sometimes social

a quick guide to making social media work for you

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- UCL
- Astroparticle physics
- Educator & scicommer
- @missneutrino

missneutrino

alexia ✨ physics phd student
she/they

425 posts | 9,660 followers | 764 following

the ν girl on the block
✨ phd student & qualified teacher ✨
studying astroparticle physics
🌈 disabled, autistic, & queer 🔧
missneutrino.com/links and 1 more

missneutrino

Followed by particleclara, gooding.jamie and 52 others

Following | Message

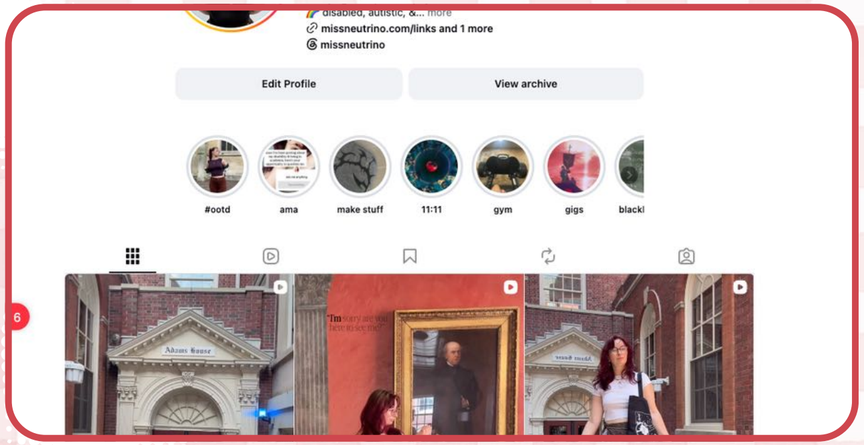
#ootd | ama | make stuff | 11:11 | gym

- 10k followers
- talk about my life doing a PhD
- share about my experiences as a queer disabled autistic woman in STEM
- make silly physics reels

