



# Establishing a Digital Footprint

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# Where to start?

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# Which social media do scientists use?

Social Media Service	Average Rank	Users (n)	Non-users (n)
Twitter	1.5	512	34
Facebook	2	479	67
LinkedIn	4	399	147
Wordpress	4.5	233	313
Google +	4.9	273	272
Instagram	5.0	163	383
Research Gate	5.1	210	335
Reddit	5.4	125	421
Pinterest	5.7	141	405
Mendeley	5.8	167	379
Tumblr	6.1	127	419
Blogger	6.1	113	432
FourSquare	7.8	61	484
MySpace	8.8	44	502

Collins, K., Shiffman, D. and Rock, J., 2016. How are scientists using social media in the workplace?. *PloS one*, 11(10), p.e0162680.

# Twitter

← **Sam Illingworth**  
20.6K Tweets



## A SONNET TO SCIENCE

SCIENTISTS AND THEIR POETRY

SAM ILLINGWORTH

'This excellent book is a creative collision of Hadron-like proportion, scattering fragments of intellectual curiosity, fluency and unpretentiousness across every page. One of my "discoveries" of 2019.'

**Lemn Sissay, MBE**

Follow

**Sam Illingworth**

@samillingworth

Associate Professor, co-director of @MGSNwork, chief editor of @EGU\_GC, & founder of @ConsilienceJrnl. I use poetry and games to bring people together.  
[#scicomm](#)

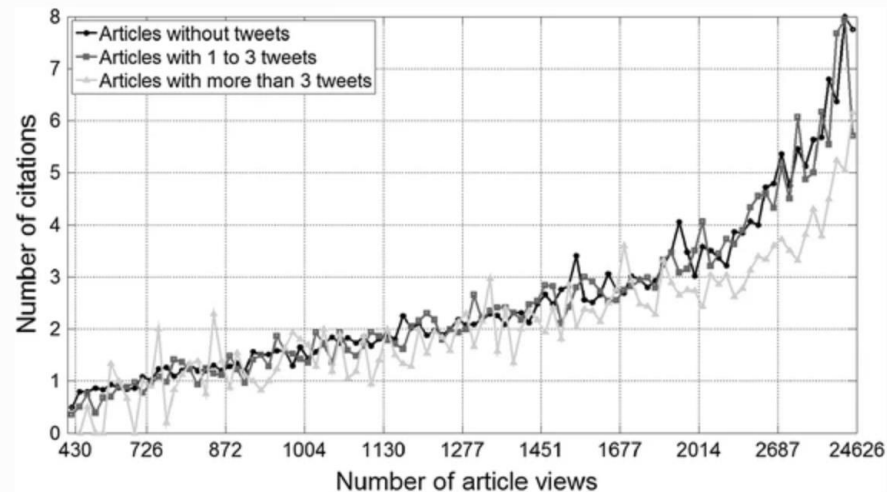
[samillingworth.com](#)  Joined March 2009

3,432 Following 6,996 Followers

# Benefits of Twitter

- 1. Promote your work** – Blogs, papers, photos
- 2. Learn to communicate concisely** – 280 characters or less
- 3. Find information** – Papers behind paywall, up-to-date conversations in your field
- 4. Use for research** – Find participants for studies, gather opinions
- 5. Virtually attend conferences** – Get involved in conversation using a hashtag, even if you are not there, e.g. #vEGU21

# But will it improve my citation count?



de Winter, J.C., 2015. The relationship between tweets, citations, and article views for PLOS ONE articles. *Scientometrics*, 102(2), pp.1773-1779.

“In conclusion, yes: tweets do predict citations, but the effect is very weak. Article views obtained from Twitter hyperlinks have less academic substance than article views obtained from other referral sources.”

BUT...

“The number of tweets represents something else than academic impact, for example ‘hidden impact’ (i.e., academic impact that is not detected using citation counts), ‘social impact’, or relevance for practitioners.”

# Using Twitter effectively



Determine your USP



Share valuable content



Try to always use images



Tag people into posts



Be civil!



