

PRB

INFORM
EMPOWER
ADVANCE

Social Media for Social Science

Beth Jarosz @DataGeekB

October 2018

*Made possible with funding from the Eunice Kennedy Shriver
National Institute of Child Health and Human Development (NICHD).*

POPULATION REFERENCE BUREAU | www.prb.org

WHY should you use social media?

“In today’s digital age, social media competence is a critical communication tool for academics.”

- Harvard Business Review (2016)

- Reach and Accessibility
- Connections and Impact
- Responsibility

“We have a **responsibility** to share our scientific knowledge.”

Speaking about social media for social science at PAA (2017)



Wendy Manning • 3rd

Director at Center for Family and Demographic Research

Center for Family and Demographic Research • UW-Madison

Bowling Green, Ohio • 154 🌐

Connect

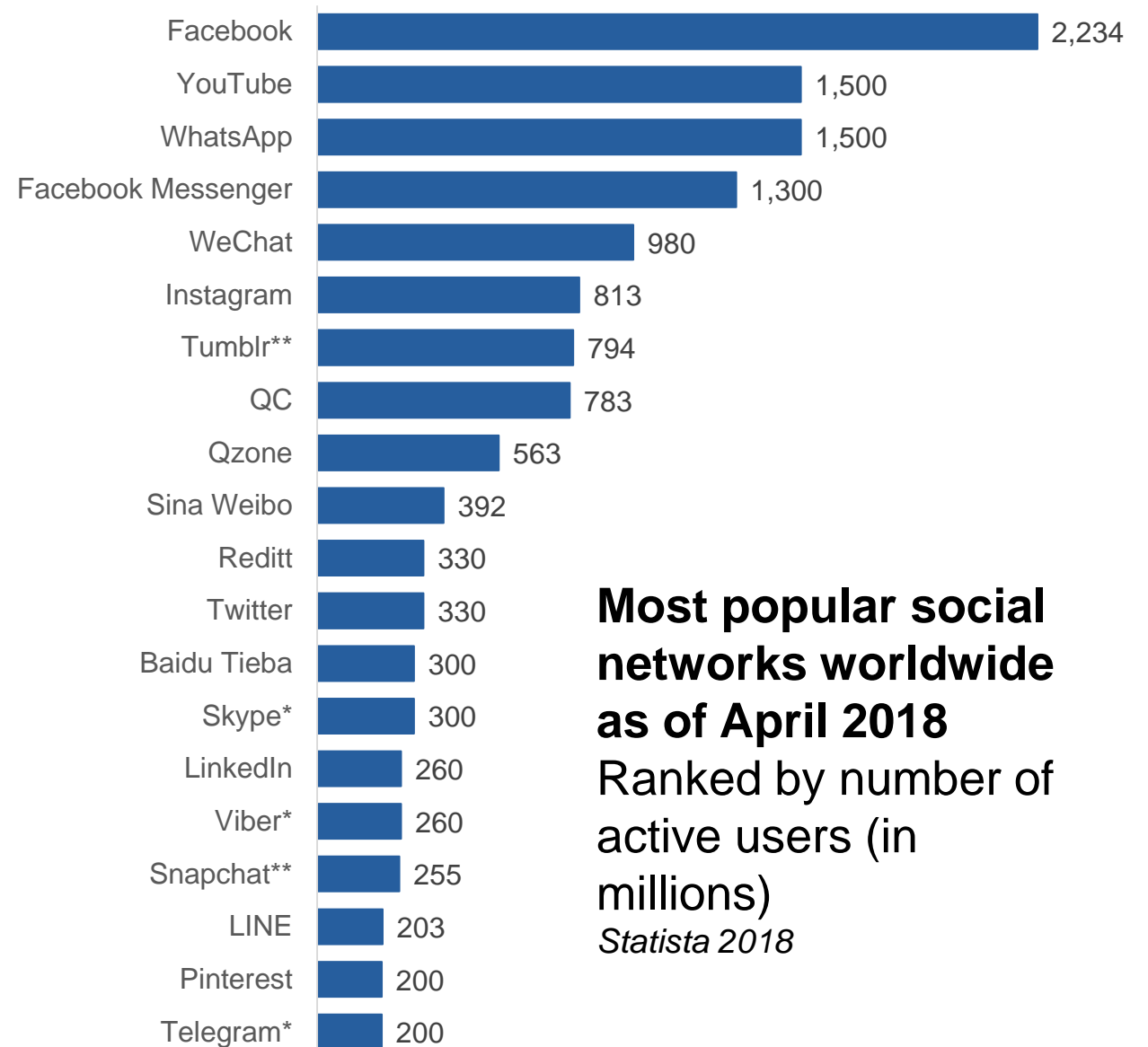
...