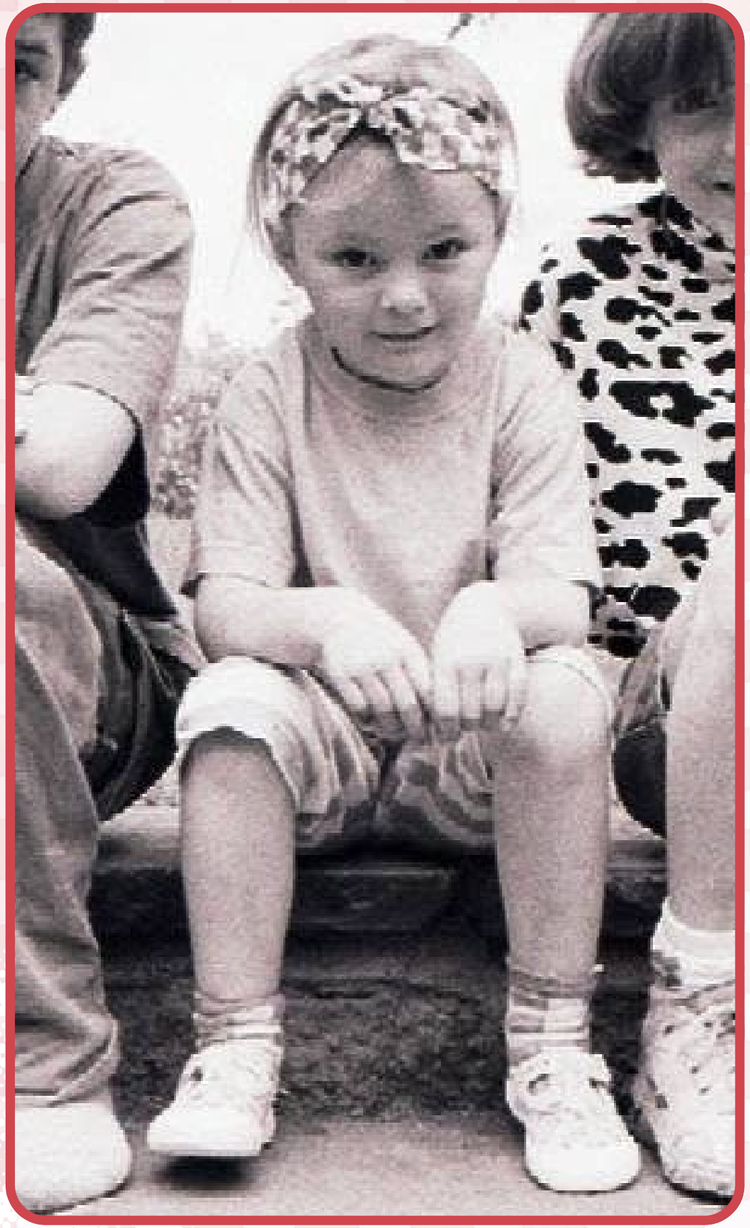
the sitch

the aim for today's talk

- me & social
- why do social
- how to do social
- when to be social




why do
social



why i social

- always loved teaching & communications
- trying to create and be a part of a community
- increase visibility of people like me in STEM
- build a platform to help with my career

I started out trying to make more serious content - to educate, and use my illustration skills.

Now I focus more on stuff that's more fun*, relatively quick, and shows who I am.

of women is at parity with if not great than the number of men [2], which highlights the importance of understanding why only some disciplines suffer from gender disparities in accomplishment and retention. This is also imperative given these gender gaps come at a cost both to women who lose out on the lucrative STEM jobs and to our society as a whole because a homogenous STEM workforce hampers scientific progress and technological innovation [3].

Although contextual factors that negatively impact women's performance are well documented [4], the evidence for underlying innate ability differences in quantitative skills is scant [5–7] and even if true could not fully account for the magnitude of extant gender gaps in STEM participation. If differential ability is not to blame, what

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reviewed above suggesting that it is not role-model gender that matters as much as whether that person embodies stereotypes, these results suggest that even when an environment is replete with women, if that environment is perceived to embody stereotypes, this is problematic for women considering entering the field and has negative consequences for their sense of belonging. Similarly, Chen and Hamilton showed that perceptions of diversity are not only driven by objective inclusivity (i.e., actual numbers of minorities present in a setting) but also by psychological inclusivity (i.e., whether minorities perceive people in a setting to be socially accepting) [49]. All told, this suggests it may not be enough simply to populate STEM environments with more women. The culture of these environments needs to also shift to be openly and obviously accepting of women.

The exact mechanism linking stereotypes and decreased sense of belonging is unclear at this point, particularly given that stereotypes include both negative (e.g., socially

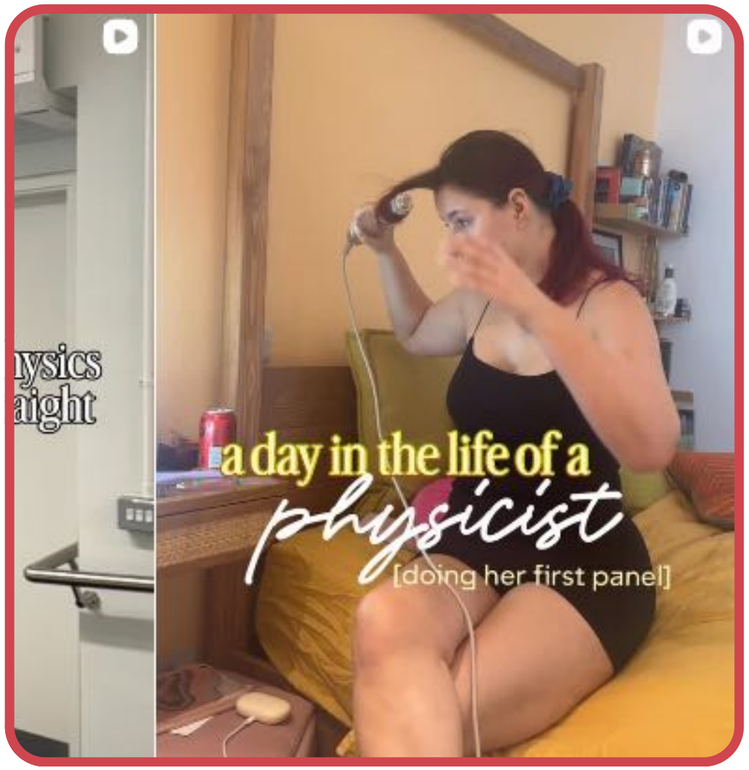
Research shows that seeing people like you in STEM makes a huge difference to your likelihood to stay in it.

