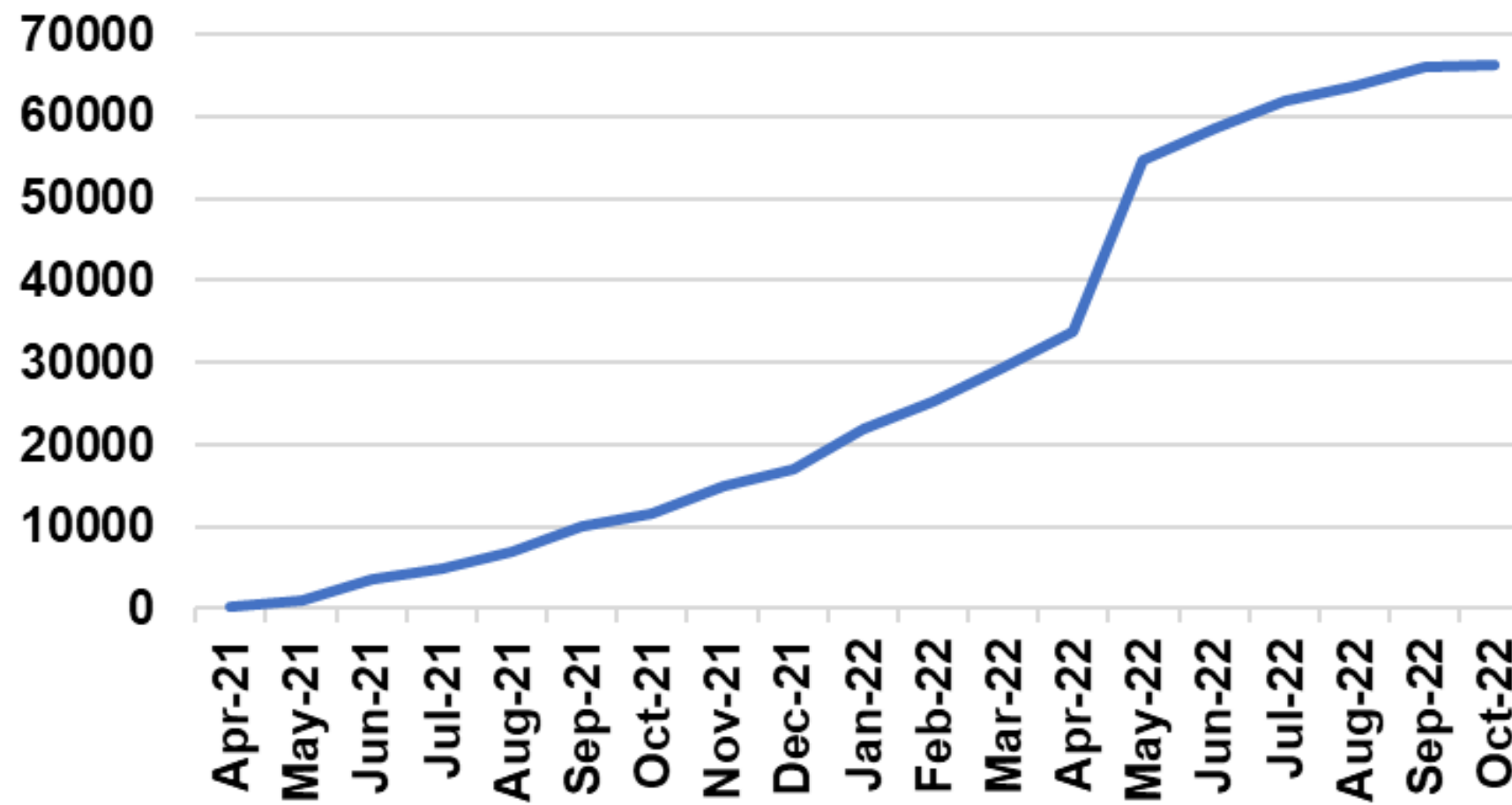
Follower Count



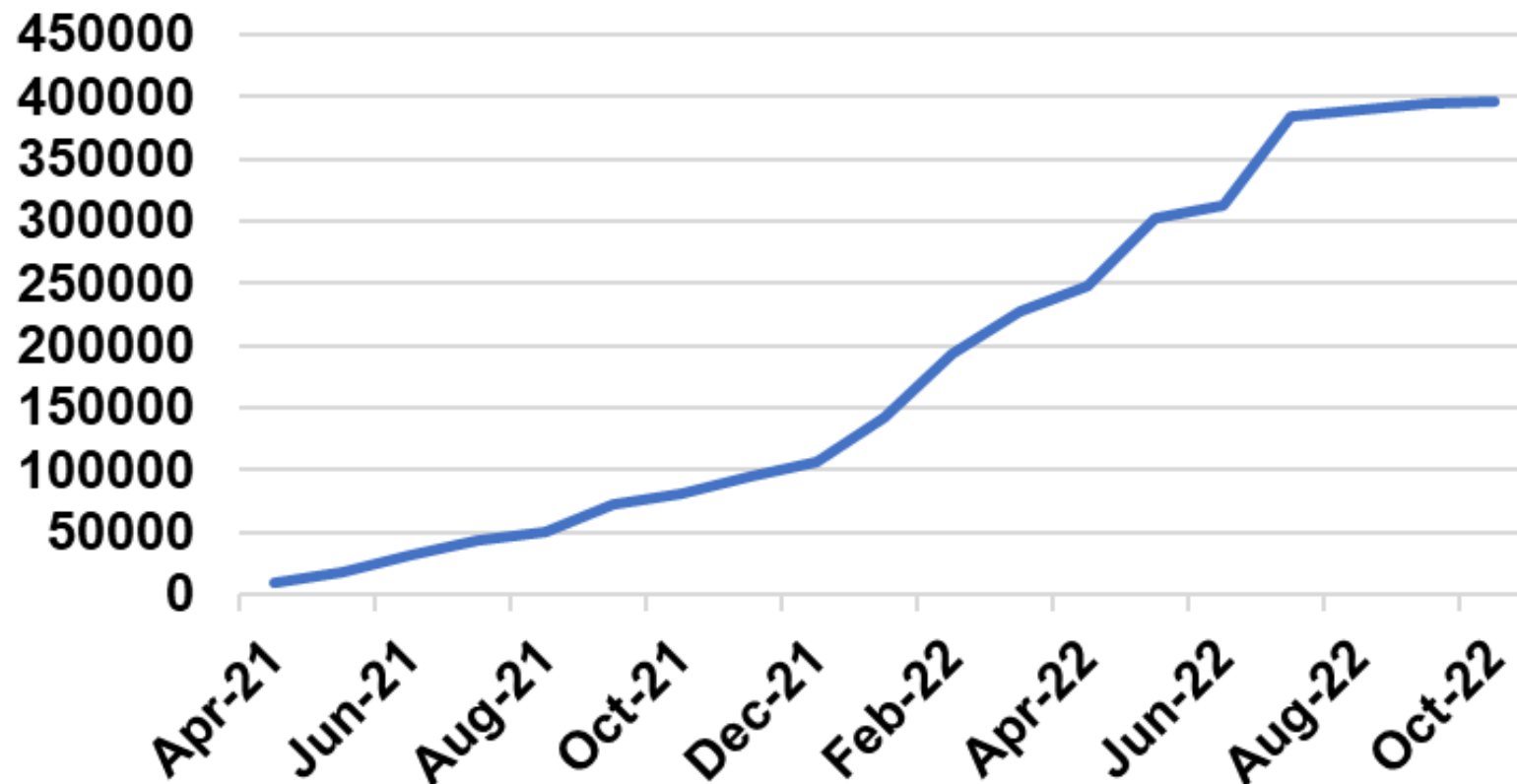
Tweets



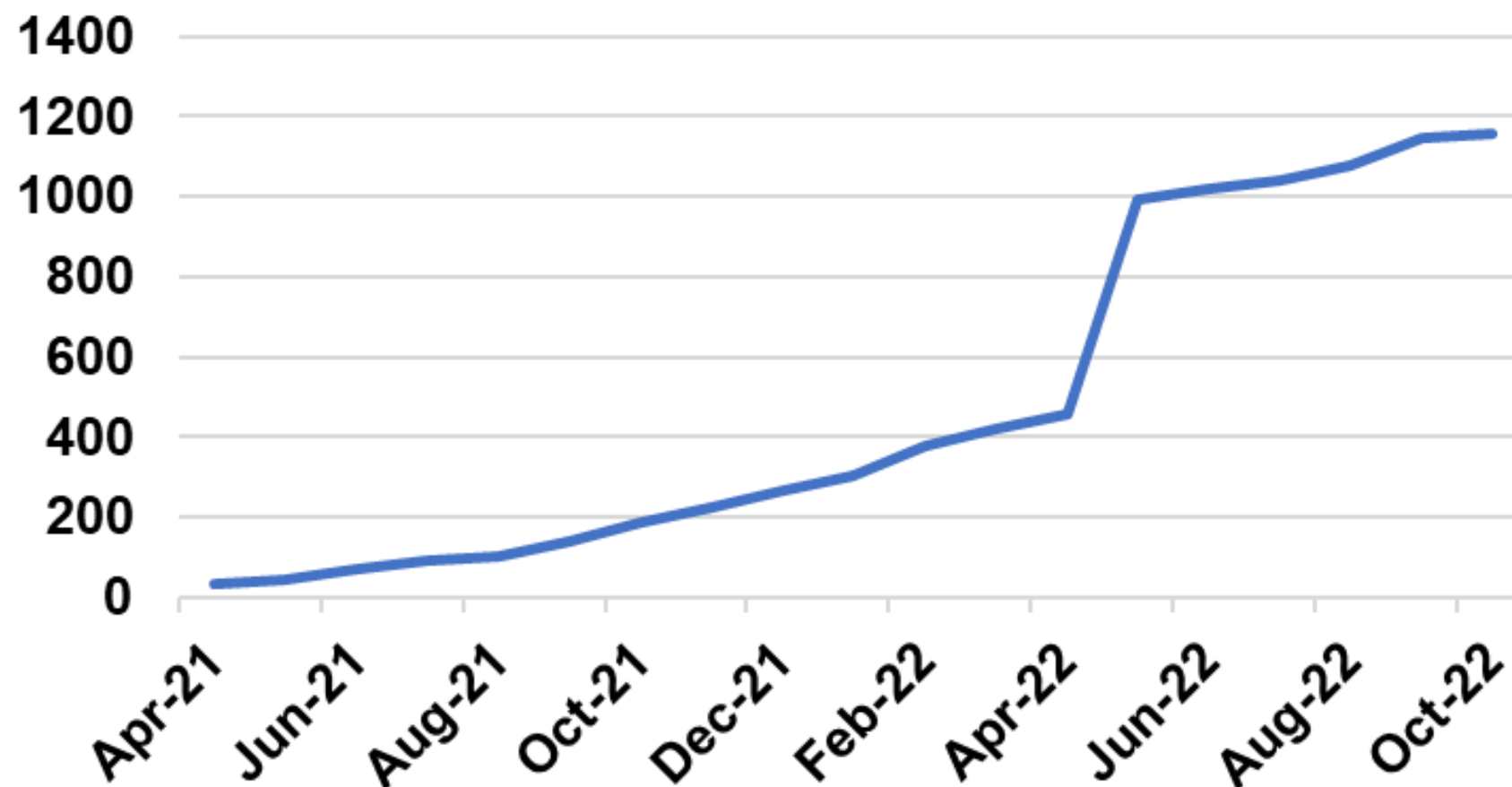
Profile Visits



Impressions



Mentions



Top Tweets

Top Tweet earned 7,265 impressions

Countdown to **#USASP2022!** 3 days until we see each other in **#Cincinnati!**
pic.twitter.com/qFbSBiWkzQ



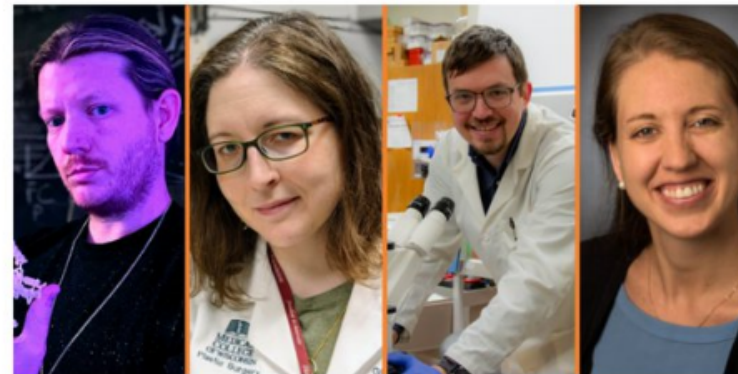
1 8 32

USASP US Association for the Study of Pain
@US_ASP

Join us to congrats our four awardees of the Rita Allen Foundation on the 2021 Award in Pain Scholars for their exceptional research for revealing new pathways to understand and treat chronic pain! 🎉🎉🎉
usasp.memberclicks.net/announcing-the...

 Rita Allen Foundation

Announcing the 2021 Award in Pain Scholars