WHAT is social media?



Social Media Landscape 2017

Fred Cavazza 2017



Most popular social networks worldwide as of April 2018

Ranked by number of active users (in millions)

Statista 2018

LinkedIn, Facebook, and Twitter USES FOR RESEARCH AND POLICY



USE FOR

- Keeping your CV up-to-date
- Sharing research or projects
- Networking for job opportunities
- Learning about various organizations or groups
- Following the work of experts in your field

The screenshot shows a LinkedIn profile for Shelley Megquier, a Policy Analyst at the Population Reference Bureau. The profile includes a cover photo of a landscape, a profile picture, and a '+ Follow' button. Below the profile is a post from Shelley Megquier celebrating her four-year anniversary at the Population Reference Bureau. The post has 24 likes and 3 comments. The comments section shows three replies: Stephanie A. Kimou (Founder at PopWorks Africa) congratulating her, Jason Bremner (Data and Performance Management Director, FP2020) congratulating her, and the Population Reference Bureau (1,633 followers) expressing gratitude for her.

Shelley Megquier
Policy Analyst at Population Reference Bureau
1mo

I just realized that I hit the four-year anniversary mark at **Population Reference Bureau**. Thanks LinkedIn for helping me keep track of my life! And, thanks to PRB for being my workplace home. You rock.

24 Likes · 3 Comments

Like Comment

Likes

+16

Add a comment...

Stephanie A. Kimou
Founder at PopWorks Africa
Congrats SM!!
Like Reply

Jason Bremner
Data and Performance Management Director, FP2020
Wow. Four years passes quickly. Congratulations (edited)
Like Reply

Population Reference Bureau
1,633 followers
We are so grateful to have you on our team Shelley!
Like Reply



Facebook

USE FOR

- Sharing news and research results
- Learning about various organizations or groups
- Advocating for issues related to your research
- Engaging with topics and work in a more informal manner



Population Reference Bureau

Published by Sprout Social [?] · April 16 at 9:30am · 🌐

A special supplement in the latest Journals of Gerontology from University of Michigan Institute for Social Research (ISR) and The Gerontological Society of America examines trends in dementia across the United States. The nine studies provide new evidence on declines in dementia prevalence, and reasons for those trends.

https://academic.oup.com/psychsocgerontology/issue/.../suppl_1

Our Today's Research on Aging publication and infographic provide additional information on dementia trends and the impact on caregivers.