Lewis, Karyn L., et al. 'Fitting in or Opting out: A Review of Key Social-Psychological Factors Influencing a Sense of Belonging for Women in Physics'. Physical Review Physics Education Research, vol. 12, no. 2, Aug. 2016, p. 020110. DOI.org (Crossref), https://doi.org/10.1103/PhysRevPhysEducRes.12.020110.

social but sustainable

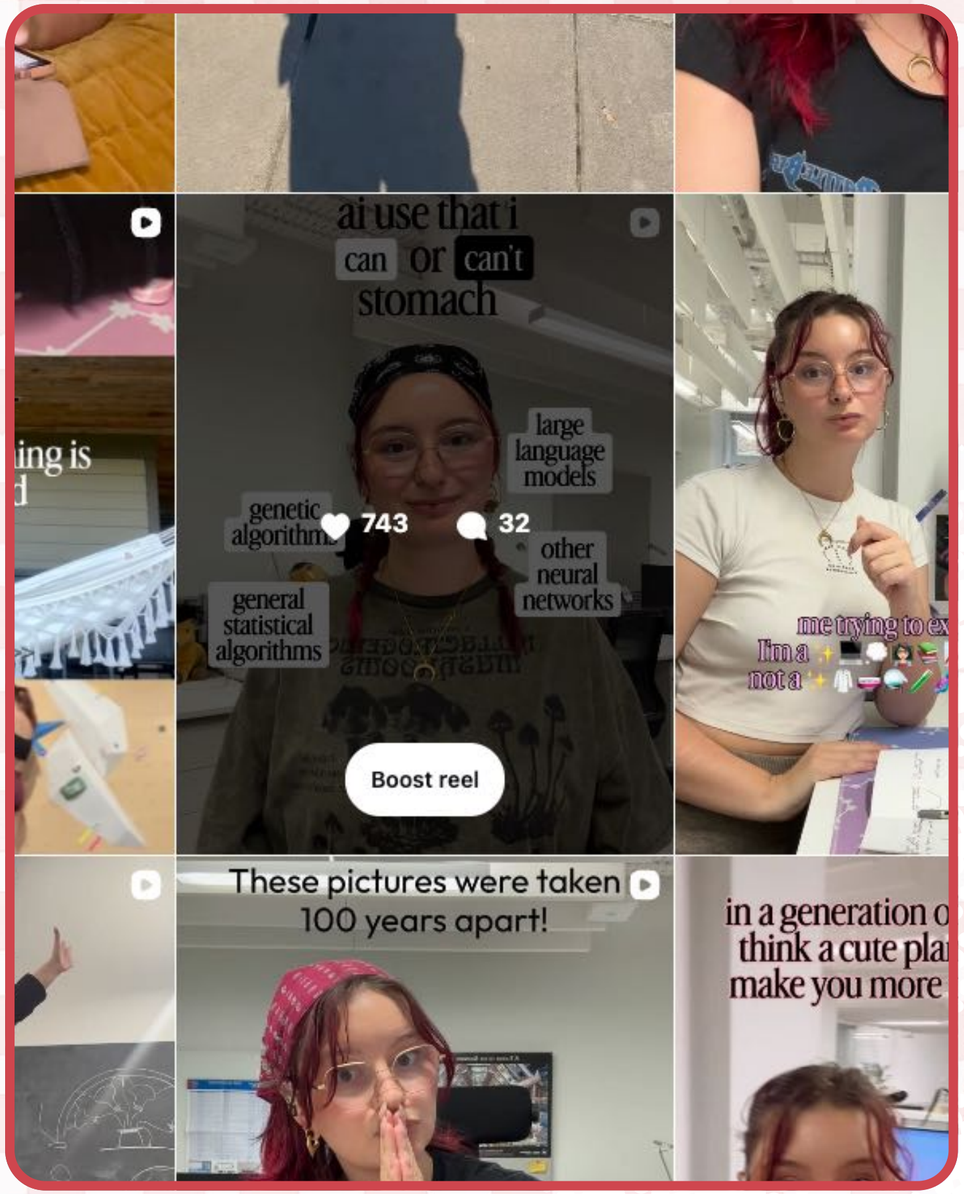
Doing lots of prep-heavy, long form content is a lot of effort - and not necessarily the best thing to do.

