

Using Twitter and LinkedIn Effectively to Promote Your Research

Communicate with Confidence Leveraging Your Key Messaging

Kevin Anselmo, Founder of Experiential Communications

True or false?

You have previously communicated your research via social media. It has always been a pleasant experience and you can clearly see the benefits.

#BUExpertsWorkshop





Why



#1 – The Power of the serendipity



#2 – Individual growth

2021	Thinkers50 2021 Ranking	
2019	For the first time only the top ten are placed in ranking order with the remaining 40 listed alphabetically. "Events over the past two years really led us to question what we do and why we do it. Arranging the Thinkers50 in this way fits more readily with our belief that collaboration and community lie at the heart of the Thinkers50—and organizational success," says Thinkers50's Stuart Crainer.	
2017		
2015		
2013		
2011		#1. Amy Edmondson Pioneer and champion of psychological safety, studies people, projects and organizations to uncover the secrets of successful teaming. 📌
2009		#2. Rita McGrath Globally recognized expert on strategy, innovation, and entrepreneurship; champion of harnessing disruptive influences for competitive advantage. 📌
2007		#3. W. Chan Kim & Renée Mauborgne Inventors of the ground-breaking "blue ocean strategy", paving the way for organizations to break out of fixed market boundaries and create a whole new space. 📌
2005		#4. Alexander Osterwalder & Yves Pigneur The brains behind the world-renowned "business model canvas" - instrumental in helping new businesses put strategy into practice. 📌
2003		
2001		



#5. Roger Martin

Prolific researcher providing valuable insights in strategy, governance, democratic capitalism, and social innovation. 📌



#6. Adam Grant

Specialist in organizational psychology, focusing on originality, motivation, non-conformity, generosity, meaningful work, and success. 📌



#7. Scott D. Anthony

Leading adviser on innovation and champion of "dual transformation" strategy, helping businesses to turn disruption into advantage. 📌



#8. Whitney Johnson

Expert on the powers of disruption, and the ways to grasp the opportunities of change, starting with the personal. 📌