<https://www.prb.org/todays-research-aging-dementia-trends/> and

<https://www.prb.org/infographic-dementia/>



Social Science Research Group

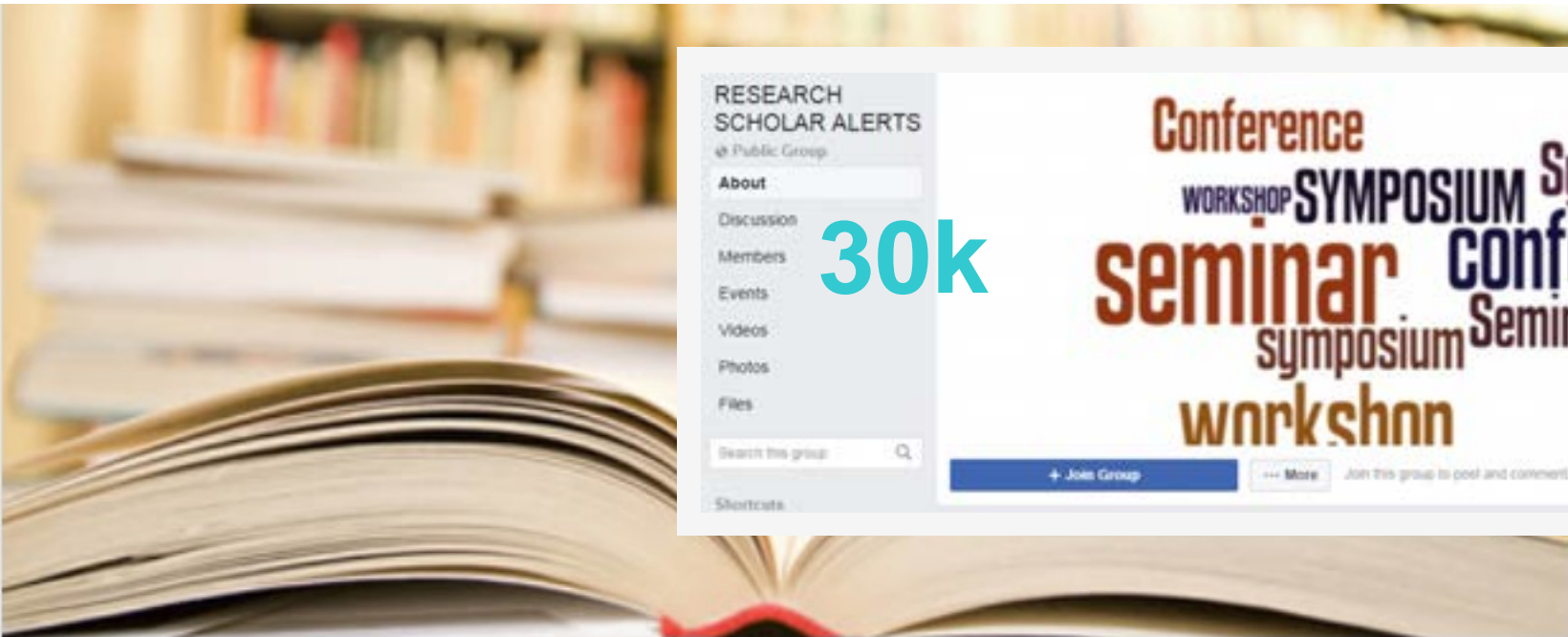
Public Group

- About
- Discussion
- Members **5k**
- Events
- Videos
- Photos
- Files

Search this group

Shortcuts

PRB Population Referen... 20+



RESEARCH SCHOLAR ALERTS
Public Group

About
Discussion
Members
Events
Videos
Photos
Files

Search this group

30k

Conference
WORKSHOP SYMPOSIUM Symposium
seminar conference
symposium Seminar
workshon

+ Join Group More Join this group to post and comment.

+ Join Group More Join this group to post and comment.

About This Group

Description

This Group is intended for all Social Science University students who are looking to collect data for their University research project but who are short of funds could do with the help of friends, volunteers and fellow rese... See More

Group Type

Study Group

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

Suggested Groups

See All

Some of these names are often used interchangeably, but the next few slides will offer common definition used to identify differences between them.

Conference
SYMPOSIUM Symposium





Twitter

USE FOR

- Sharing your research findings and updates (and getting feedback)
- Keeping up-to-date on news in your field
- Interacting with the media and policymakers
- Alerting others to and participating in conferences, events, talks, seminars, etc.
- Collecting data for future funding (yes really!)
- Engaging with students and laypeople

Joan Hermsen @joan_hermsen Follow

@MarkSMather @DataGeekB My student wrote papers based on @PRBdata Losing Ground Report. Add to future report? mental health, sexual violence, political power, workplace authority indicators. What surprising indicators? incarceration & suicide rates. @MizzouSociology @MizzouAandS

10:49 PM - 4 May 2018

2 Retweets 1 Like

1 2 1

PRB Tweet your reply

Beth Jarosz @DataGeekB · May 5
Replying to @joan_hermsen @PRBdata and 3 others

Absolutely excellent suggestions. Some more challenging than others to add (consistent, historical data w age/sex detail can be challenging to find) but we'll note all for future investigation.

