Getting Started with Social Media... NOW

From the USASP Communications Committee
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

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

- Dr. Tyler Bell
  @TylerBellPhD

- Dr. Rachel Zoffness
  @DrZoffness

- Sarasa Tohyama, PhD
  @SarasaTohyama

- Wendy Gaultney, PhD
  @wendygaultney

- Xinbei Li
  @XinbeiLi1
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.
Top Tweets

Countdown to #USASP2022! 3 days until we see each other in #Cincinnati!

US Association for the Study of Pain
@US_ASP
Join us to congratulate 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.

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

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:

8:40 AM - Feb 25, 2022 - Twitter Web App
6 Retweets 1 Quote Tweet 12 Likes
Types of Popular Posts

Events

@DrErinY
TODAY August 2nd at 3 pm CT to discuss their research via Zoom! Register here: usasp.memberclicks.net/usasptodayyoung
pic.twitter.com/Kke5f5IB6U

A Calling of a Pain Scientist

@DrTamaraBaker @national_pain to teach about cultural competency to commemorate #Juneteenth2022 hosted by @USASP_DIA_SIG
Join by registering here: buff.ly/3xBz7A
pic.twitter.com/44a271s5NR

Awards/Successes

Rob Gereau
@robgereau · May 20
Mission accomplished - PhD hooding ceremony for Dr. @jgraialesreyes. He’s off to Yale for residency, and now I’m off to Cincy. @US_ASP - see you all soon.
pic.twitter.com/PBk4hpF5sM

Top Tweet earned 1,456 impressions

Congratulations to @KhatweeTahsin, a member of the USASP committee and graduate student @UIOWA, on winning a fellowship for studying the mechanisms underlying exercise-induced muscle pain.
@UIowa_PAIN @uihealthcare @US_ASP
Sort of Popular Posts

Job Postings

Journal Articles
Social Media Resources & Tips
1. Profile
Key Components

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

Optional:
Disclaimers
Guidelines
A Lab Profile

Diana Torta- Pain modulation lab
@DianaTorta  Follows you

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

Dr. Rajesh Khanna of the KhannaLabNYU
@KhannaLabNYU

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

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

1,897 Following  2,348 Followers

Followed by Design and Data Analytics PI, USARP 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
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

Features

1. Free/Pro Versions
2. Pre-made Templates
3. Save Templates
4. Multiple Collaborators
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<th>Other Graphic Creation Resources</th>
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<td>Visme</td>
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<td>Adobe Spark/Express</td>
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<td>Artboard Studio</td>
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<tr>
<td>Design Wizard</td>
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<td>and sometimes just PowerPoint</td>
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LET US TWEET YOUR CONTENT

USASP Career Corner:
THE ART OF NEGOTIATION
IN EARLY CAREER

VIRTUAL SEMINAR
WITH NETWORKING EVENT

REGISTER AT USASP.ORG

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

Dr. Erin Young
Assistant Professor
University of Kansas Medical Center

Aug 2
3pm CT

AWARD IN PAIN
Applications open
Oct 15 - Dec 15, 2022

RITA ALLEN FOUNDATION
USASP
How to use graphic creations
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
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....
Buffer – The Social Media Management Tool for Small Businesses

All-in-one social media management tool.
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
Thank you

Any questions?