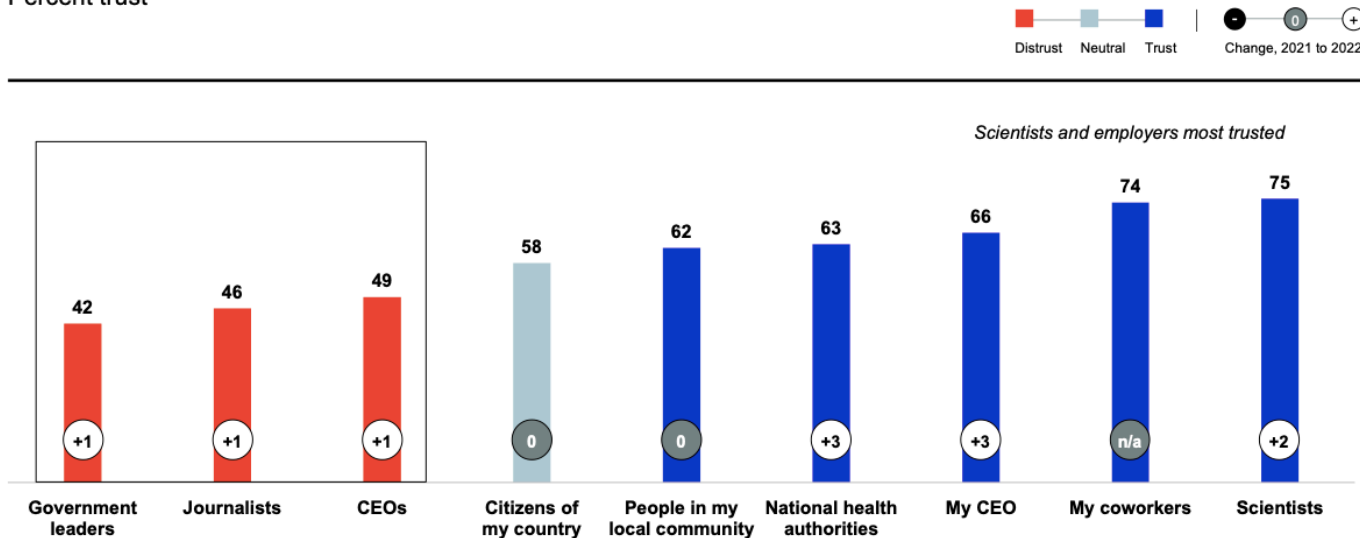
#3 – Institutional reputation



#4 – Societal impact

SOCIETAL LEADERS NOT TRUSTED

Percent trust



#5 – Grantmaking and book publishing



There are risks

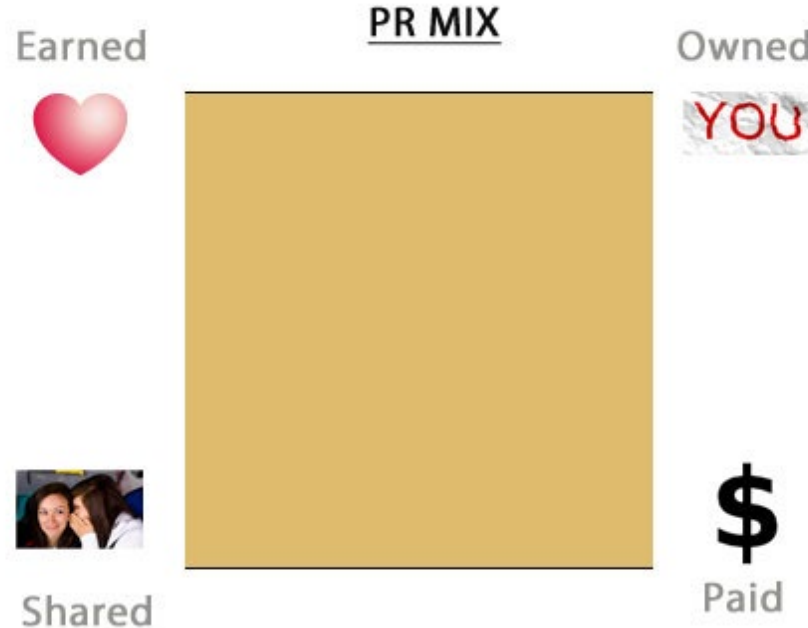


Goals

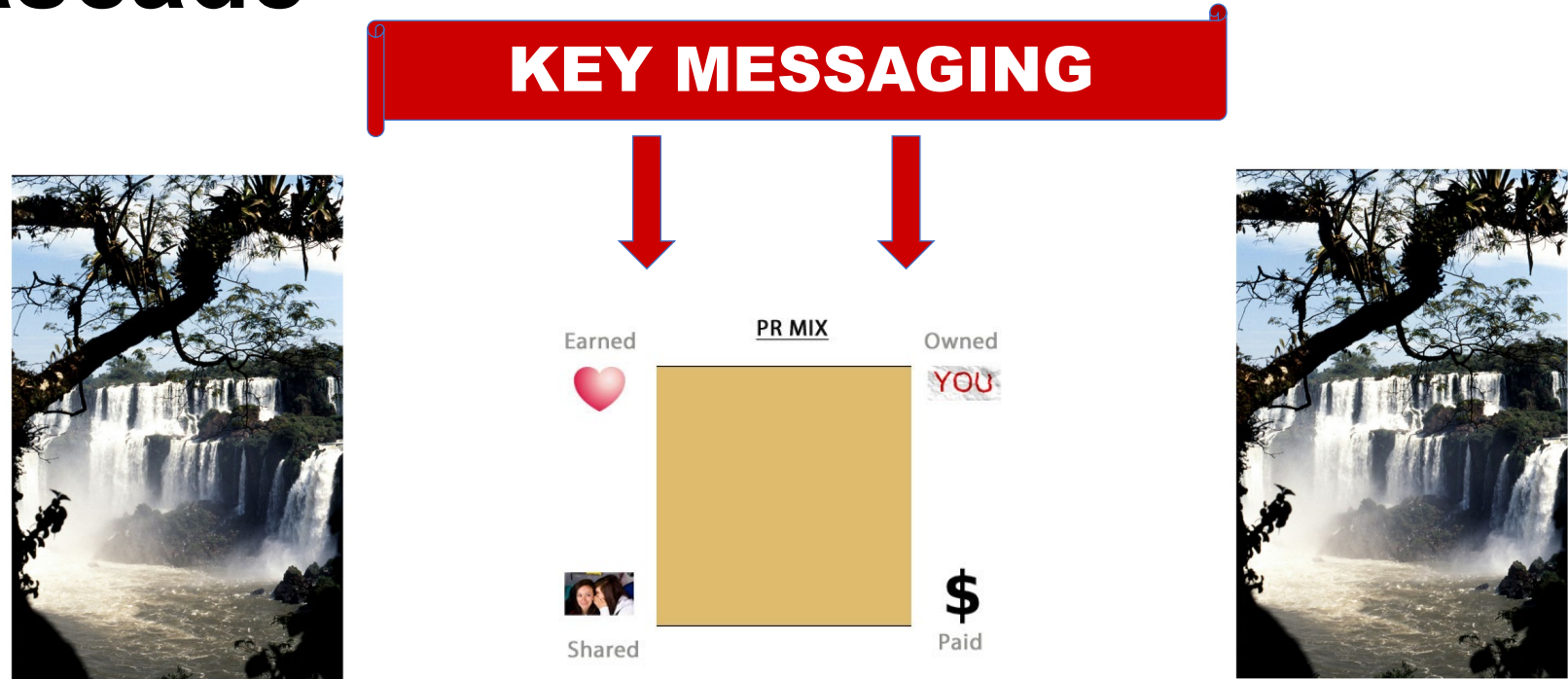


How can you, Boston University and any organizations you are associated with benefit by engaging in public communication activities?

The communications mix



Cascade



Key messaging example



Key messaging example

1. Perception has to change

- Eating disorders can affect anyone
- Eating disorder don't discriminate
- Eating disorders come in small, medium and large

Key messaging example

2. Binge eating disorder

- New kid on the block
- Recognized by the American Psychiatric Association
- Midlife triggers

Key messaging example

3. Solution

- Information
- The book
- Evaluation

Not welcome!



Journalist's perspective

“I’d advise someone to be as relaxed and informal as possible, and to explain concepts the way you might to a family member or friend who isn’t an academic. To the extent possible, avoid jargon, keep the tone conversational and use specific examples to illustrate your points. The more interesting or colorful the better.” – **Katherine Mangan, Senior Writer for the Chronicle of Higher Education**