Major grants will support four pioneering early-career pain researchers.



Gregory Corder (University of Pennsylvania), Gwendolyn Hoben (Medical College of Wisconsin), Aaron Mickle (University of Florida), Nicole Scheff (University of Pittsburgh)

USASP
US Association for the Study of Pain

visit usasp.org for more information about the winners

USASP US Association for the Study of Pain
@US_ASP

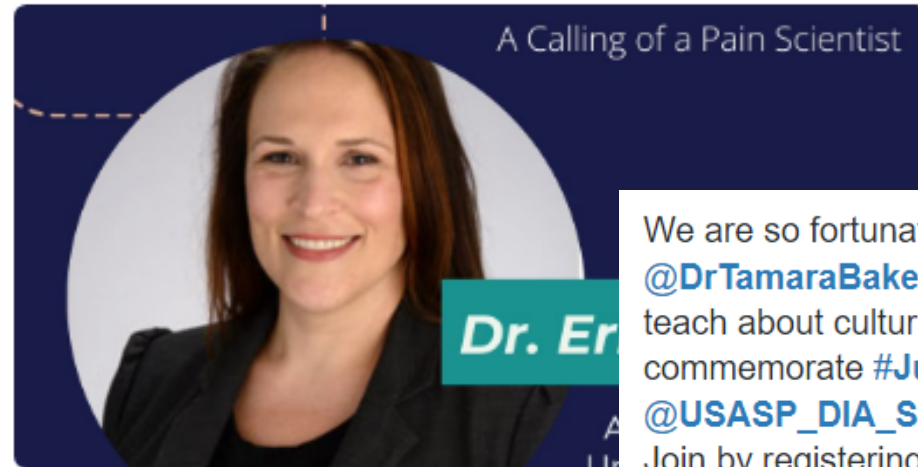
 Call for Applications for Journal of Pain Social Media Chair!
◆ Role: generate social media content based on journal articles, activities & events, & serve on our Communications Committee
◆ Start date: July 1, 2022
👉 Interested? Click here for more info:
usasp.memberclicks.net/journal-of-pain