1 3

So, HOW do you actually use a social media platform like Twitter?

Examples of things you can tweet

- Details of new publications or resources you've produced
- News items that feature your research
- Links to blog posts you have written
- Thoughts on conferences you attend
- Questions to invite feedback
- Interesting news items you've found
- Interesting photos or visuals
- **Replies** to other people's tweets
- **Retweets** of other people's tweets

PRB @PRBdata

There are more low-income working families today than there were at the onset of the recession in 2007. It hasn't been economic recovery for all. Learn more in a new Working Poor Families report: bit.ly/2qEwkM2 @DataGeekB @MarkSMather

Figure 3: Percent of Working Families with Income Below 200% of Poverty Level, 2007-2016

Year	Percent
2007	28.0
2008	29.0
2009	30.2
2010	31.4
2011	32.2
2012	32.6
2013	32.5
2014	32.0
2015	31.8
2016	26.1

Source: U.S. Census Bureau, American Community Survey

9:00 AM · 17 Apr 2018

11 Retweets · 3 Likes

PRB @PRBdata · Apr 17

@EMPath @spicenter @policylink @CenterPoverty @povertyresearch @Workblog @IRP_UW @AECFNews @urbaninstitute

Add another Tweet




Beth Jarosz
@DataGeek8 Follows you

number cruncher, trend analyzer,
population prognosticator, sociology
instructor, all-around demographer.
@PRBdata researcher, runner.

Beth Jarosz @DataGeek8 Following

Our piece "Poverty & Inequality Pervasive in 2/5 of US Counties" cited by @Richard_Florida & @CityLab citylab.com/work/2017/01/a ... @PRBdata

Number of Counties With High Levels of Inequality and Poverty Has Increased Over Time



Poverty and Inequality 2010-2014

- High-Inequality/High-Poverty
- Low-Inequality/High-Poverty
- High-Inequality/Low-Poverty
- Low-Inequality/Low-Poverty
- No Data

Notes: High-poverty rate is a poverty rate greater than 15.7 percent; High-inequality is a Gini index greater than 3.03.
Sources: PRB analysis of data from the U.S. Census Bureau, Decennial Census and American Community Survey; and Census state-level; David Colman for Geospatial Analysis and Computation.

1:31 PM · 3 Jan 2017

57 Retweets 41 Likes

Beth Jarosz @DataGeek8 Following

(Just a few) fabulous female demographers you should follow

- @AudreyDorelien
- @dianaclavery
- @DrNyeshaBlack
- @KarinBrewster
- @katennesse
- @Mammondy
- @RebeccaSear
- @RLClarkPop
- @rkellyraley
- @smonnat
- @spattersearch
- @twitchysquirl
- @wang_donghui

#InternationalWomensDay #DiaDeLaMujer

11:25 AM · 8 Mar 2018

28 Retweets 76 Likes

Beth Jarosz @DataGeek8 Following

PSA for women in social science CITE YOUR OWN WORK in your references. Just do it.