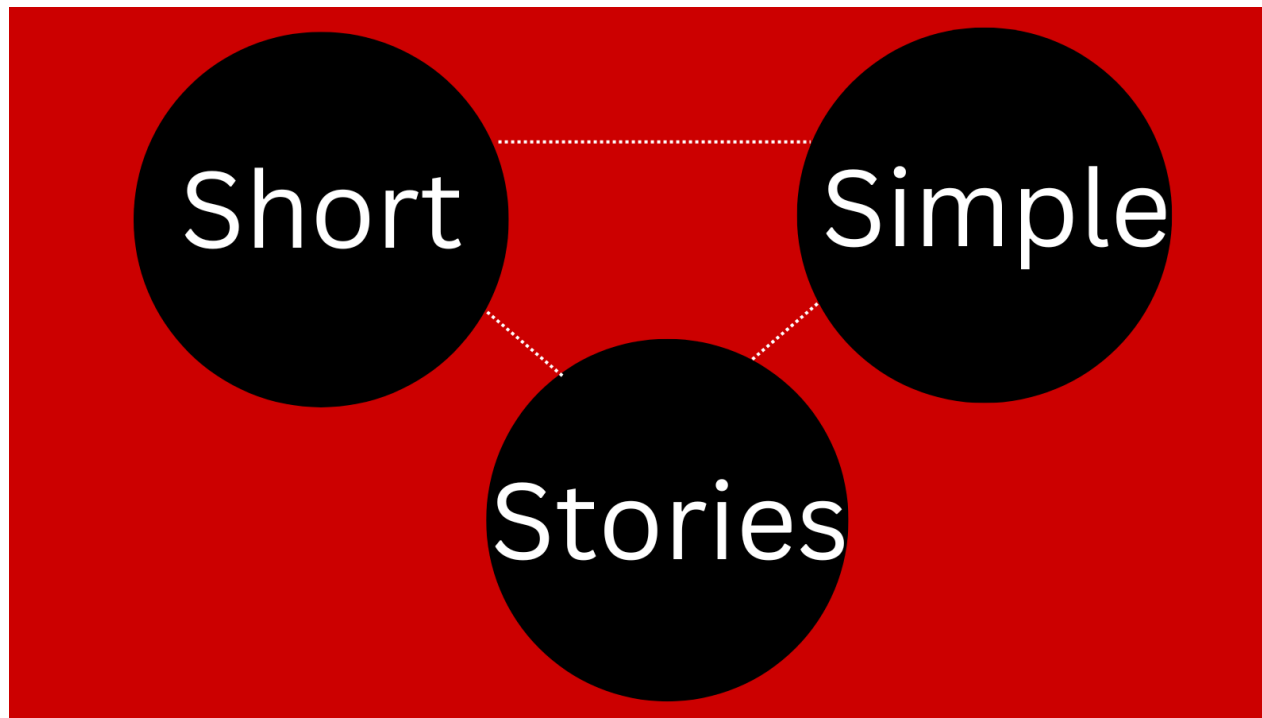
Academic's perspective

“What I usually do is to compare a complicated situation to a simple situation that everyone can understand. For example, in explaining the largest heist in history, the Mt. Gox bitcoin theft, I said that ‘Mt. Gox was like your community bank ... except there were no tellers or security personnel, no cameras, and a vault full of cash with the door wide open.’” – **Duke University Professor Campbell Harvey**

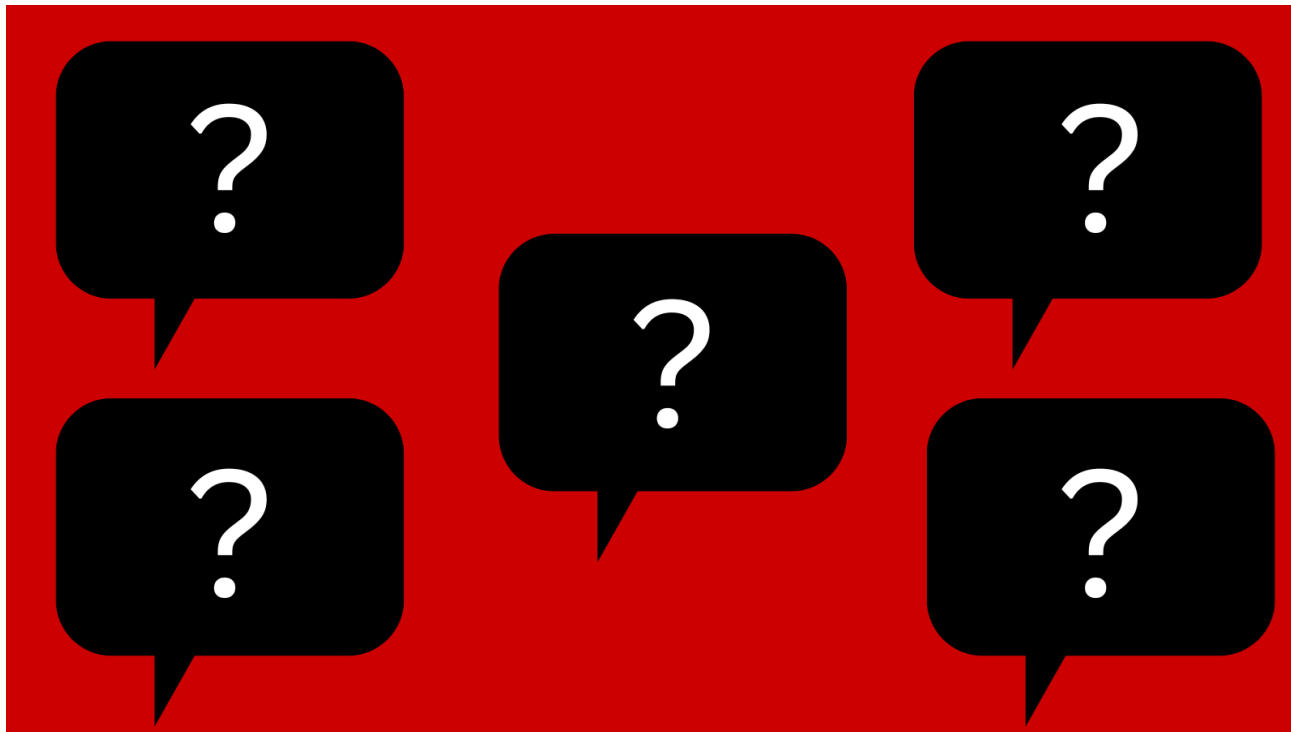
Practitioner's perspective

“It’s far better to use a simple term and commonplace words that everyone will understand, rather than showing off and annoying your audience. As somebody who didn’t understand the difference between net and gross for many years, despite running several billion dollar companies, I have always preferred when financial issues are explained clearly.” -
Sir Richard Branson

The 3 S's



What are your key messages?