8:40 AM · Feb 25, 2022 · Twitter Web App

6 Retweets 1 Quote Tweet 13 Likes

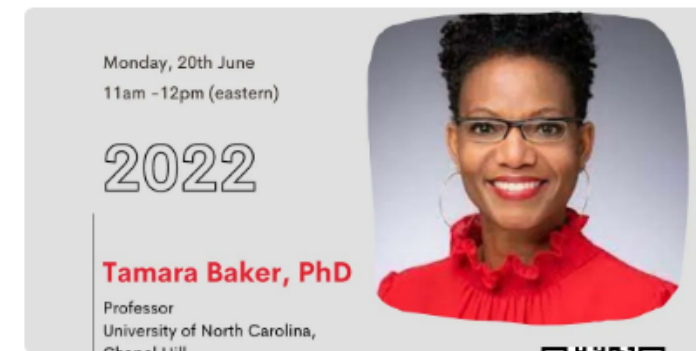
Types of Popular Posts

Come see Dr. Erin Young [@DrErinY](#) TODAY August 2nd at 3 pm CT to discuss their research via Zoom! Register here: usasp.memberclicks.net/usasptodayyoung pic.twitter.com/Kke5f5tB6U



We are so fortunate to have [@DrTamaraBaker](#) [@national_pain](#) to teach about cultural competency to commemorate [#Juneteenth2022](#) hosted by [@USASP_DIA_SIG](#) Join by registering here: buff.ly/3xBZb7A pic.twitter.com/r4a2T1sgNR

1 5 22



6 15

Events



Rob Gereau

[@robgereau](#) · May 20

Mission accomplished - PhD hooding ceremony for Dr. Dr. [@jgrajalesreyes](#). He's off to Yale for residency, and now I'm off to Cincy. [@US ASP](#) - see you all soon. pic.twitter.com/PBK4HgPFSm



13 5 135

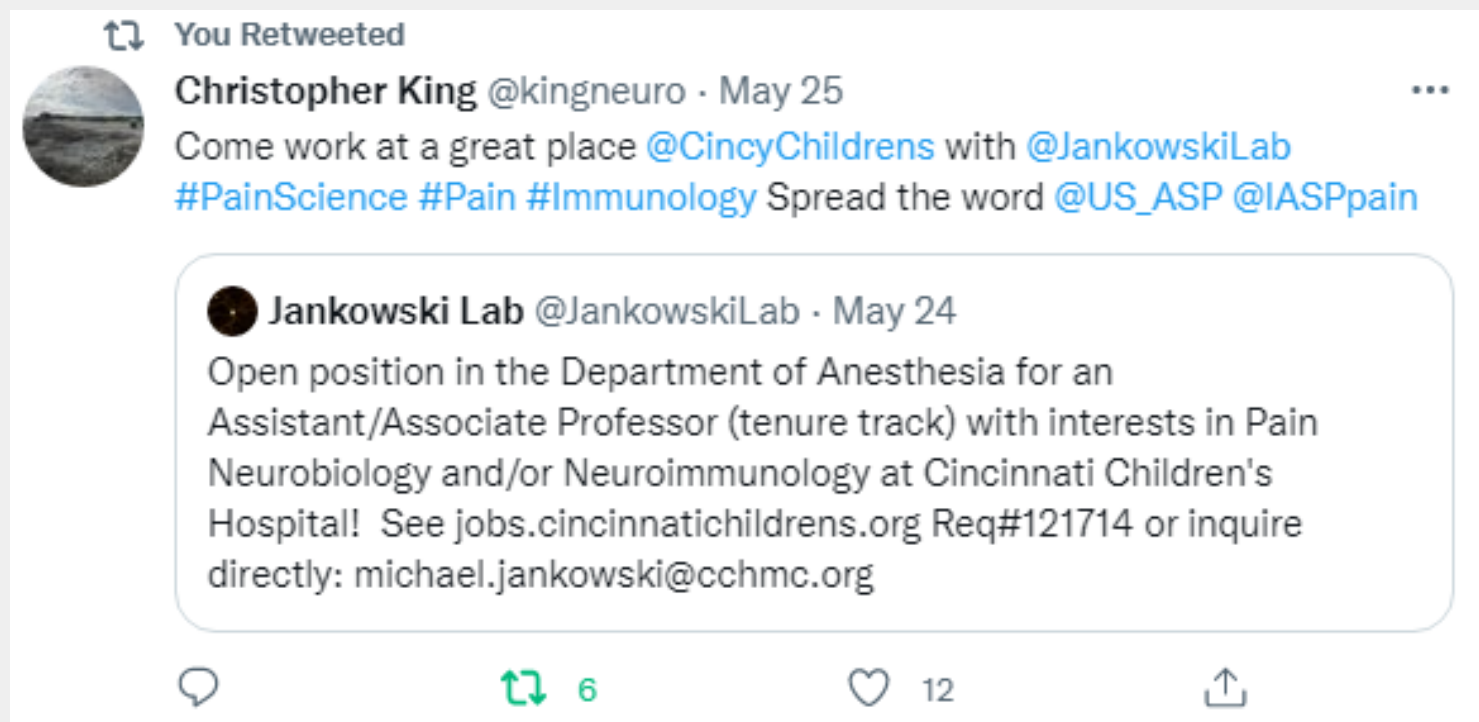
Top Tweet earned 1,456 impressions

Congratulations to [@KhataeiTahsin](#), a member of the USASP committee and graduate student [@UIOWA](#), on winning a fellowship for studying the mechanisms underlying exercise-induced muscle pain. [@Ulowa_PAIN](#) [@uihealthcare](#) [@US ASP](#)

1 3 16

Awards/Successes

Sort of Popular Posts



Job Postings



Journal Articles

Social Media Resources & Tips



1. Profile





Hailey Bulls, PhD

@hwbulls Follows you

Asst Professor @PittCHAMPP @pittpallcare // cancer pain & neuropathy researcher
// clinical psych PhD // Go Gators! Views my own.

📍 Pittsburgh, PA [🔗 linkedin.com/in/haileybulls/](https://www.linkedin.com/in/haileybulls/) 📅 Joined April 2011



Greg Salimando, Ph.D.

@gsalimando

Postdoctoral fellow in the Corder Lab at UPenn. New research jams = pain circuitry
and translational pain therapeutics. Other jams = tea, beer, movies & hiking.

