



In Search of Better Health

SCIENCE COMMUNICATION BEYOND JOURNAL PUBLICATIONS WORKSHOP

"Science not shared is science lost!"

Date: 19-21 February, 2024

Venue: Uganda Virus Research Institute

www.eaccr.org



EACCR3 is part of the EDCTP programme supported by European Union under grant agreement : CSA2020NoE-3102.



Uganda
Virus
Research
Institute

Social Media for Science Communication



Roselyne Namayi

Media Engagement Coordinator – KEMRI – Wellcome Trust Research Programme

outline



Understanding the Landscape

Crafting Compelling Content

Building a Social Media Presence

Ethical Considerations and Best Practices

Unique characteristics of social media

Evaluation and Measurement

Defining your personal brand

Understanding the Landscape



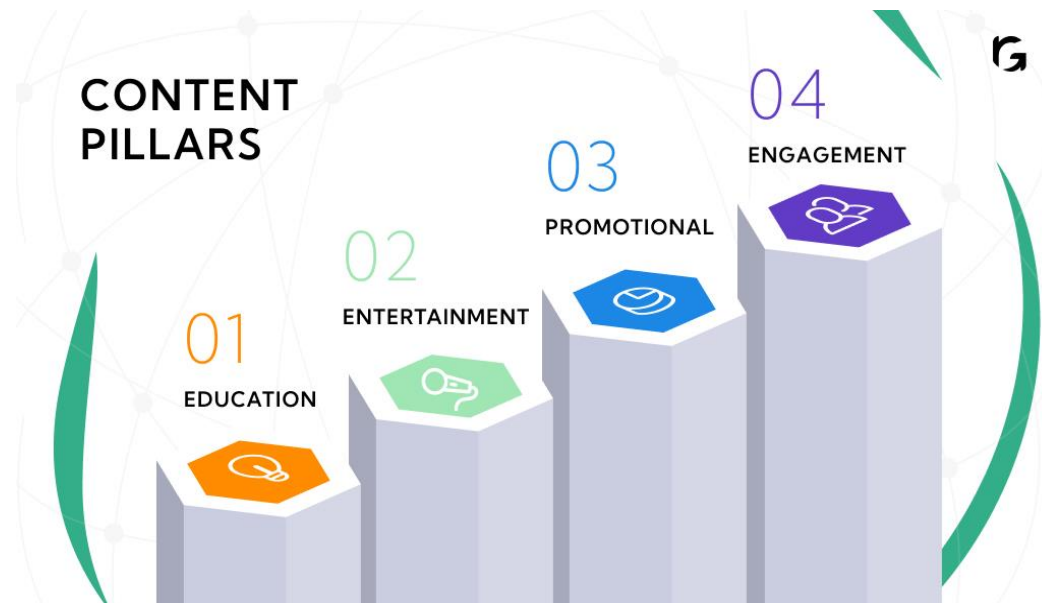
- The Power of social media: reach, accessibility, and engagement potential of social media for disseminating scientific findings and engaging with the public.
- Diverse Platforms: unique characteristics, target audiences, and best practices.
- Understanding Audiences
- Misinformation and Disinformation: Identifying and debunking false claims, promoting credible sources, and engaging in constructive dialogue.

Crafting Compelling Content

- Storytelling: Translate complex scientific concepts into engaging narratives that resonate with a broader audience
- Visual Communication: capturing attention and conveying scientific information effectively
- Plain Language: Avoid jargon and technical terms
- Call to Action: Encourage engagement by inviting followers to comment, tag a friend, answer a question, or share their thoughts.



What do we post?



- Inform
- Educate
- Entertain
- Inspire
- Opinion/Conversational
- Convert
- Promotional

Building a Social Media Presence



- Profile Optimization: Professional and informative social media profiles that clearly communicate expertise and research interests.
- Content Calendar: Ensures consistency and strategic communication.
- Community Engagement: Importance of respectful and constructive dialogue
- Networking: Connect with other scientists, collaborators, and stakeholders in their field.