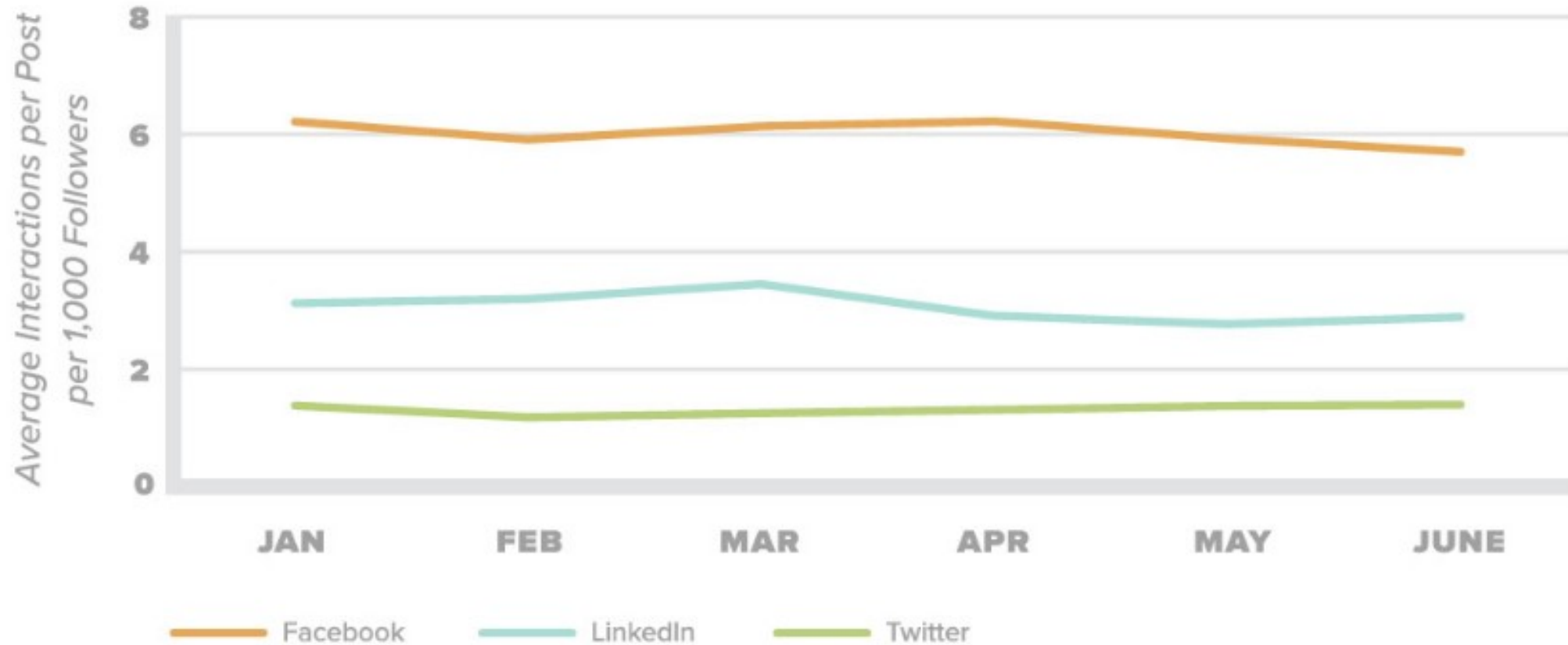
ASA Sociology @ASAnews
Wow! @mollymking et. al.'s findings show that between 1779 and 2011, men cited their own papers 56 percent more than did women. twitter.com/SociusJournal/...

8:12 PM · 15 Dec 2017

99 Retweets 207 Likes

Average Interactions per Post per 1,000 Followers

January 2016 - June 2016



TrackMaven

Methods of Engagement

TWITTER

Examples

Retweet

You Retweeted

AppalachianRegComm @ARCgov · Apr 24

ARC and @prbdata release The Appalachian Region: A Data Overview from the 2012–2016 American Community Survey. Known as The Chartbook, the report offers data insights and trends about socioeconomic and demographic dynamics in Appalachia bit.ly/2qU6C7h

Subregion	Percentage
Southern Appalachia	24.3%
Central Appalachia	13.6%
Other	23.7%

Dive into the latest data about Appalachia

www.arc.gov/chartbook

GIF

1 Like

Reply

U.S. Census Bureau @uscensusbureau · Mar 19

This report discusses projected changes in the U.S. population and summarizes results from the U.S. Census Bureau's 2017 National Population Projections. #CensusChat

1 Like

Michael G Strawser @legacy_comm

Following

Replying to @uscensusbureau

Does this information also take into consideration @pewresearch center's recent modification to the #millennial generation age range? #CensusChat

12:22 PM · 19 Mar 2018

1 Like

PRB Tweet your reply

U.S. Census Bureau @uscensusbureau · Mar 19

Replying to @legacy_comm @pewresearch

We don't officially define generations. We have age data available by single year of age, so you can use our data to create specific age ranges. #CensusChat [census.gov/data/datasets/...](http://census.gov/data/datasets/)

Handle
Hashtag

LEVEL UP: Live Tweeting Online and Offline Events

 **Southern Demog Assoc**
@SDA_Demography

Just a week left until attendees start arriving in Durham, NC for the #SDA2018NC annual meeting. Follow the conference hashtag for updates.