📍 Philadelphia, PA 📅 Joined May 2017

Key Components

1. Title
2. Position
3. Institution
4. Interesting Description
5. @'s and Hashtags

**Optional:
Disclaimers
Guidelines**

A Lab Profile



...   Following

Diana Torta- Pain modulation lab
@DianaTorta Follows you

Assistant Research Professor (BOFZAP) | PI of the pain modulation lab @KULeuven Health Psychology| mum of 2| addicted to coffee and travelling

 Belgio  Joined February 2013



...  Following

Dr. Rajesh Khanna of the KhannaLabNYU
@KhannaLabNYU

Prof. of Mol. Pathobiol., NYU | Director, NYU Pain Res. Center | Neurobiology of ion channel signaling in chronic pain |     | reluctant New Yorker

 New York, NY  dental.nyu.edu/faculty/ft/rk4...  Joined April 2019

1,897 Following 2,346 Followers

 Followed by Design and Data Analytics PIA, USASP Sex Differences in Pain and Analgesia SIG, and 279 others you follow

2. Getting Followers



USASP Getting Started!

- **First made an account in 2019**
- **Step 1: Followed societies and their followers**
- **Step 2: Every day added more from suggested friends**



IASP
INTERNATIONAL ASSOCIATION FOR THE STUDY OF PAIN | Working Together Relief Throughou

IASP
@IASPpain Follows you

The International Association for the Study of Pain is a multidisciplinary based professional community dedicated to improving pain relief wor

Washington, DC iasp-pain.org Joined August 2009

2,396 Following 21K Followers

← **IASP**
@IASPpain


Followers you know Followers

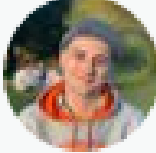
Kim Gomez
@Kimgmz6 Follows you
Postdoc @KhannaLabNYU | 🇺🇸 🇮🇹 Neurobiologist | PI #OrgulloCinvestav | Pain, ion channels & ephys | Dog i Tucson, NYC 🐶


Chelsie Brewer
@ChelsieLBrewer Follows you
Postdoc @juliekauer1 @StanfordPSY | PhD in the Back Neuroscience research—interested in pain, itch, neur plasticity

Vincenot Matthieu
@mattvincenot
Very happy father to be, Neuropsychologist and Ph.D Psychophysics, Endogenous Mechanisms, Biology

Who to follow

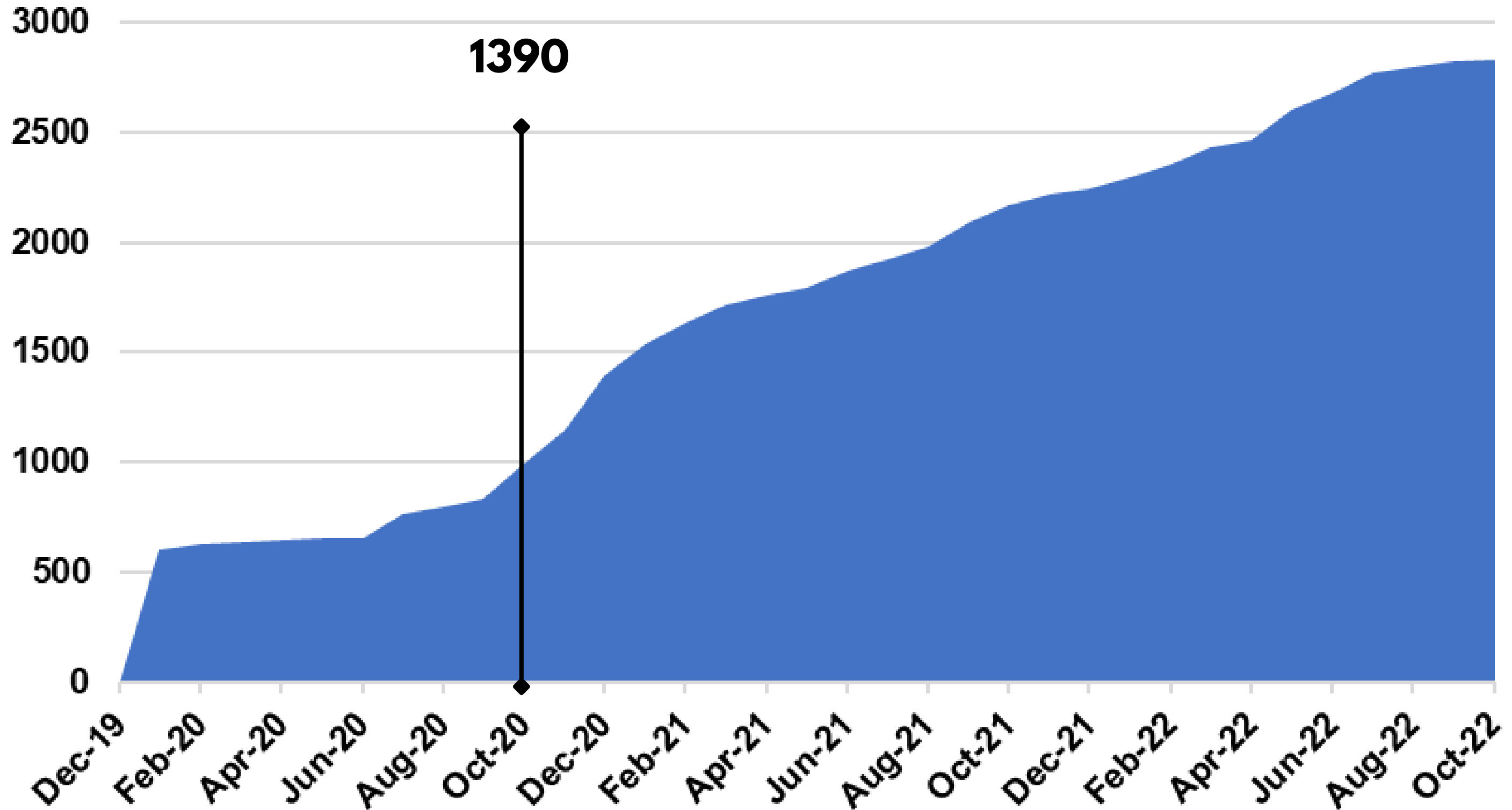
 **Bank of America** ✓
@BankofAmerica Follow
Promoted

 **Kenneth Steel**
@KennethSt... Follows you Follow

 **Dr Yuan-Xiang Tao at ...**
@Yuanxiang... Follows you Follow

[Show more](#)

Follower Count



Key Steps to Sustainable Growth

- 1 Social media management software**
- 2 Capitalize on momentum or events
(e.g. USASP conference, awards)**
- 3 Regularly engage with others' content**

Tips

- **Make sure to add disclaimers to your profile bio**
- **Filter whom you add**

Responding to negativity/trolling

- **Don't react**
- **Block as needed**
- **Carefully consider if you need to make a response**