Tip #1 – Professional profile

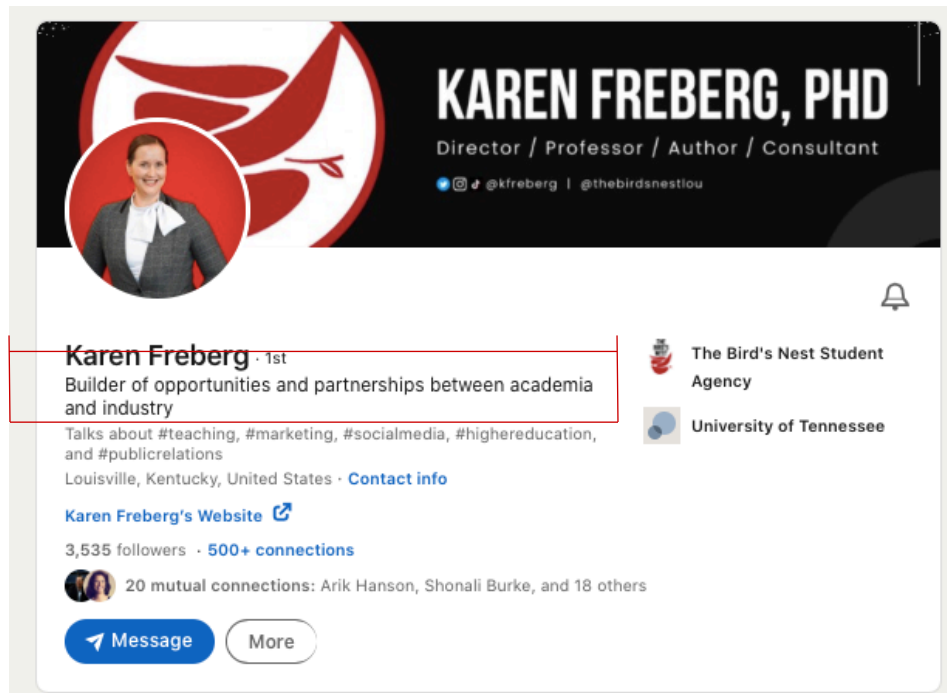


Tip #2 – Connect bio to key messages (external / solutions)

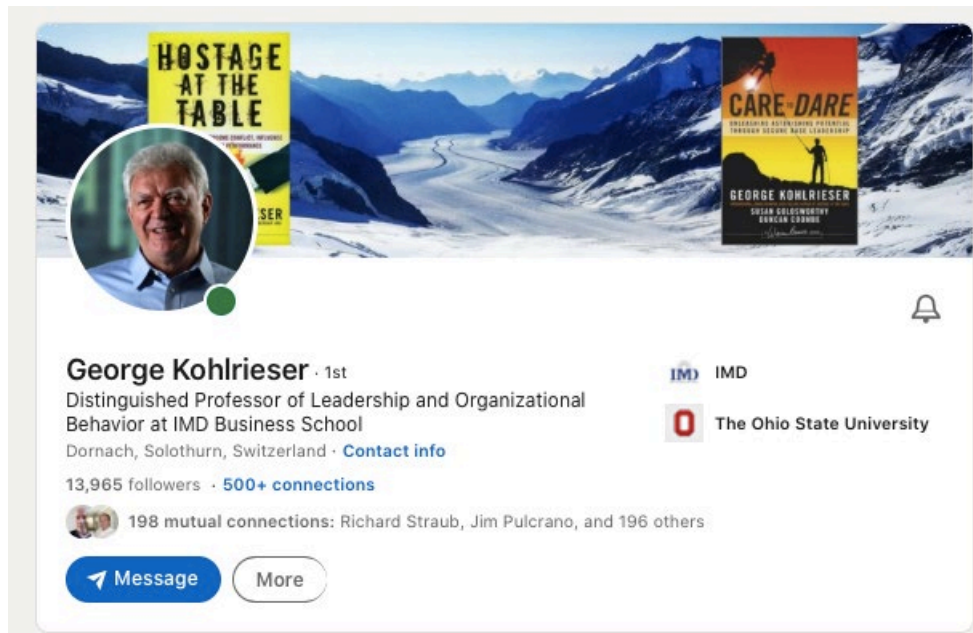
Assistant professor [@BUSPH_HLPM](#)
and co-director [@BUSPH](#)
[#Medicaid](#) Policy Lab—trying to
make the [#ACA](#), [#Medicaid](#), and
[#safetynet](#) better. [#firstgen](#)