7:27 AM - 2 Oct 2018


 **PRB**
@PRBdata

A5: Creating communication materials for use by policy advocates and training journalists to better report on health and nutritional issues are actions that empower communities to create #UHC change. #HealthForAll @CGDev @GlobalHealthOrg bit.ly/2q8cLwy


10:32 AM - 6 Apr 2018

5 Retweets 8 Likes 


   




 **Mark Mather**
@MarkSMather Following

Standing room only crowd at the @uscensusbureau session on race/ethnicity standards! #paa2018



PM - 26 Apr 2018

tweets 47 Likes 

  47 

LEVEL UP: Direct Messaging

Connecting privately with other users

Hello! We are currently accepting applications from family planning advocacy organizations to develop custom communications advocacy packages for them. prb.org/prb-is-accepti... Would you mind sharing the word to reach as many wonderful FP orgs as possible? Thank you, Sydney

FULLY FUNDED #OPPORTUNITY: Apply today to create a dynamic, #data-driven communications resource package for your #familyplanning advocacy org. Info. at: bit.ly/2reWIN6
[@PRBdata](#)

May 2 ✓



Sure, happy to!

May 2

Thank you!

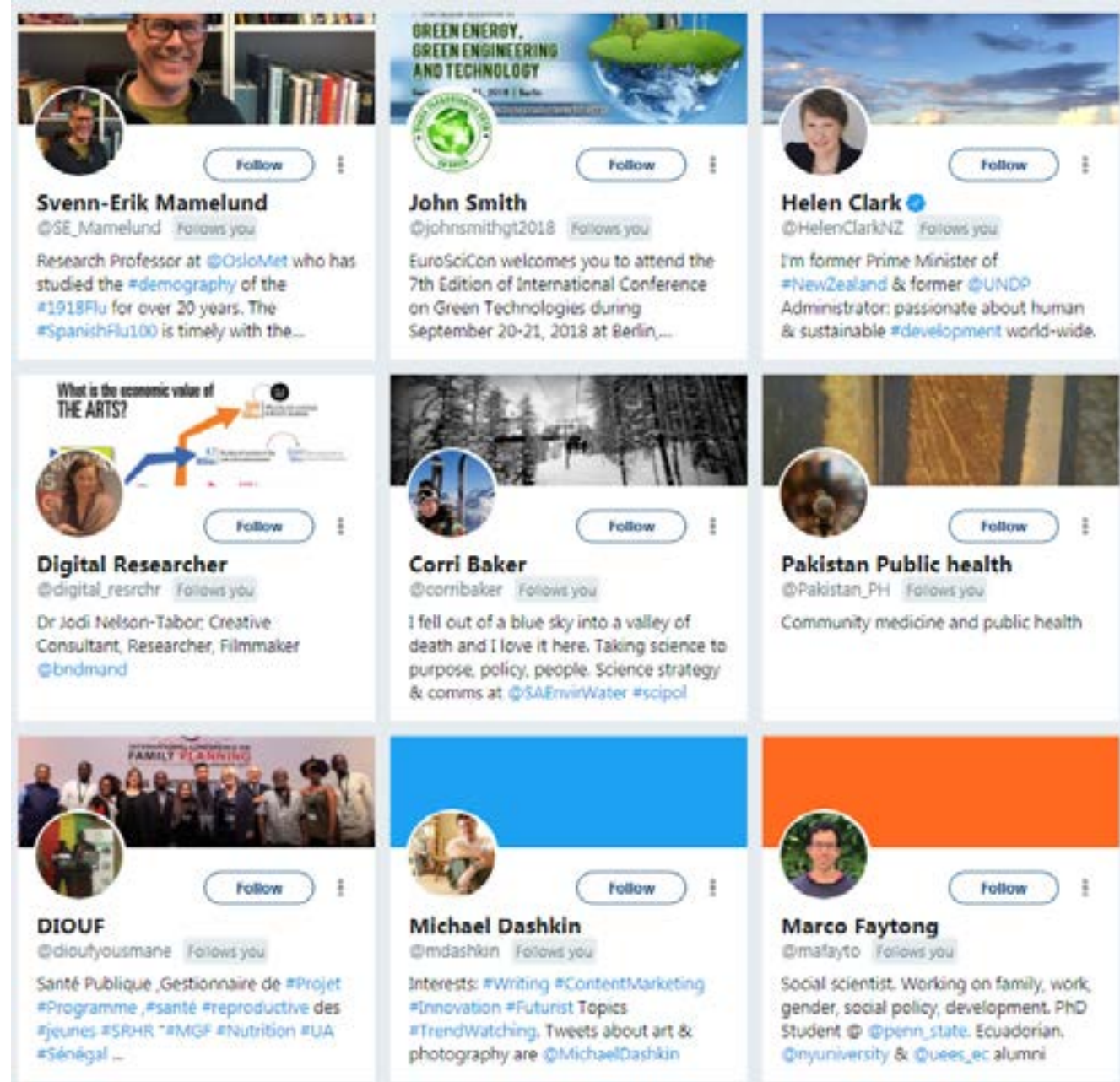
May 2 ✓



LEVEL UP: Influencers (The WHO of Twitter)

Experts, Journalists, Policymakers, Funders, etc.

- Don't be afraid to DM them
- Stay vigilant! They might not directly tag you or your organization
- Add them to a twitter list
- **Always** thank them if they have shared your research



LEVEL UP: Twitter Lists

Keeping track of influencers and areas of interest

FA9: US Census&ACS PRB
A private list by PRB

Members **11** Subscribers **0**

Edit Delete

Tweets >
List members >
List subscribers >

More lists by @PRBdata · View all

- Social Media
- US Programs
- FA10: Youth
- FA9: US Census&ACS
- FA9: Pop Change

Tweets

Pew Research Fact Tank @FactTank · 3m
77% of the U.S. public says there should be limits on the amount of money individuals and organizations can spend on political campaigns.
pewrsr.ch/2KFsNXj

Nearly two-thirds of Americans say new laws would be effective in reducing role of money in politics

% who say ...

Statement	Percentage	DK
There should be limits on the amount of money Individuals and groups can spend on campaigns	77	20
Individuals and groups should be able to spend as much as they want on campaigns	20	3
New laws could be written that would be effective in reducing the role of money in politics	65	31
New laws would not be effective in reducing the role of money in politics	31	4