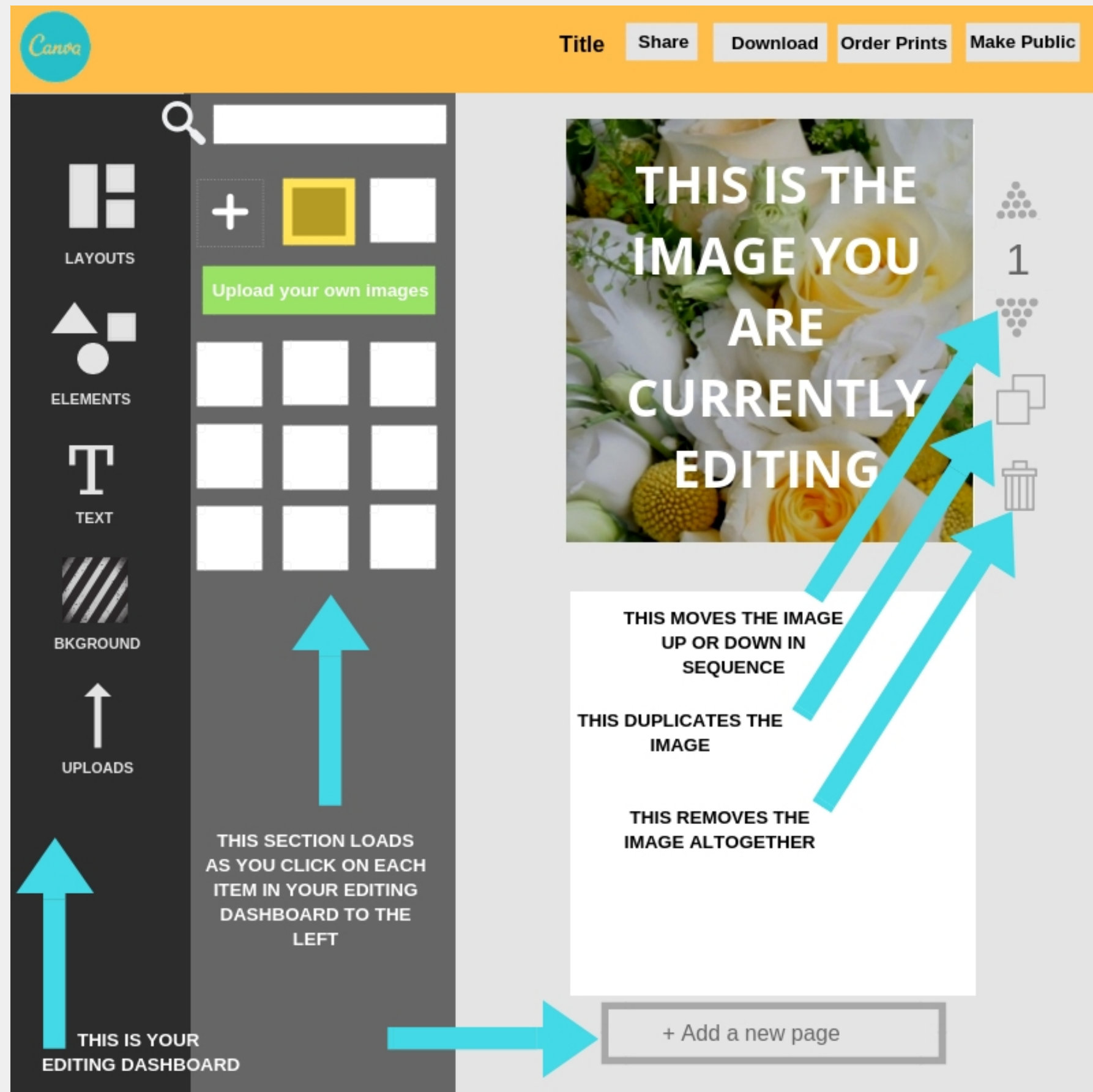
Don't do social media in a vacuum, make it a group effort and reach out to institutional and professional experts as needed

3. Graphics



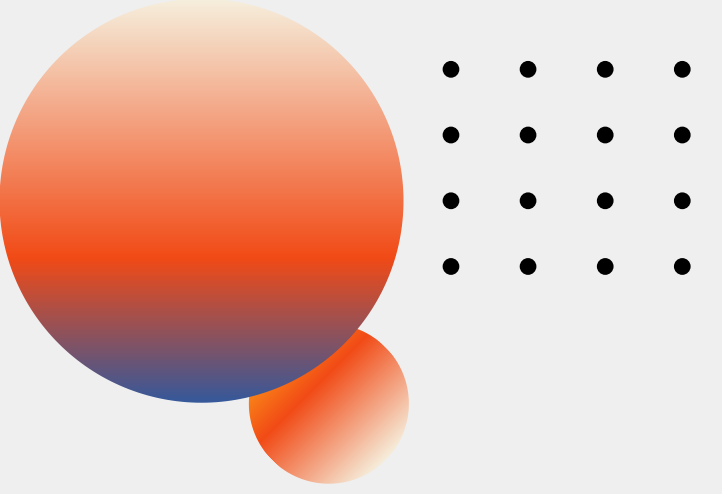
Canva

Canva



Features

1. Free/Pro Versions
2. Pre-made Templates
3. Save Templates
4. Multiple Collaborators



Other Graphic Creation Resources

Visme

Adobe Spark/Express

Easil

Snappa

Crello

Stencil

PicMonkey

Desygner

Pixlr

DesignBold

Animaker

Fotor

DesignCap

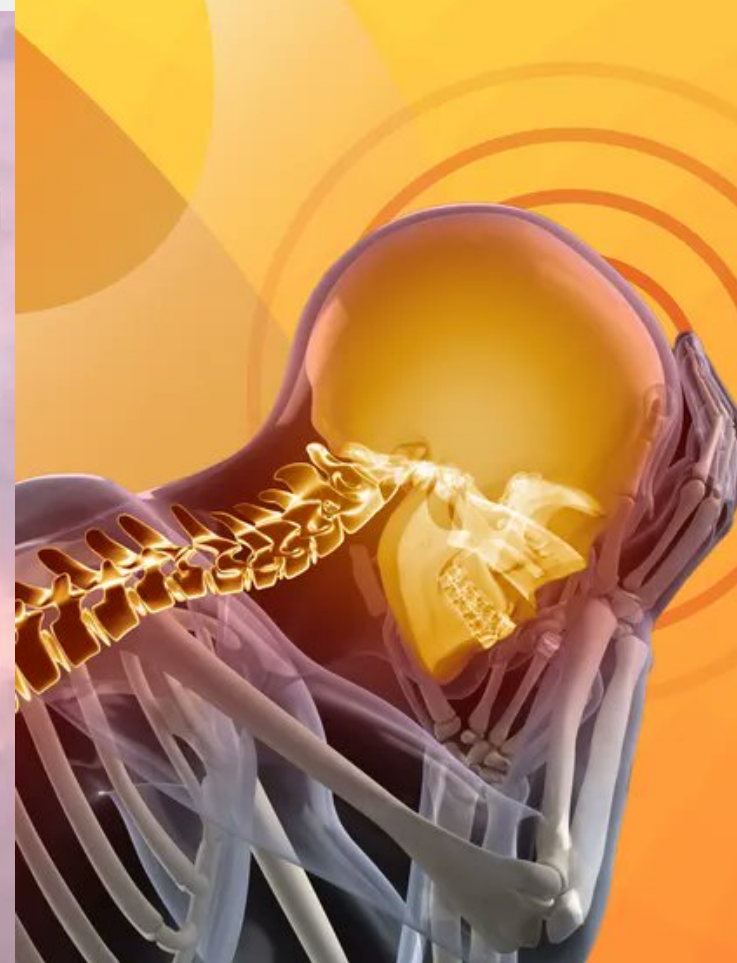
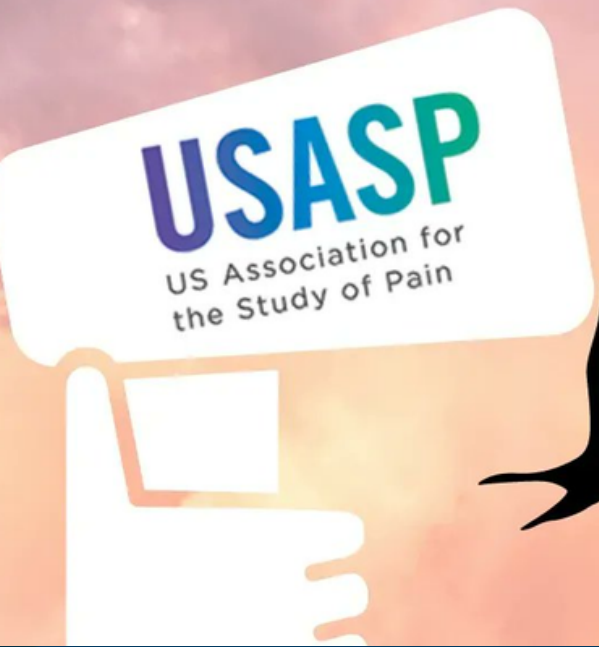
Gravit Designer

Artboard Studio

Design Wizard

and sometimes just PowerPoint!