# Twitter analytics

Apr 2021 · 30 days

## TWEET HIGHLIGHTS

**Top Tweet** earned 10.3K impressions

The presentation from [@iamhazeligibson](#), [@susannebuitter](#), and me about the 'Future of Conferences' (in the wake of [#COVID19](#) & the move to the digital) is now online for [@EuroGeosciences](#) [#vEGU21](#). Please check it out here and leave some comments: [meetingorganizer.copernicus.org/EGU21/EGU21-19...](https://meetingorganizer.copernicus.org/EGU21/EGU21-19...) [#scicomm](#) [pic.twitter.com/jb8YqhHKrI](https://pic.twitter.com/jb8YqhHKrI)

SCIENTIFIC WORKS, PAPER VIDEOS, AND DASHBOARD #EGU21  
Department of Learning & Teaching Enhancement, Edinburgh Napier University, Edinburgh, UK; European Geosciences Union, Vienna, Austria; Faculty of Architecture and Maritime Engineering, RWTH Aachen University, Aachen, Germany

**INTRODUCTION**  
Due to the COVID-19 pandemic, the 2021 EGU General Assembly has been cancelled. However, the scientific community has continued to work together to share their research and findings. This document provides a summary of the key findings and recommendations from the EGU21 virtual conference.

**RESEARCH QUESTIONS**  
1. What are the key research questions that emerged from the virtual conference?  
2. How can we best support the scientific community in their research and teaching activities during the pandemic?  
3. What are the key findings and recommendations from the virtual conference?

**METHODOLOGY**  
This document is based on the findings and recommendations from the EGU21 virtual conference. The methodology used to collect and analyze the data is described in the following sections.

**EMERGENT CATEGORIES**  
The virtual conference identified several key research categories that emerged from the discussions and presentations. These categories are summarized in the following table.

**KEY RECOMMENDATIONS**  
Based on the findings and recommendations from the virtual conference, the following key recommendations are provided to support the scientific community in their research and teaching activities during the pandemic.

**EXAMPLES OF RESPONSES**  
The following examples of responses illustrate the key findings and recommendations from the virtual conference. These examples are provided to help the scientific community understand the impact of the virtual conference and to inform their own research and teaching activities.

**READ THE PREPRINT**  
The preprint is available for free access on the EGU21 virtual conference website. Please visit the website to read the preprint and to provide feedback on the preprint.

View Tweet activity    View all Tweet activity

**Top mention** earned 121 engagements

 **Dr. Nicholas J. Kinar**  
[@KinarNicholas](#) · Apr 13

Hydrology Paper of the Day [@KinarNicholas](#) on electronic circuits and teaching hydrology: methodology, circuit calibration, student feedback, and engaging students. Edited by [@StephZihms](#), with review by [@DoguluNilay](#) in [@EGU\\_GC](#) edited by [@samillingworth](#). [gc.copernicus.org/articles/4/209...](https://gc.copernicus.org/articles/4/209...)

↳ 2    ↻ 7    ❤️ 32

View Tweet

**Top media Tweet** earned 2,612 impressions

My weekend reading 'These Wings' from [@modernirish](#). What a glorious treat! [pic.twitter.com/IFJsTD4kol](https://pic.twitter.com/IFJsTD4kol)

## APR 2021 SUMMARY

Tweets	70	Tweet impressions	182K
Profile visits	2,030	Mentions	111
New followers	47		

# Twitter activity

You have 280 characters to write a Tweet (in a language of your choice) that summarises your research. Include the #scicomm.

You have 1 minute

Go!

# Blogs

## The Poetry of Science

"this is sixth form poetry, not Keats or Yeats"

POETRY PODCAST ABOUT CONTACT



### Spongy Trails

April 30, 2021

Sluggishly you sweep across the sea, ceaselessly stimulating your supposed sessility as you secrete spiky streams through dense, porous skeletons. Interwoven spicules that suggest

clandestine

Follow The Poetry of Science

Get a new science poem, every Friday.