Tip #2 – Connect bio to key messages (external / solutions)



Tip #2 – Connect bio to key messages (external / solutions)



The image shows a LinkedIn profile for George Kohlrieser. The header features a banner with two book covers: 'HOSTAGE AT THE TABLE' and 'CARE-DARE'. The profile picture is a circular portrait of George Kohlrieser. Below the name, it says '1st Distinguished Professor of Leadership and Organizational Behavior at IMD Business School'. The location is 'Dornach, Solothurn, Switzerland'. There are '13,965 followers' and '500+ connections'. A list of mutual connections includes Richard Straub, Jim Pulcrano, and 196 others. At the bottom, there are buttons for 'Message' and 'More'.

George Kohlrieser · 1st
Distinguished Professor of Leadership and Organizational Behavior at IMD Business School
Dornach, Solothurn, Switzerland · [Contact info](#)
13,965 followers · 500+ connections
198 mutual connections: Richard Straub, Jim Pulcrano, and 196 others
[Message](#) [More](#)

About

I want to help you be a high performing leader. Here's how:

1. Don't be a hostage – create trust and foster a positive mindset

As a former hostage negotiator, I have seen first-hand the pain and agony that victims endure at the hands of their hostage takers. Hopefully you have never been in this physical situation. In the world of business, you can be a hostage without a weapon. I have this happen countless times. These are individuals who are hostage to their fears, guilt, regrets, self-doubts or the actions of others. By openly facing conflict, we can effectively progress through the most difficult business challenges. The proven techniques of hostage negotiation result in a 95% success rate. I use these very same techniques in any personal or business relationship so you are never a hostage to anyone, anything or even to yourself. This enables you to lead with your full potential.

2. Unleash potential as a Secure Base Leader

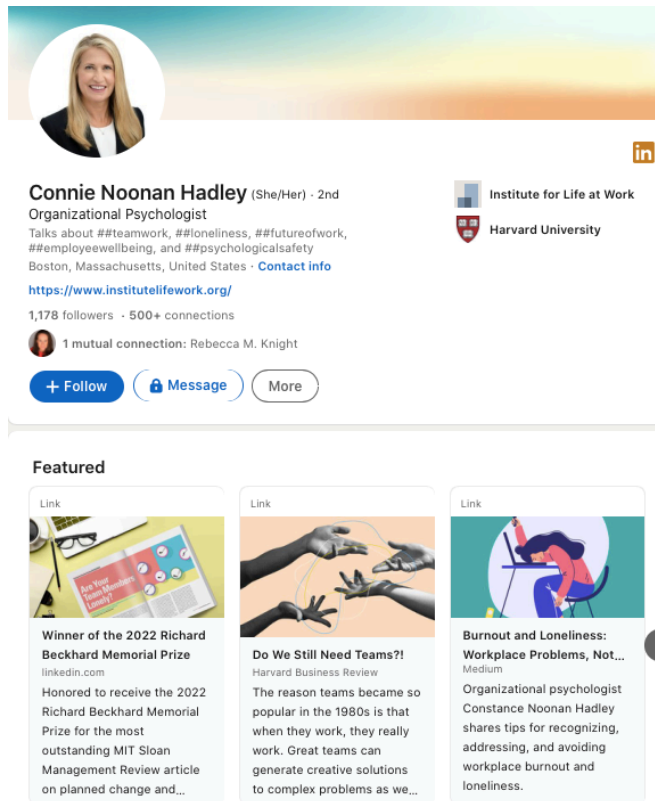
Great leaders are aware of their secure bases (the people, places, events, experiences, and beliefs which have shaped them). Only from this point can they become successful in achieving their goals. Secure base leaders can then become secure bases to others to maximize their potential. They use formal and informal authority to influence, rather than exerting their hierarchical and coercive power.

3. The power of words, dialogue and negotiation to influence

High performing leaders overcome their fear, courageously make decisions and overcome conflicts to raise performance. They have the ability to turn adversaries into allies by focusing on common goals. Words are a powerful tool for a high performing leader. Learning how to use and listen to them is essential to achieving outstanding results.