LET US TWEET YOUR CONTENT



AWARD IN PAIN

Applications open
Oct 15 - Dec 15, 2022



USASP Career Corner: THE ART OF NEGOTIATION IN EARLY CAREER

VIRTUAL SEMINAR
WITH NETWORKING EVENT

REGISTER AT
USASP.ORG



SPEAKER

**RACHEL AARON,
PHD**

Assistant Professor at the
Johns Hopkins School of
Medicine



SPEAKER

**BUREL GOODIN,
PHD**

Tenured Professor at the
University of Alabama at
Birmingham



MODERATOR

**CHEN CHEN,
PHD**

Assistant professor at the
Indiana University School of
Nursing



HELEN J. BURGESS, PH.D.

Professor at University of Michigan Medical School



"Morning Light Treatment for Chronic Pain"

September 8th at 2 pm EST.

USASP TODAY

A Calling of a Pain Scientist



Speaker

Dr. Erin Young

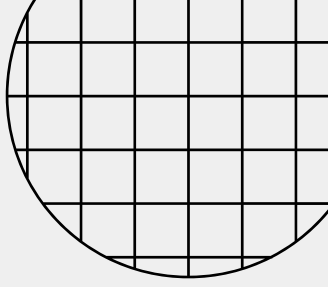
Assistant Professor
University of Kansas
Medical Center

**Aug 2
3pm CT**

Contact

Register

How to use graphic creations



Post to LinkedIn

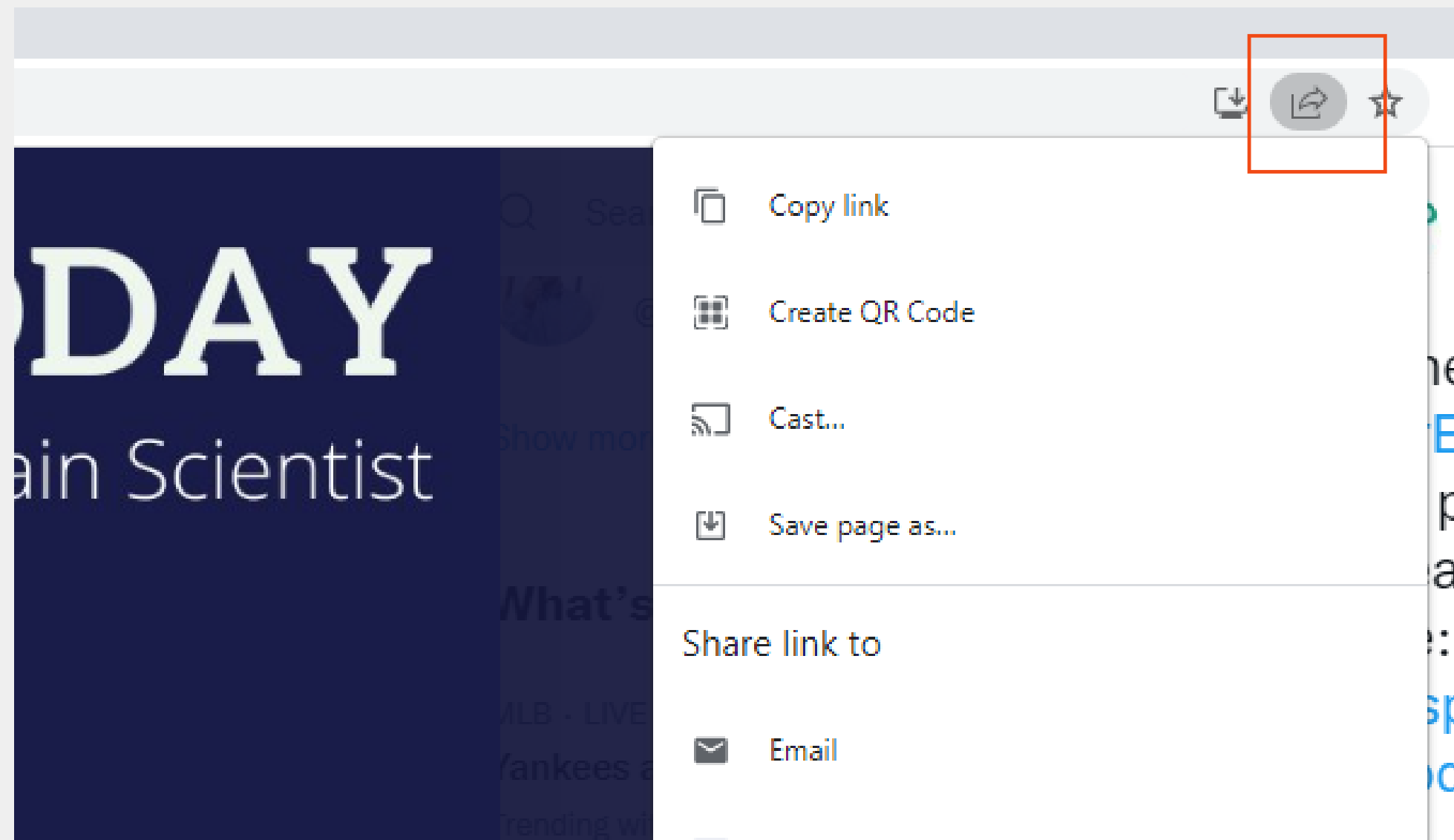
Share on a blog

Tweet them!