Subscribe!



### A Bronze Map of Stone

April 23, 2021

Embalmed in earth, your chiselled contours lay dormant in another's



### Freshwater Salts

April 16, 2021

Icy breath cascades across our asphalt arteries, meandering blockages that we incinerate with shovelfuls of salted grit; their

Aggregated by  
science  
seeker

# Science → Poetry

NATURE GEOSCIENCE | LETTER



## Projected deglaciation of western Canada in the twenty-first century

**Garry K. C. Clarke, Alexander H. Jarosch, Faron S. Anslow, Valentina Radić & Brian Menounos**

**[Affiliations](#) | [Contributions](#) | [Corresponding author](#)**

*Nature Geoscience* **8**, 372–377 (2015) | doi:10.1038/ngeo2407

Received 11 December 2014 | Accepted 05 March 2015 | Published online 06 April 2015

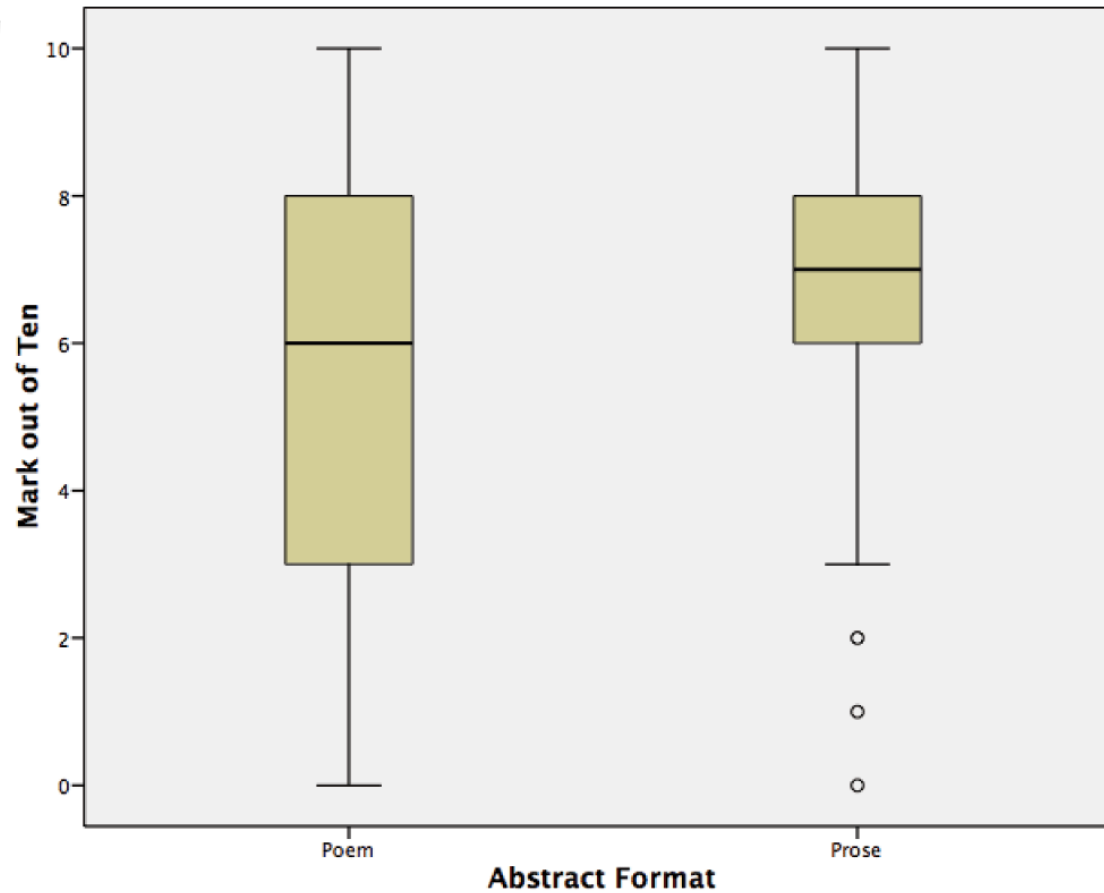
# Original abstract

Retreat of mountain glaciers is a significant contributor to sea-level rise and a potential threat to human populations through impacts on water availability and regional hydrology. Like most of Earth's mountain glaciers, those in western North America are experiencing rapid mass loss. Projections of future large-scale mass change are based on surface mass balance models that are open to criticism, because they ignore or greatly simplify glacier physics. Here we use a high-resolution regional glaciation model, developed by coupling physics-based ice dynamics with a surface mass balance model, to project the fate of glaciers in western Canada. We use twenty-first-century climate scenarios from an ensemble of global climate models in our simulations; the results indicate that by 2100, the volume of glacier ice in western Canada will shrink by  $70 \pm 10\%$  relative to 2005. According to our simulations, few glaciers will remain in the Interior and Rockies regions, but maritime glaciers, in particular those in northwestern British Columbia, will survive in a diminished state. We project the maximum rate of ice volume loss, corresponding to peak input of deglacial meltwater to streams and rivers, to occur around 2020–2040. Potential implications include impacts on aquatic ecosystems, agriculture, forestry, alpine tourism and water quality.

# Poem

In Canada a study found,  
How glaciers melt in the West.  
The shrinkage is beyond profound,  
With seventy per cent at best;  
If we ignore the Earth's request  
Then ninety five per cent will go.  
New barren lands will not be dressed,  
With climate change too warm for snow;  
The alpine streams and sapphire lakes they too will go.

# Poetry → Science



# The science of poetry

[Home](#) » [Browse](#) » [Are scientific abstracts written in poetic verse an effective representation...](#)

RESEARCH ARTICLE

 Check for updates

**REVISED** **Are scientific abstracts written in poetic verse an effective representation of the underlying research? [version 3; peer review: 3 approved]**

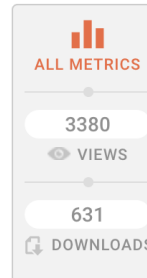