Source: Survey of U.S. adults conducted March 7-14, 2018. Pew Research Center

Recently added members · View all

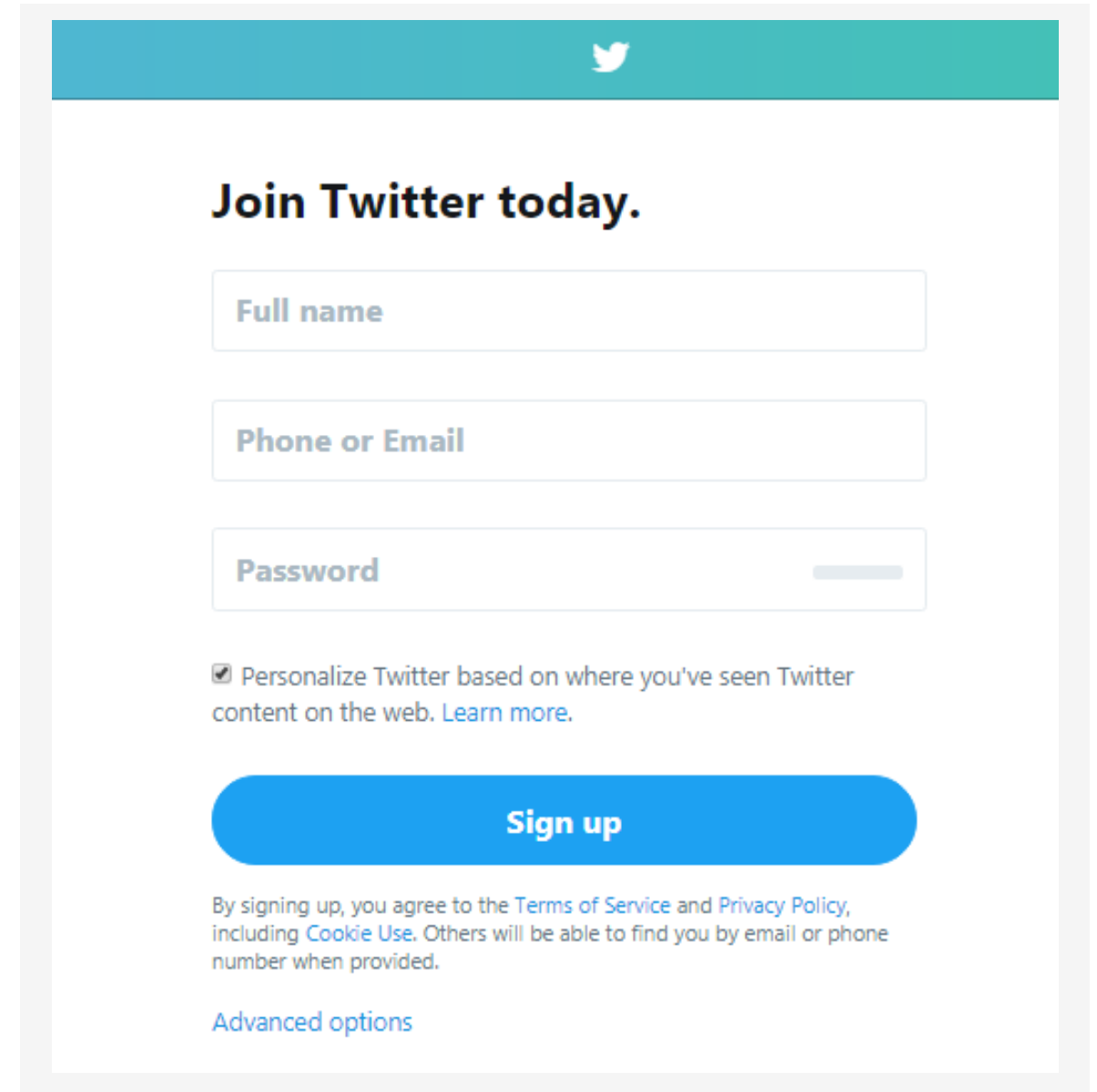
- Todd Gardner** @PopGeog Following
- NoFGM_USA** @NoFGM_US... Follow
- Census SDC Network** @ce... Following
- Pew Research Fact Tank** Following

© 2018 Twitter About Help Center Terms Privacy policy Cookies Ads info Brand Blog Status Apps Jobs Advertise Marketing Businesses Developers

SOCIAL MEDIA BEST PRACTICES

TEN Best Practices

1. Be yourself
2. Make social media a habit
3. Think before you post
4. Build a targeted profile
5. Have meaningful conversations
6. Visuals! Visuals! Visuals!
7. Share anecdotes
8. Write for anyone
9. Engage and respond
10. Look at the data (analytics)



The image shows a screenshot of the Twitter sign-up page. At the top, there is a teal header with the Twitter bird logo. Below the header, the text "Join Twitter today." is displayed in bold. There are three input fields: "Full name", "Phone or Email", and "Password". The "Password" field has a toggle switch on the right. Below the input fields, there is a checkbox labeled "Personalize Twitter based on where you've seen Twitter content on the web." with a link "Learn more." below it. A large blue button with the text "Sign up" is centered below the checkbox. At the bottom, there is a line of text: "By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. Others will be able to find you by email or phone number when provided." and a link "Advanced options" below it.

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#THANKYOU

Beth Jarosz
@DataGeekB

*Made possible with funding from the Eunice Kennedy Shriver
National Institute of Child Health and Human Development (NICHD).*

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