What are your priorities and goals?



- follower count?
- audience?
- impact?
- long term goals?

- <10k/10k/100k/>500k
- age/gender/education
- community/inspire/fun
- earn/network/platform

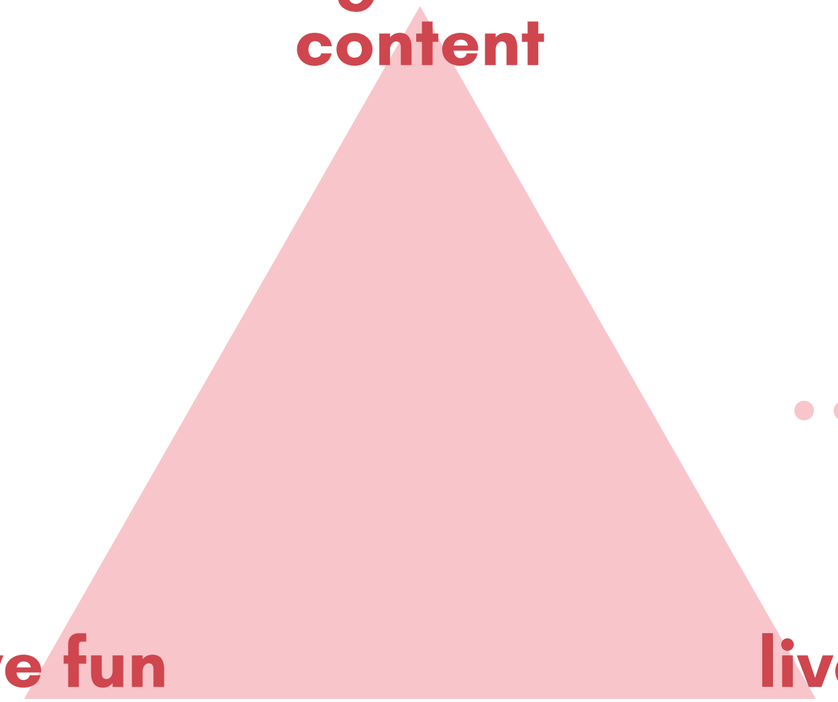


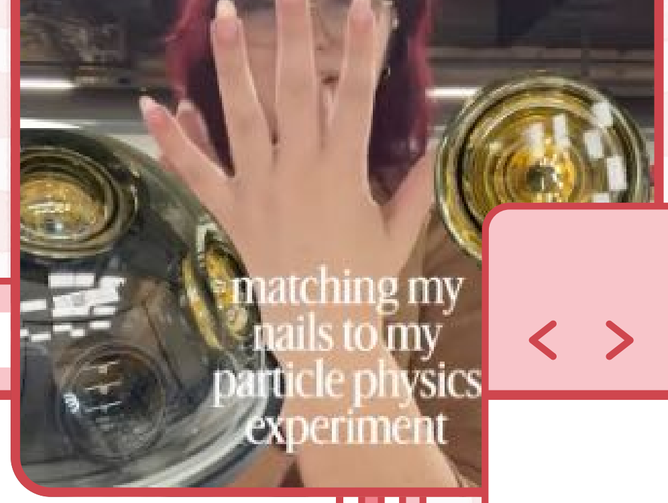
my goals

- enough followers to be taken seriously in scicomm
- a community that supports me and gives me good connections
- advocate for minoritised groups in STEM
- have fun with it
- still prioritise my in-person work