 [Sam Illingworth](#)








 [Author details](#)

## Abstract

The central purpose of science is to explain (Purtil, 1970). However, who is that explanation for, and how is this explanation communicated once it has been deduced?

Scientific research is typically communicated via papers in journals, with an abstract presented as a summary of that explanation. However, in many instances they may be written in a manner which is non-communicatory to a lay reader (Halliday & Martin, 2003). This study begins to investigate if poetry could be used as an alternative form of communication, by first assessing if poetic verse is an effective form of communication to other scientists. In order to assess this suitability, a survey was conducted in which two different groups of participants were asked questions based on a scientific abstract. One group of participants was given the original scientific abstract, whilst the second group was instead given a poem written about the scientific study. Quantitative analysis found that whilst a scientific audience found a poetic interpretation of a scientific abstract to be no less interesting or inspiring than the original prose, they did find it to be less accessible. However, further qualitative analysis suggested that the poem did a good job in conveying a similar meaning to that presented in the original abstract. The results of this study indicate that whilst for a scientific audience poetry should not replace the prose abstract, it could be used alongside the original format to inspire the reader to find out more about the topic. Further research is needed to investigate the effectiveness of this approach for a non-expert audience.



-  Get PDF
-  Get XML
-  Cite
-  Export
-  Track
-  Email
-  Share



# Opportunities



Keynotes



Papers



Grants

# But will it improve my citation count?

Table 5. Median number of citations received by the reviewed and the nonreviewed articles in 2010

Journal	Median no. of citations received during 2010–2012 for 2010 articles reviewed in RB blogs in 2010	Median no. of citations received during 2010–2012 for 2010 articles not reviewed in RB blogs in 2010
<i>PLoS One</i>	7	5
<i>PNAS</i>	23	15
<i>Nature</i>	60.5	49
<i>Science</i>	47.5	40.5
<i>Psychological Science</i>	5	7
<i>Journal of Neuroscience</i>	17	12
<i>PLoS Biology</i>	23.5	15
<i>New England</i>	138	51

- “We hypothesized that articles receiving blog citations close to their publication time receive more journal citations later than the articles in the same journal published in the same year that did not receive such blog citations. Statistically significant evidence for articles published in 2009 and 2010 support this hypothesis for seven of 12 journals (58%) in 2009 and 13 of 19 journals (68%) in 2010.”