Do you want to build trust, drive change, build high performing teams and create an empowered organizational culture? If this resonates with you, then I encourage you to connect with me here on LinkedIn as I explore these ideas in more detail.

Tip #3 – Leverage featured section



The screenshot shows the LinkedIn profile of Connie Noonan Hadley, an Organizational Psychologist. Her profile includes a circular profile picture, a banner image, and a bio that mentions her role at the Institute for Life at Work, Harvard University. She has 1,178 followers and 500+ connections. Below the bio are buttons for 'Follow', 'Message', and 'More'. The 'Featured' section displays three articles: 'Winner of the 2022 Richard Beckhard Memorial Prize', 'Do We Still Need Teams?!', and 'Burnout and Loneliness: Workplace Problems, Not...'. Each article has a thumbnail image and a brief description.

Connie Noonan Hadley (She/Her) · 2nd Organizational Psychologist

Talks about ##teamwork, ##loneliness, ##futureofwork, ##employee wellbeing, and ##psychologicalsafety
Boston, Massachusetts, United States · [Contact info](#)
<https://www.institutelifework.org/>


1,178 followers · 500+ connections

1 mutual connection: Rebecca M. Knight

[+ Follow](#) [Message](#) [More](#)

Featured


Link



Winner of the 2022 Richard Beckhard Memorial Prize
[linkedin.com](#)

Honored to receive the 2022 Richard Beckhard Memorial Prize for the most outstanding MIT Sloan Management Review article on planned change and...


Link



Do We Still Need Teams?!
[Harvard Business Review](#)

The reason teams became so popular in the 1980s is that when they work, they really work. Great teams can generate creative solutions to complex problems as we...

Link



Burnout and Loneliness: Workplace Problems, Not...
[Medium](#)

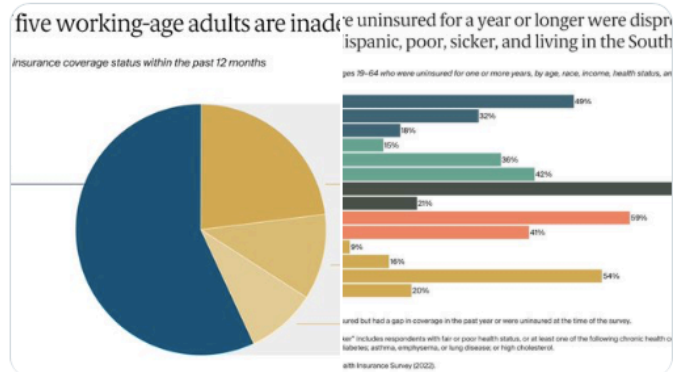
Organizational psychologist Constance Noonan Hadley shares tips for recognizing, addressing, and avoiding workplace burnout and loneliness.

Tip #4 – Connect content to key messages



Paul Shafer @shaferpr · Sep 29

Nearly half of working-age adults were [#uninsured](#) or [#underinsured](#) in the last year, a lot of work to do—particularly with a looming cliff in [#Medicaid](#) enrollment.



Commonwealth Fund @commonwealthfund · Sep 29

More Americans than ever have health insurance, but a new @CommonwealthFund survey finds many still lack adequate financial protection, with more than two in five working-age adults struggling to afford care. buff.ly/3ftAW50

1 1 11



Paul Shafer @shaferpr · Sep 28

"Yes, there is still hunger in America."

Our research showed how powerful the [#ChildTaxCredit](#) expansion was for reducing [#foodinsecurity](#)—very excited to see the [@WhiteHouse](#) using it to support a permanent extension! [@BUSPH](#) [@BUexperts](#) [#WHConfHungerHealth](#)

Access and Affordability: Ensuring individuals in urban, suburban, and rural areas—to access and afford food.

The Administration is committed to continuing progress in reducing food insecurity by pushing for Congress to permanently extend the refundable CTC and expanded Earned Income Tax Credit. The Administration will continue to advance policies that increase worker power and wages, including for the workers who grow, produce, and process our food. At this end, President Biden signed into law a historic and historically equitable expansion of the refundable CTC through the ARP in 2021, which will lower costs for American families and led to the lowest share of households reporting food insecurity on record.²⁴ The Administration has also made the choice between putting...

Boston University School of Public Health and 3 others

Carmen Mitchell @CarceralPolicy · Sep 27

Okay @shaferpr I see you getting cited by the White House! twitter.com/EconomicSecPro...