how to do
social

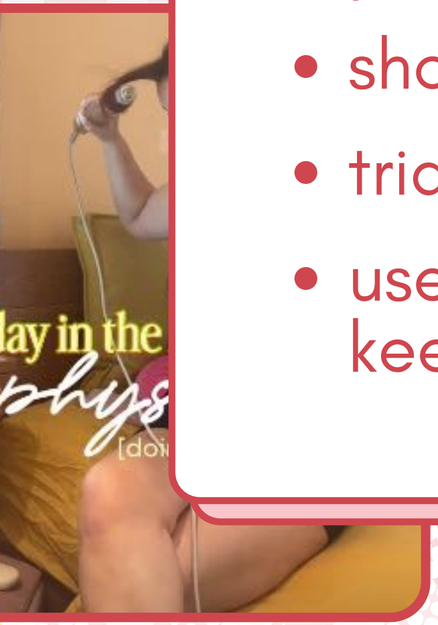
triangle of timeliness

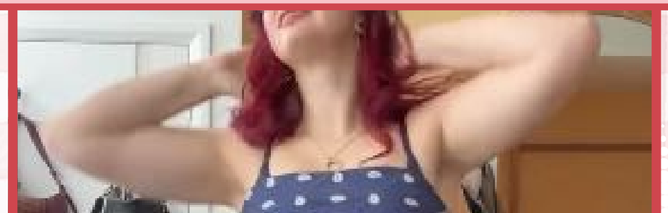




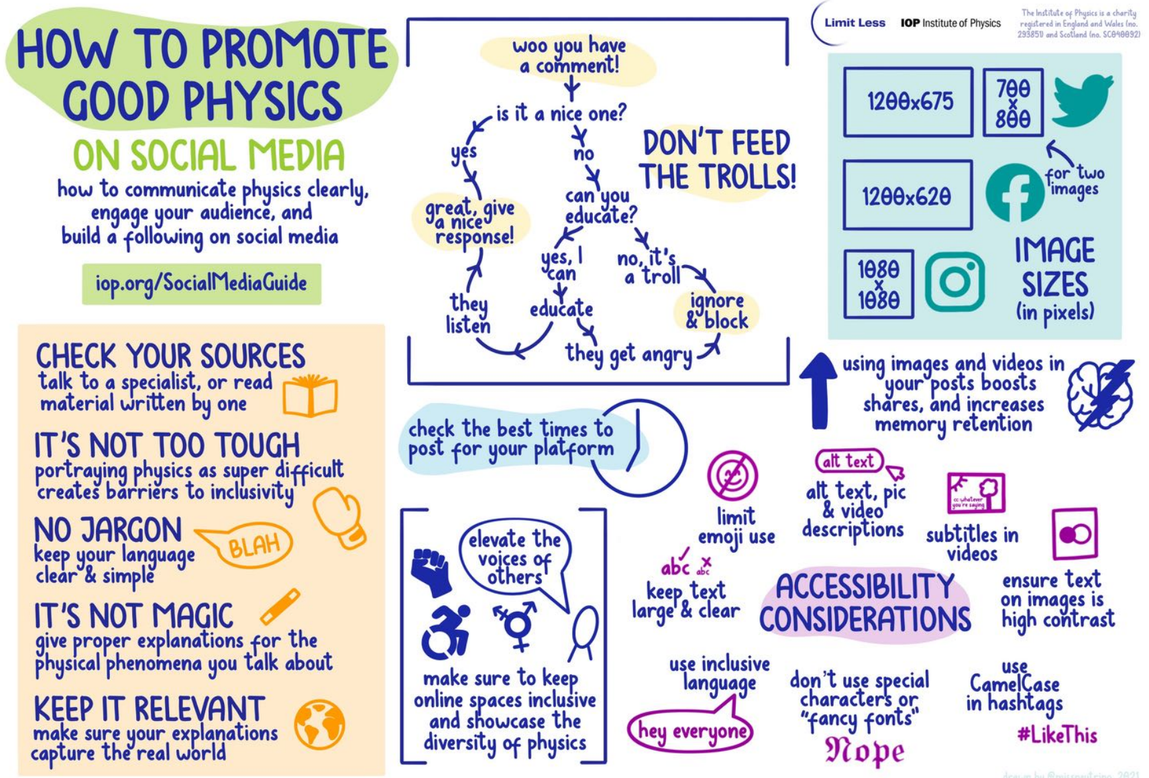
- 3-5 cohesive content pillars
- show **you**
- trial reels to try stuff
- use stories but again, keep it cohesive

good content?