Ethical Considerations and Best Practices

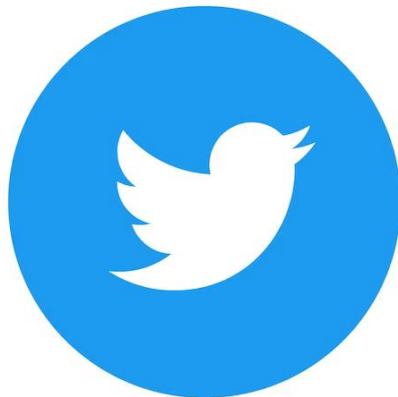


- Accuracy and Transparency: Maintain scientific accuracy and transparency.
- Privacy and Confidentiality: When sharing research data or personal information on social media
- Professionalism: Maintain a professional tone and demeanor.

General characteristics of social media

- Know your audience
- Be consistent
- Engage with your audience
- Be authentic
- Track your results

Unique characteristics of social media



X - Twitter



Unique Characteristics

- Short, text-based messages (tweets) with a character limit.
- Fast-paced, real-time updates and conversations.
- Heavy use of hashtags for topic organization and searchability.

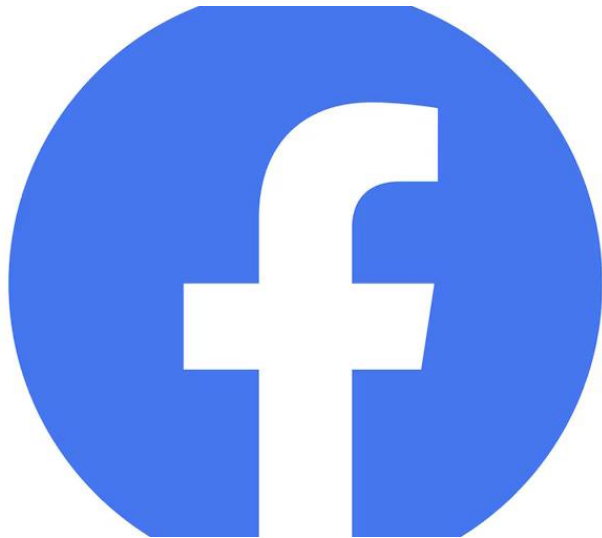
Target Audience

- Broad audience, including journalists, policymakers, scientists, and the public.

Best Practices for Science Communication

- **Be concise:** Craft clear and impactful messages within the character limit.
- **Use hashtags:** Include relevant hashtags to increase the visibility of your tweets.

Facebook



Unique Characteristics

- A platform for connecting with friends, family, and communities

Target Audience

- Broad demographic reach, with users of all ages and interests.
- Strong for connecting with specific communities and interest groups

Best Practices for Science Communication

- Create engaging posts: Share interesting content that resonates with your target audience.

Instagram



Unique Characteristics

- Primarily a visual platform, focused on sharing photos and videos.
- Strong emphasis on aesthetics and visual storytelling.

Target Audience

- Younger demographic, with a strong focus on visual content.

Best Practices for Science Communication

- High-quality visuals: Use eye-catching images and videos to showcase your research or scientific concepts.

Tik Tok



Unique Characteristics

- Short-form video platform with a focus on entertainment and creativity.
- Strong emphasis on trends, challenges, and music.

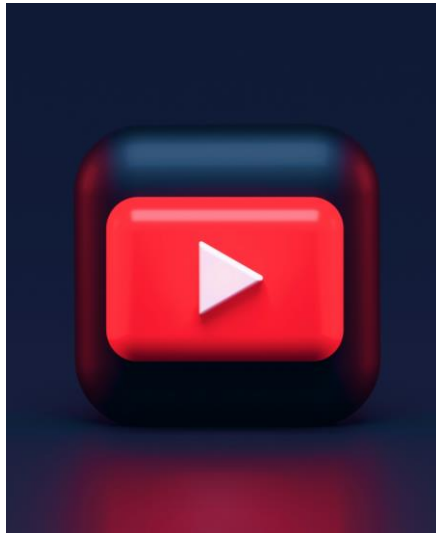
Target Audience

- Primarily younger audience, with a focus on Gen Z and Millennials

Best Practices for Science Communication

- Create short, engaging videos: Explain scientific concepts in a fun and accessible way.

You Tube



Unique Characteristics

- Video-sharing platform that allows for uploading and sharing videos of any length.
- Popular for tutorials, educational content, reviews, and entertainment.

Target Audience

- Broad audience, with users of all ages and interests.
- Strong for in-depth content and building a community around a topic.