Share on instagram



Making QR Codes for Graphics



On Google Chrome go to Share

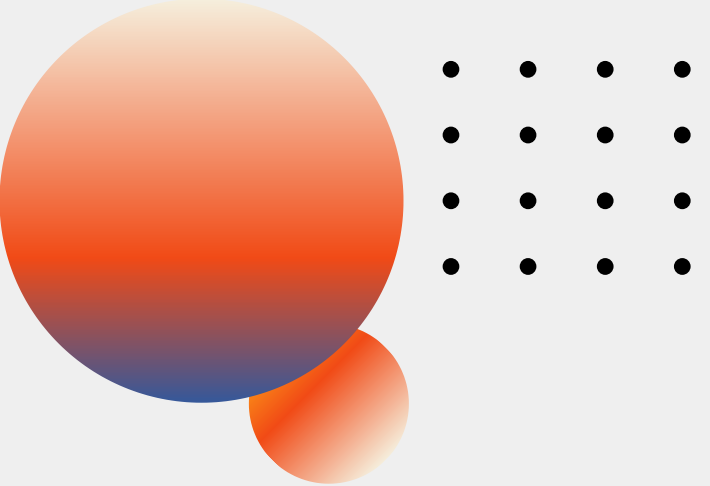
Or go to Free Websites

<https://www.qr-code-generator.com/>

<https://www.qrcode-monkey.com/>

<https://goqr.me/>

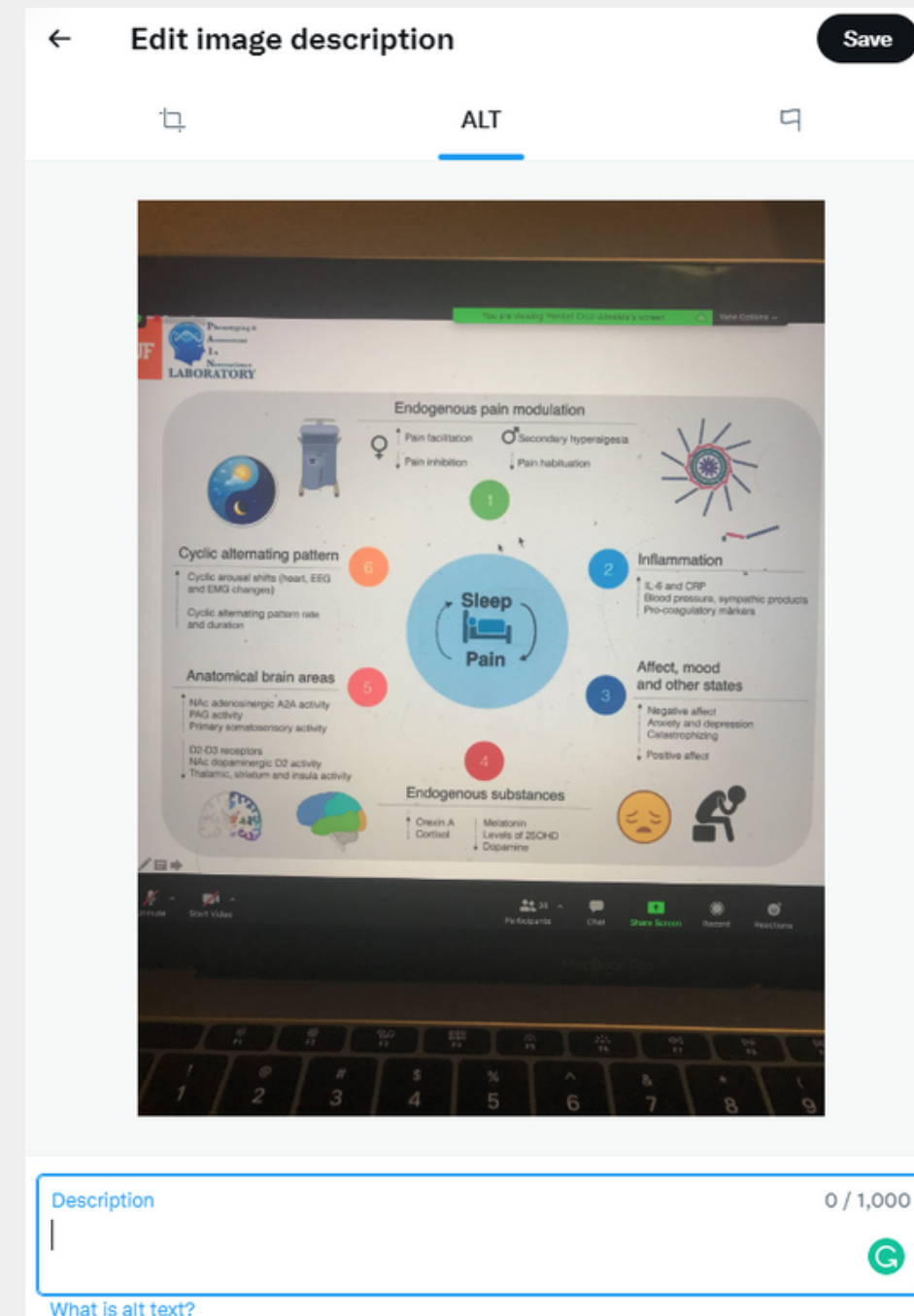
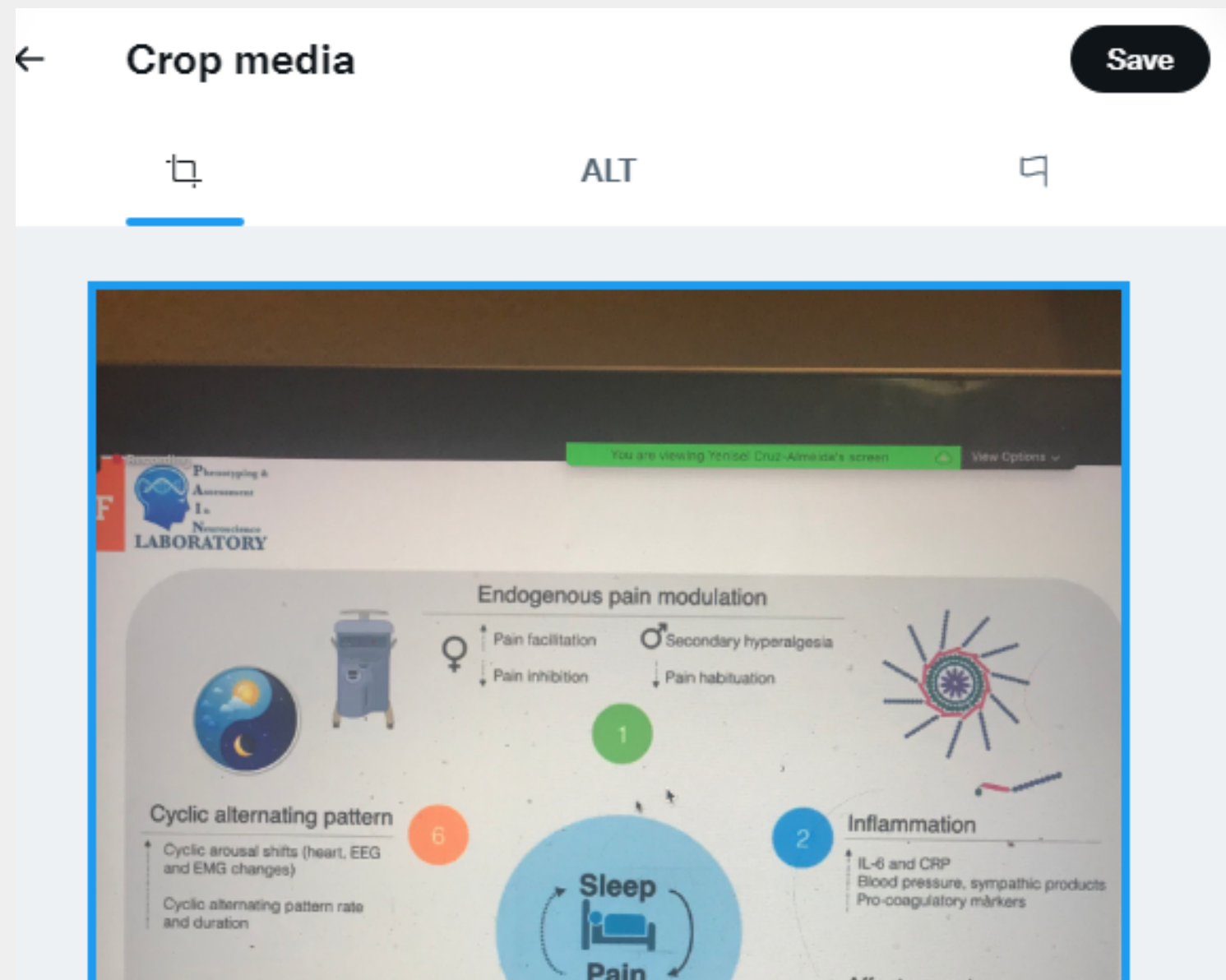
<https://www.qrstuff.com/>