2 13 45

Tip #5 – Be careful about going off message! Think before you tweet. What could go wrong?



David Guth
@DWGuth



[#NavyYardShooting](#) The blood is on the hands of the [#NRA](#). Next time, let it be YOUR sons and daughters. Shame on you. May God damn you.



Reply



Retweeted



Favorite

••• More

155

RETWEETS

27

FAVORITES



2:52 PM - 16 Sep 13

Tip #6 – Consider using hashtags



Dr. Lucy Hutyra @lrhutyra · Aug 10

...

I'm looking for a post-doc! email me if interested or I will be at [#ESA2022](#) next week [#carbon](#) [#SIF](#)

The Hutyra Lab (<http://sites.bu.edu/hutyra/>) at the Department of Earth and Environment at Boston University is seeking a highly motivated post-doctoral scholar interested in understanding vegetation carbon cycling using remote sensing, in-situ observation, and modeling. The post-doctoral scholar will explore how solar induced fluorescence (SIF) relates to carbon exchange in rural and urban systems, including laboratory and field manipulations. The findings will be integrated with ecosystem models and atmospheric inverse models. **Minimum Qualifications:** A Ph.D. in environmental science, ecology, geography, remote sensing, meteorology, natural resource/forestry, or a closely related relevant area by the time of appointment. Strong programming skills (R or Python), data-intensive processing and analysis, satellite remote sensing analysis, and statistical and visualization skills. Solid background in global change ecology, vegetation remote sensing, and the carbon is preferred. **Preferred Qualifications:** Experience working with field instruments is strongly preferred. Prior experience or a strong desire to learn Google Earth Engine and spatial analysis is needed.

To apply: Please send an email to Lucy Hutyra (lrhutyra@bu.edu) with subject line: "Application for Carbon Cycle Postdoc" that includes your (1) CV, (2) list of contacts for three references, and (3) a 1-page cover letter highlighting your qualifications and interest in the position. Qualified applicants will be immediately reviewed upon receiving the application, while the search will continue until the position is filled. This position can be renewed annually depending on satisfactory performance and availability of funding. Salary is competitive and commensurate with experience in relevant research. The Hutyra Lab is committed to strong post-doctoral mentoring, career and professional development, and recruitment of diverse candidates, especially from underrepresented groups.



Tip #7 – Network



Connie Noonan Hadley • 2nd

Organizational Psychologist

1w • Edited • 

[+ Follow](#) ...

Really excited for this Thursday's panel at The Atlantic Festival 2022 with [Dee C. Marshall](#) (CEO, Diverse & Engaged) and moderator [Bhumika Tharoor](#) (Managing Editor, The Atlantic). The "Reimagining the Workplace: The Future of Work" segment also includes: [Chris Hyams](#) (CEO, Indeed), [Kelly Monahan, Ph.D.](#) (Director, Meta), [Miriam Vogel](#) (President and CEO, EqualAI), [Derek Thompson](#) (Writer, The Atlantic), and Susan Saulny (Contributor, AtlanticLIVE).

If you cannot make it to DC, virtual access is free for many other great sessions. The Festival kicks off tomorrow and runs through Friday! Follow [AtlanticLIVE](#) for more details.

[#TAF22](#) [#WashingtonDC](#) [#Events](#) [#TheWharfDC](#) [#ThingsToDoDC](#)

Tip #8 – Learn

“I’m a selfish tweeter, and not ashamed of it. I tweet for myself.... But, it’s not about self-promotion or self-aggrandizement of any sort; it’s about learning. Twitter has become the keystone in my personal professional learning strategy.” – IMD Professor Bill Fischer

**Selfish Tweeting, Forbes.com*

Tip #9 – Amplify media coverage



Tip #10 – Promote your profiles on website, email signature, etc.

Boston University School of Law

ACADEMICS

ADMISSIONS & AID

FACULTY & RESEARCH

🔍 FULL MENU



JAY WEXLER

PROFESSOR OF LAW

MICHAELS FACULTY RESEARCH SCHOLAR

BA magna cum laude, Harvard
University
MA, University of Chicago Divinity
School
JD, Stanford University

AREAS OF INTEREST

Administrative Law, Constitutional Law,
Environmental Law, Legislative Process,
Marijuana Law, Religion & Law, U.S.
Supreme Court

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Questions?