Best Practices for Science Communication

- Create high-quality videos: Invest in good lighting, sound, and editing

Evaluation and Measurement



- Metrics and Analytics: Key metrics for tracking social media performance (e.g., reach, engagement, website traffic)
- Feedback and Iteration: Gathering feedback from the audience and using it to improve future communications strategies.

Defining Your Personal Brand

Who am I?

What do I do?

How did I get here?

How have I kept my brand stronger & alive?

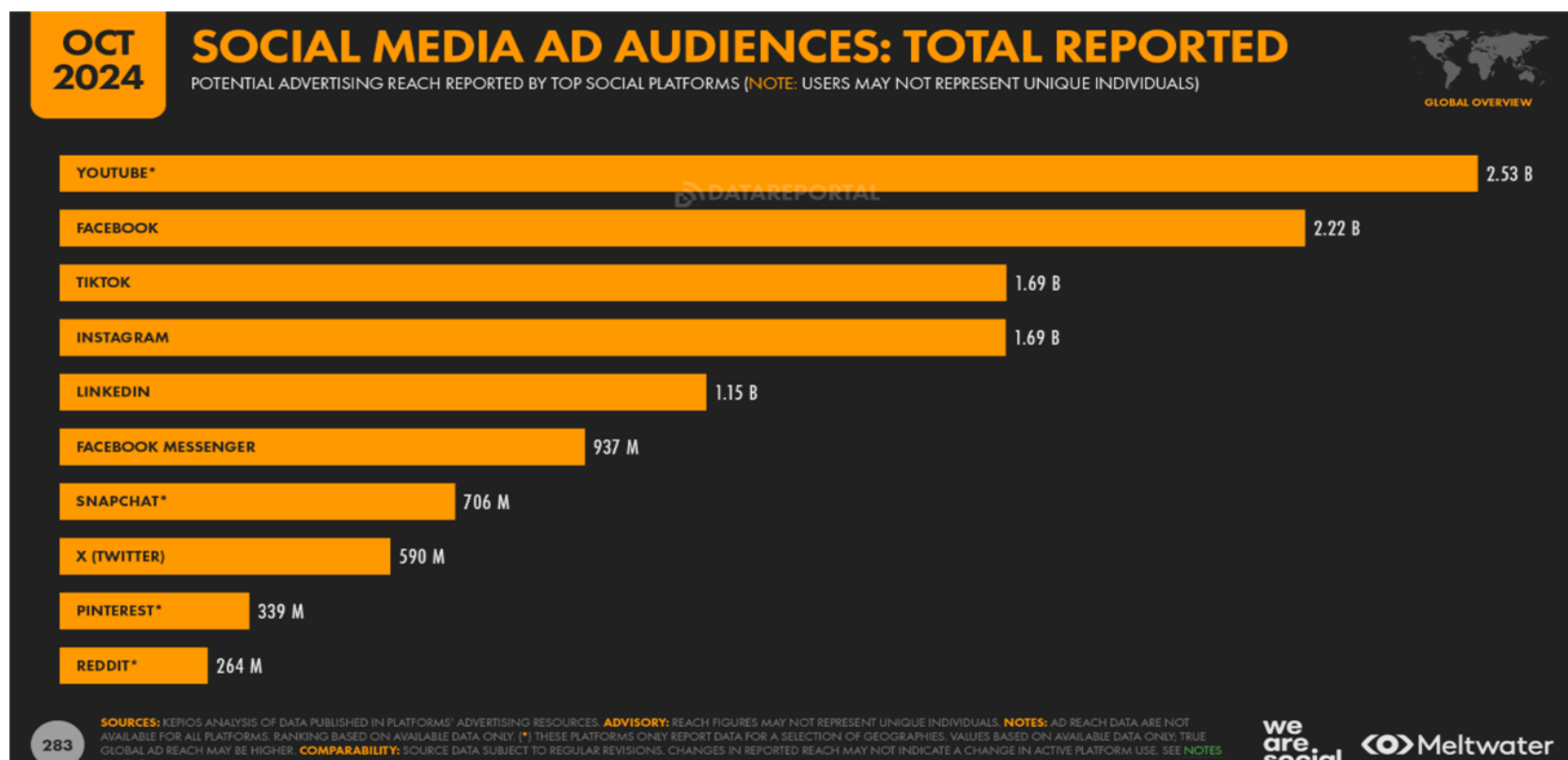


4 Pillars of Personal Brands in the Health Space

- Innovation and Technology - Research
- Climate change and climate finance
- Health and Sanitation and Health Finance
- Creative Economy and Sustainability



Why build your brand on social media?