Accessibility of Graphics

ALWAYS ADD ALT TEXT

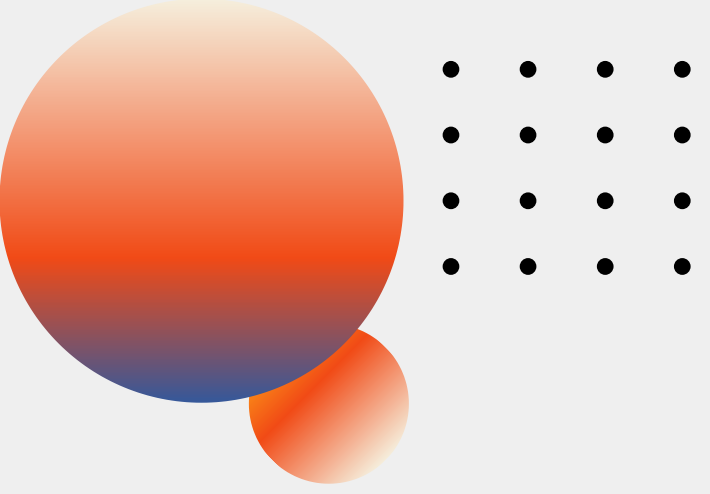
Graphics use SANS SERIF fonts



What is alt text?

4. Text Content





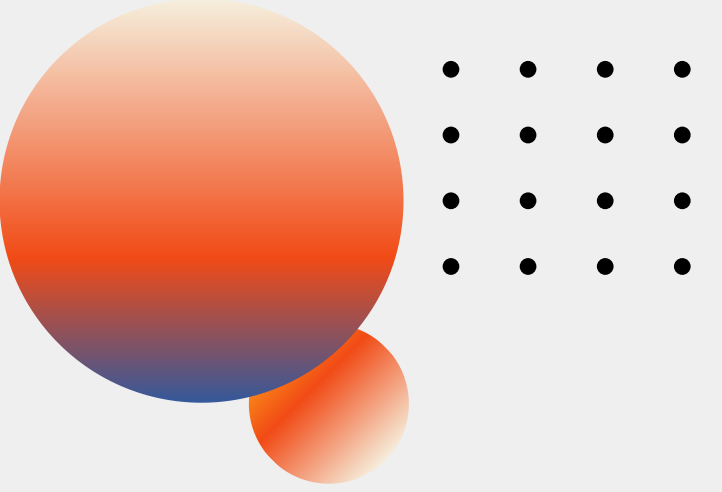
Guidelines

- **Keep it short (280 characters max)**
- **@ people and organizations**
- **Hashtags should be used sparingly (e.g., campaigns)**
- **Retweet others and add a thought or comment (retweet alone are not very effective)**

Add a graphic as much as possible!

5. Social Media Management Tools





Social Media Management Systems

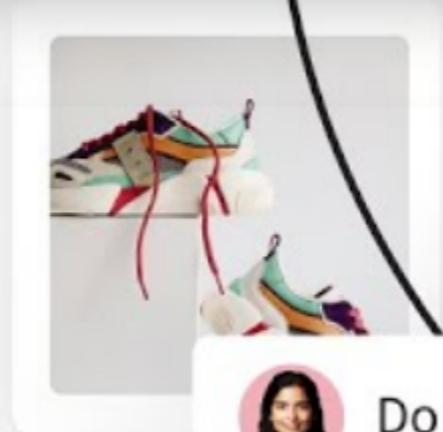
A system that allows posting and engagement from one centralized platform.

Examples (most expensive to cheapest):

- **Hootsuite**
- **Later**
- **Zoho Social, Sprout Social**
- **Content Studio**
- **Buffer and so much more....**



🕒 Tomorrow



Do you have it available



Buffer

All-in-one social media management tool.



I love it!



Impressions
1.76m ↗ 305%

🕒 8:45 PM



Buffer

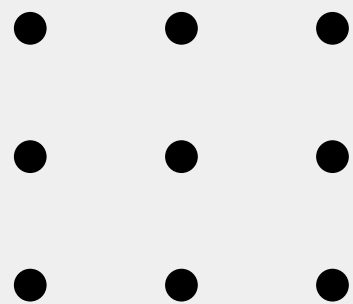


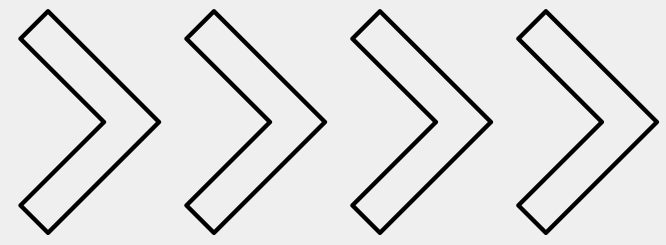
Video series on tips!

-
-
-
-
-
-

You can add other Social Media Platforms

- **Instagram- image**
- **Tiktok- videos**
- **LinkedIn- professional networking**
- **Facebook- groups**

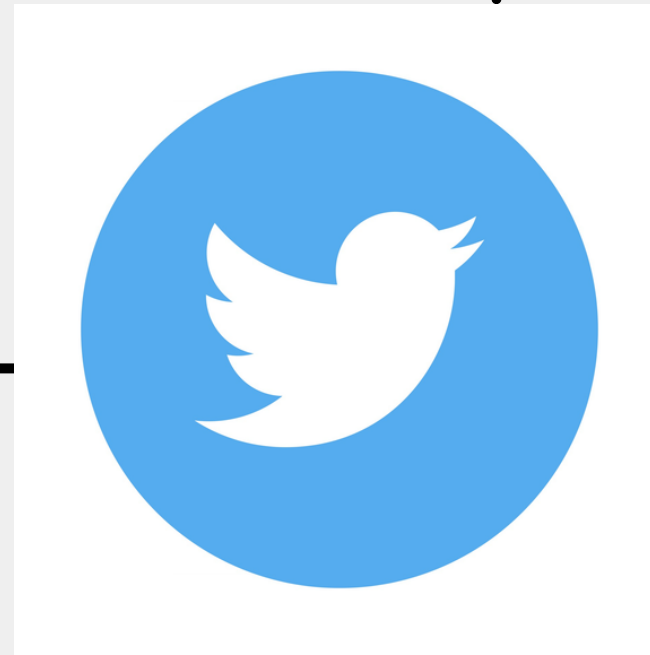




Twitter Tutorial

Open an account
Download the Twitter app

Choose a handle
Examples:



Write your bio
Examples

Make a post!
Tweet or Retweet



End

Thank you
Any questions?