quick access guide



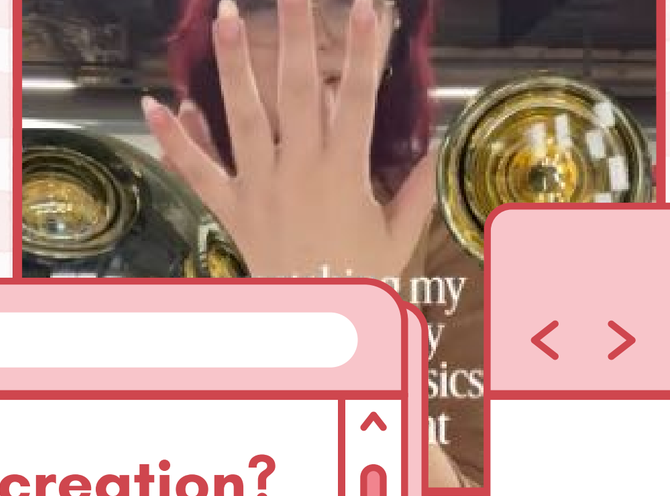
when to do social

Social media for everyone

- Personal, private account to share your life with your friends (if you want one).
- Minimal online professional account for networking (can be LinkedIn, or other site).

Having a basic professional online presence can be very useful, and I highly recommend it – it's a easy way to help grow your network, and help your career.

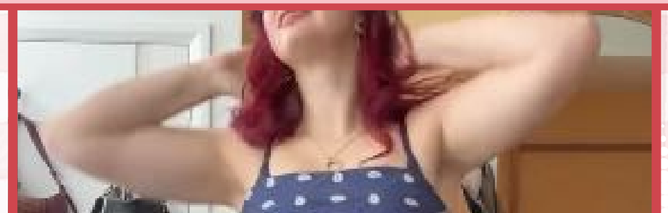
You can even be anonymous!



What about content creation?

- Making content to try and engage a wider audience.
- Requires you to have a public persona.
- Allows you to build and benefit from having a platform.
- Should be taken seriously!

internet idol



JVS Journal of Vascular Surgery | SVS Society for Vascular Surgery

RETRACTION · Volume 72, Issue 2, P667-671, August 2020 · Open Archive

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RETRACTED: Prevalence of unprofessional social media content among young vascular surgeons

Scott Hardouin, MD [a] · Thomas W. Cheng, MS [a] · Erica L. Mitchell, MD [b] · ... · Douglas W. Jones, MD, MPH [a] · Jeffrey J. Siracuse, MD [a] · Alik Farber, MD, MBA [a] ... Show more

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Retraction notice

September 20, 2020

Abstract

This article has been retracted: please see Elsevier Policy on Article Withdrawal (https://www.elsevier.com/about/our-business/policies/article-withdrawal).

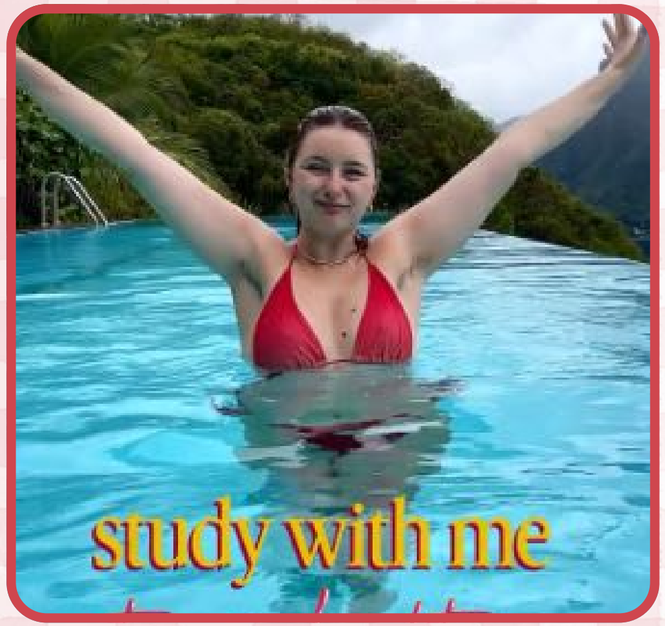
This article has been retracted at the request of the authors, the Editor-in-Chief and the Senior Editor of the *Journal of Vascular Surgery*.