There were 5.22 billion social media users around the world at the start of October 2024, equating to 63.8% of the total global population. 256 million new users joining social media since this time last year

Having a Personal Brand Identity Means

You are easily **recognizable**

You are **memorable** to your target audience

You have a **distinct** and **consistent personality**, message, and visual aesthetic that sets it apart from your competitors.

People know YOU



How to Build Your Brand?

- Define your “X” Factor
- Understand your “wh-Y” Factor
- Eliminate your “Zzz” Factor
- Ready, set, **Show!**





In Search of Better Health

Your “X” Factor

This is the ability to add intangible value. What is unique about you?

Do it consistently while maintaining that standard.



EDCTP



Uganda
Virus
Research
Institute



In Search of Better Health

Understanding Your “Y” Factor

Your values are like your **personal compass**

What makes you come alive?



EDCTP



Uganda
Virus
Research
Institute



In Search of Better Health

Eliminate Your “ZZZ” Factor

Be your best self!

Tell **your story**?

Create an **impact of your presence**

Be **memorable**

Be **authentic**



EDCTP



Uganda
Virus
Research
Institute

Ready, Set, Show! Start building! Create!

- Your **personal brand is you.**
- **Take it everywhere** with you.
- It travels with you throughout your career even if you fully pivot into another role or industry. It is a **long-term investment you make in yourself!**
- **Be consistent.** Personal branding is **not a one-time event.** Just like you, your personal brand is **ever evolving**

1. Tip: Post at peak times

- Analyze your audience's activity to find the best times to post for maximum engagement.
- Check your analytics or benchmark your competitors.

2. Tip: Share visuals and your top exciting stories



- Can be your achievements
- Part of the activities you have joined for community outreach
- Webinars you are going to speak//after speaking photos from sessions

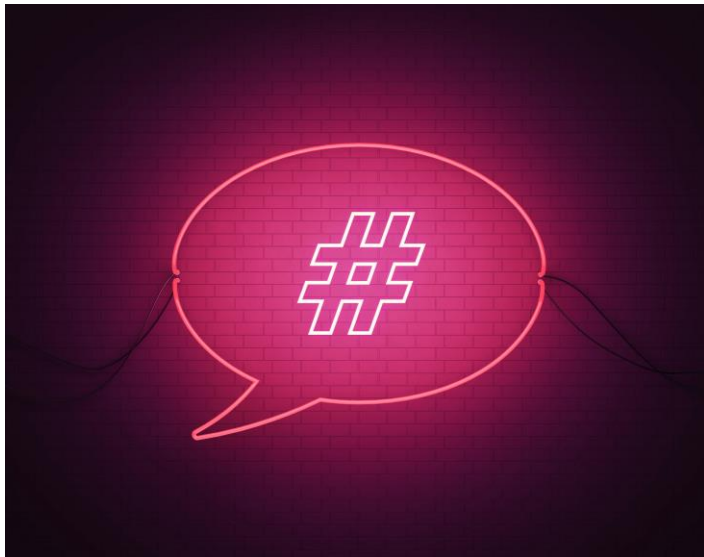
3. Tip: Start conversations with open-ended questions



For example, "What's the best health tip you've learned this year?" invites responses and creates discussion.

4. Tip: Use hashtags

Only use when necessary!



- Use hashtags that match your content
- Mix popular and niche hashtag
- Limit your hashtags to 5-10
- Research before posting
- Create custom hashtags for campaigns
- Don't use long or complicated hashtags
- Don't repeat the same hashtags every time
- Don't use random hashtags just for visibility
- Pick winning hashtags

5. Tip: Engage with your followers



Tip: Show appreciation for your followers by engaging with their posts. Like, comment, and share when appropriate.