Shema, H., Bar-Ilan, J. and Thelwall, M., 2014. Do blog citations correlate with a higher number of future citations? Research blogs as a potential source for alternative metrics. *Journal of the Association for information science and technology*, 65(5), pp.1018-1027.

# Using blogs effectively



Find something new to say / a new way to say it



Post regularly



Collaborate



Advertise yourself



Get involved with the blogging communities

# Key messages

Focus on 1-3 platforms

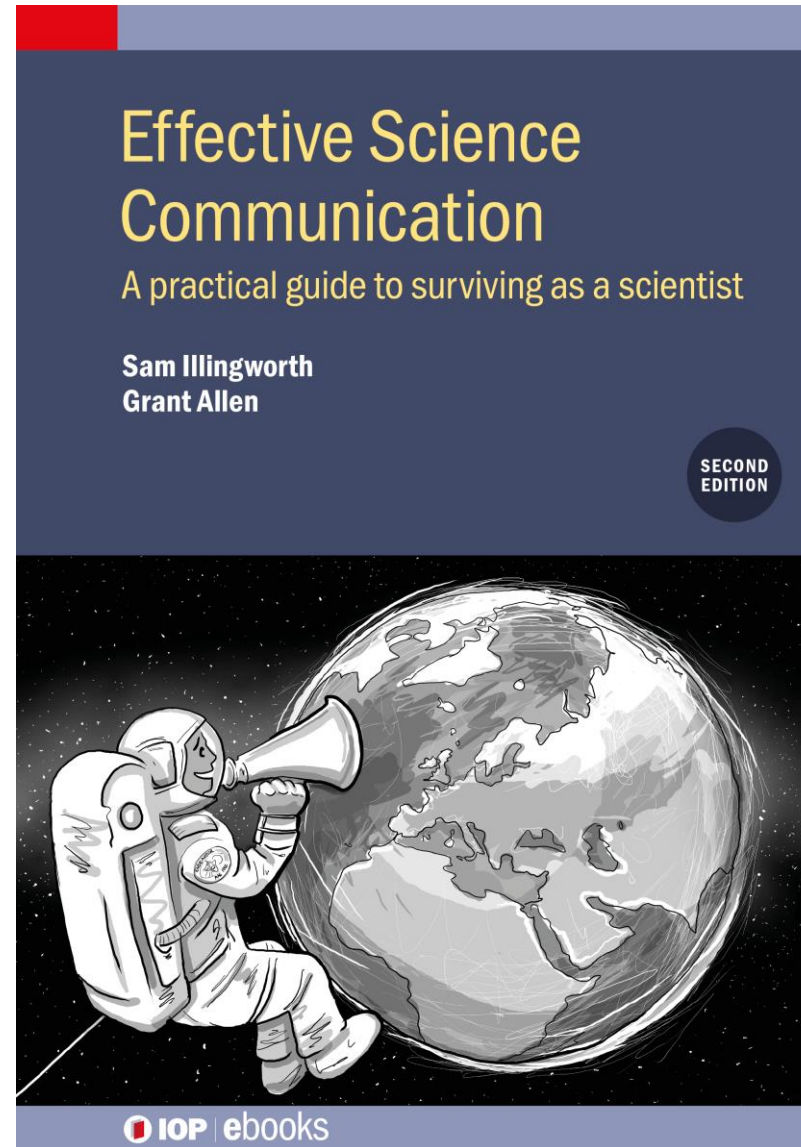
Develop an effective USP

Post valuable content

Collaborate and signal share

# Further reading

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