RETRACTED

This article has been retracted in accordance with the Committee on Publication Ethics (COPE) Retraction Guidelines because the authors did not have permission to use the Association of Program Directors in Vascular Surgery (APDVS) directory of program directors and trainees to conduct research. In addition, the methodology, analysis and conclusions of this article were based on published but not validated criteria, judging a series of behaviors including attire, alcohol consumption, controversial political and religious comments like abortion or gun control, in which significant conscious and unconscious biases were pervasive. The methodology was in part predicated on highly subjective assessments of professionalism based on antiquated norms and a predominantly male authorship supervised the assessments made by junior, male students and trainees. The authors did not identify biases in the methodology, i.e., judging public social media posts of women wearing bikinis on off-hours as "potentially unprofessional". The goal of professionalism in medicine is to help ensure trust among patients, colleagues and hospital staff. However, professionalism has historically been defined by and for white, heterosexual men and does not always speak to the diversity of our workforce or our patients.

RETRACTED

The Editors deeply regret the failures in the *Journal*'s peer review process which allowed this paper to be published. The Editors and the review process failed to identify errors in the design of the study, to detect unauthorized use of the data, and to recognize the conscious and unconscious biases plaguing the methodology. For this, we express our most sincere apology.

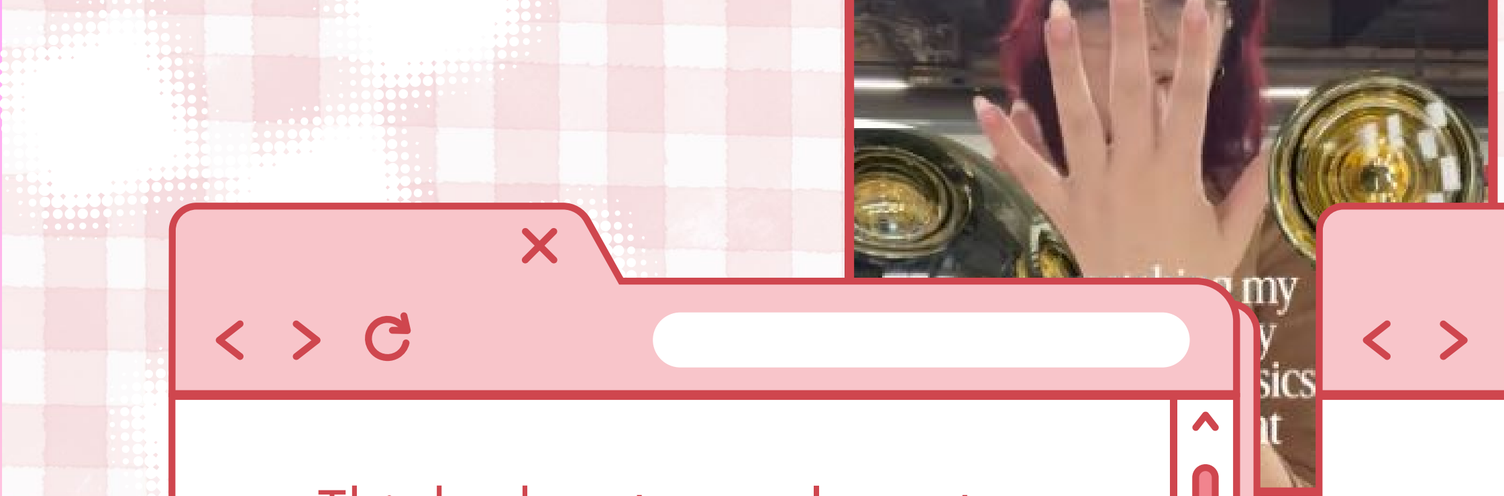


Posting openly about your life means you might not always meet traditional "standards" of professionalism, and you open yourself up to judgement.