6. Tip: Pin posts

Posts that share more about you and what you are building as a personal brand



The screenshot shows the Twitter profile of Janet Machuka (@janetmachuka_). The header features a banner with the text "There's no limit to what you can do." and a list of roles: Social media marketer, Influencer & Thought leader, SMM trainer, Community manager, and Content Creator. A quote "I make things happen" is also present. Below the banner is a circular profile picture of Janet Machuka. The bio identifies her as a Social Media & Content Marketing Expert, Co-founder of @AfricaTweetChat and @Sparks_Corp, and a Journalist. Her location is Kenya, Africa, and her website is janetmachuka.com. She was born on May 4, 1994, and joined Twitter in June 2015. She has 12.2K following and 235.6K followers. The pinned tweet, dated Jan 27, 2019, discusses the challenges of building a company and the importance of perseverance.

There's no limit to what you can do.

- ✓ Social media marketer
- ✓ Influencer & Thought leader
- ✓ SMM trainer
- ✓ Community manager
- ✓ Content Creator

"I make things happen"

Janet Machuka ✓
@janetmachuka_

Social Media & Content Marketing Expert | Co-founder [@AfricaTweetChat](#)
[@Sparks_Corp](#) | [#SpacesHost](#) ✨: [#AfricaTweetChat](#) Wed 9pm EAT. Journalist. Loves documentaries

📁 Marketing Agency 📍 Kenya 🇰🇪, Africa 🔗 [janetmachuka.com](#)
📅 Born May 4, 1994 📅 Joined June 2015

12.2K Following 235.6K Followers

Posts Replies Highlights Articles Media Likes

Pinned

Janet Machuka ✓ @janetmachuka_ · Jan 27, 2019

Building a company can cost and drain you. You'll lose friends, sometimes you'll run broke, pleasure time will sound past tense, family will feel distanced and you will have many failings than success. If you're a hard core, you'll grow stronger. So, rise up and keep grinding.

304 3K 8.1K

7. Tip: Feature other people



Reposting and resharing

8. Tip: Engage on other people's content



Step away from your content and find content from people who have a similar interest as you

RESOURCES

- ❖ <https://janetmachuka.com/11-smart-tips-to-use-for-personal-branding-on-social-media/>
- ❖ <https://janetmachuka.com/how-to-build-brand-authenticity-on-social-media/>



In Search of Better Health

Acknowledgement

- KEMRI-Wellcome Trust Research Programme
- Janet Machuka – Social Media Expert
- Media Advisory Group
- KWTRP Communications Team

KEMRI | Wellcome Trust



Uganda
Virus
Research
Institute

EDCTP



In Search of Better Health

Transition



EDCTP



Uganda
Virus
Research
Institute



In Search of Better Health

The power of social media

EA case studies and practical on social media



EDCTP



Uganda
Virus
Research
Institute

#KenyaNiYetu

- ❖ <https://www.youtube.com/shorts/No49UbUVKsU>
- ❖ It trended widely: #KenyaNiYetu gained significant traction on Twitter, becoming a trending topic in Kenya and even beyond. This indicates a high level of engagement and visibility.
- ❖ It sparked national conversation: The hashtag fueled widespread discussion about issues of corruption, tribalism, and national unity. It provided a platform for Kenyans to express their concerns and opinions.
- ❖ It mobilized action: #KenyaNiYetu is believed to have played a role in mobilizing Kenyans to participate in protests and demonstrations against corruption and tribalism.
- ❖ It influenced public discourse: The hashtag helped to shape public discourse on important issues and put pressure on authorities to address them.

#MyDressMyChoice

- ❖ <https://www.youtube.com/watch?v=99sgIKsGsn4>
- ❖ Triggered by violence: The campaign was sparked by a series of violent attacks against women in Kenya who were stripped and assaulted for wearing clothes deemed "inappropriate." This brutality, often captured on video and shared online, fueled the movement.
- ❖ Viral spread: The hashtag #MyDressMyChoice went viral, spreading rapidly across social media platforms, particularly Twitter and Facebook. This indicates a high level of engagement and sharing.
- ❖ Mobilized protests: The hashtag helped organize and mobilize protests in Nairobi and other Kenyan cities. These protests drew significant numbers of participants and garnered media attention, both locally and internationally.
- ❖ Led to legal changes: The campaign is credited with contributing to the Kenyan Parliament passing a law against forcible stripping, making it punishable by 10 years in prison. This is a significant legal victory.
- ❖ Shifted public discourse: #MyDressMyChoice raised awareness about the issue of sexual harassment and violence against women in Kenya. It challenged societal norms and sparked a national conversation about women's rights and bodily autonomy.

Improvising visibility of your research work using LinkedIn and curating your LinkedIn profile