At the same time, we need to be the change we want to see in the world.

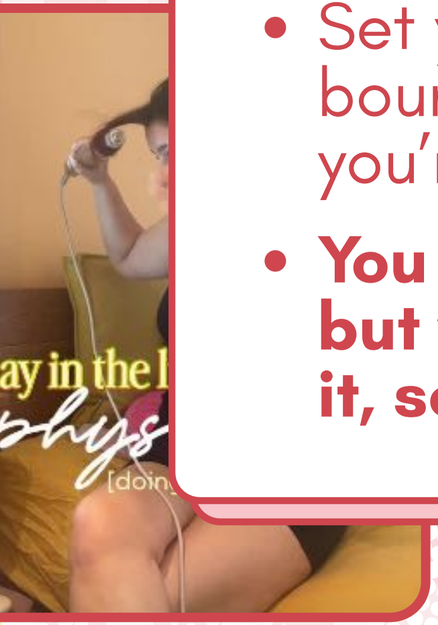
what do you want?

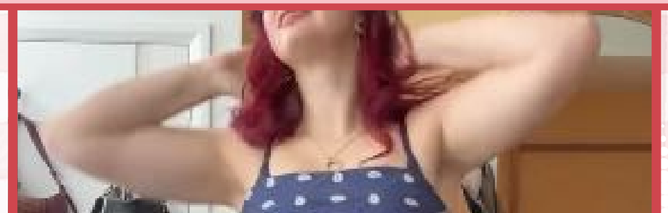
- The bigger your visibility and audience, the bigger your impact.
- The bigger your visibility and your audience, the more you can be judged for it - but that doesn't mean don't do it.



- Think about your long term career plan – does social media fit into it?
- Set yourself clear boundaries around what you're comfortable sharing.
- **You may have no risk – but you can't guarantee it, so plan for it.**

should you social?

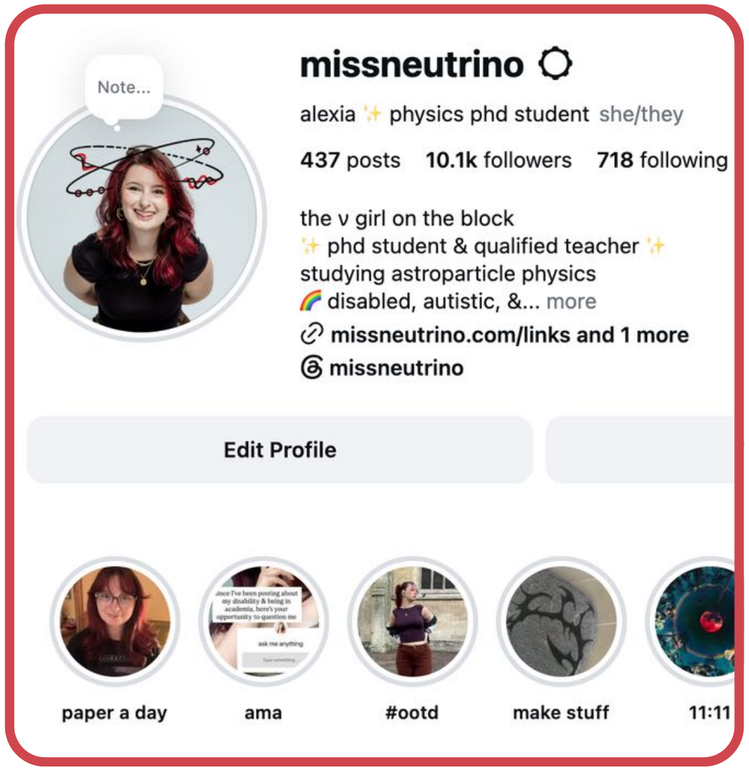




when to step back

- follow4follow
- burn out & stress
- time vs impact
- loss of focus

Make sure content creation adds to your life, not takes from it.



Social media can also be amazing if it's right for you! My platform has given me so many opportunities I wouldn't have otherwise had.

- connecting with and inspiring physics students
- speaking invites
- paid jobs
- building visibility

question time

thank you for listening!

feel free to come say hi*

@missneutrino

*especially to send physics memes