

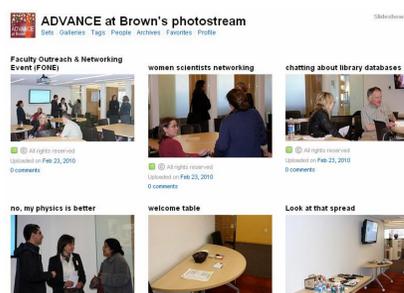
The Outreach and Dissemination Potential of Social Media

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Broader Impacts

Social media and Web 2.0 technologies allow programs such as ADVANCE to broadly disseminate research and resources directly to academics, journalists, students, and policy-makers. With this in mind, we developed our social media strategy to share ideas, strategies, and experiences with our colleagues and stakeholders in real time through the development of a blog (ADVANCE-ing Brown University) and Twitter feed (@BrownADVANCE).

The scientific discourse occurring through social media "is not separate from traditional academic discourse in published papers, but is intertwined with it." (Groth and Gurney 2010) Social media addresses NSF broader impact criteria by broadening the participation of underrepresented groups, enhancing infrastructure for research and education through networks and partnerships, and enhancing scientific technological understanding. (NSF 2007)



Widgets automatically update our blog and Facebook when we add new photos to Flickr or messages to Twitter.

Blogging Institutional Transformation

Our blog, ADVANCE-ing Brown University, offers the dos and don'ts of running an ADVANCE Program. We created the blog with the goal of sharing the lessons we have learned managing our ADVANCE institutional transformation award. We write to promote awareness, share resources, and identify a space where others can comment and discuss issues related to faculty success. Recent posts have included examples of how we used internal evaluations of our mentoring programs to improve outreach and our strategies for improving attendance at events.

Top Posts for all days ending 2010-11-04 (Summarized)

Summarize: [7 Days](#) [30 Days](#) [Quarter](#) [Year](#) [All Time](#)

| Title | Views |
|--|-------|
| Home page | 1,549 |
| About | 41 |
| WIKI Resources | 32 |
| One-to-One Mentoring Program Timeline | 31 |
| Pick up the FONE and stay connected | 28 |
| How Hard Work Gets Promoted | 27 |
| We've gone Google, Google Calendar | 14 |
| Univ. Childcare Programs: Finding Ivy Le | 13 |
| Time Management Tips for Faculty | 12 |
| Academics on Twitter | 10 |
| Communicating Your (Faculty) Research | 9 |
| 2010 One-to-One Program Evaluation Summa | 9 |
| Media Hooks, Faculty websites provide mo | 9 |
| Award Transparency Best Practices | 8 |

This is an example of the site statistics available through WordPress.

ADVANCE-ing Brown University

HOME ABOUT WIKI RESOURCES

Award Transparency Best Practices

March 29, 2010

Many ADVANCE programs offer small grants as part of their institutional transformation initiatives. For example, our **Career Development Awards** provide \$15,000 for faculty to develop collaborative research projects, usually with peers or potential mentors from other institutions. There are a number of things we have done to make award processes more transparent.

- We state the review process and selection criteria in the request for proposals (RFP). "An ad hoc review panel of faculty members and administrators will review the applications. Proposals are evaluated on their potential to have a significant impact on the faculty applicant's career goals as well their ability to affect the careers of women scientists. Because the goal of the ADVANCE Program at NSF is to fund initiatives that support women scientists' success, all applicants must describe how their proposed plan will affect the careers of women scientists, either applicants or collaborators."
- Potential applicants like to see examples of successful proposals. We include a note about the availability of these materials in our announcements when releasing a new RFP. Additionally, we provide web links to funded project descriptions so applicants can quickly see which of their colleagues and peers have been successful (networking opportunity).
- We explicitly cite NSF guidelines in our RFPs and communications. For instance, we provide a link to the **Allowability of Costs** from the Grant Policy Manual to help explain decisions about eligible expenses. We also provide a link to **NSF program areas** to help us clarify disciplines that are and are not eligible for funding through the CDA program.
- We automatically provide reviewer feedback to unsuccessful applicants as part of the decision-making process.
- We measure and report application submission and success rates to help us assess if we are reaching our target groups effectively. For example, as of 2008-09, there are eleven STEM women associate faculty members at Brown University. Of these, nine (82%) have applied for CDAs. Seven (78%) of those applicants have received grants from this competitive award program.

What processes have you implemented to promote best practices for award transparency?

Twitter: Prof Sharon Swartz <http://nytlms.us/EKI> in @nytlmsscience. Joint's Key to Data? Complicated Flight 1 day ago

Hard Won and Easily Lost: The Fragile Status of Leaders in Gender-Stereotyp-Incongruent Occupations <http://bit.ly/dwvrbg> 2 days ago

Blog Stats: 1,764 hits

Tag Cloud: academia, academic_departments, ADVANCE, advisory_board, annual_report_broader_impacts, calendar_CDA, climate_collaboration, faculty, family_friendly_funding, google_institutionalization, marketing_mentoring, network_policy_postcard_postdoc, resources, time_management_transparency, university_wiki, work-life_balance

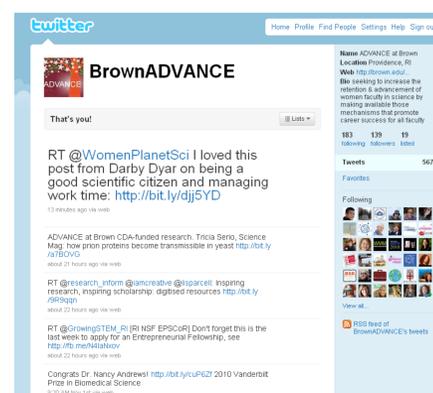
Recent Comments

A recent blog post on best practices for award transparency.

Mentoring in 140 Characters or Less

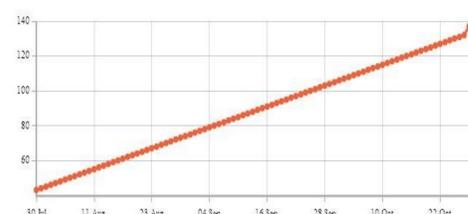
Our Twitter feed provides information on professional development and faculty mentoring topics ranging from work-life balance and gender bias to communicating science and grant proposal writing. We also promote the success of our faculty by announcing their invited talks, published research, and recent grants.

We get content from a few different sources: Twitter feeds that we follow, Google Alerts, and Addict-o-matic, which searches the latest news, blog posts, videos, and images.



Our Twitter feed has been added to 19 lists (to date) including women in science, women in leadership, women bloggers, science bloggers, and science folk (just to name a few).

The graph shows our progressive increase in followers since July 2010. We currently have 138 followers.



TWITTERCOUNTER powered by twitter <http://twittercounter.com>

New Service: Free Video Chat for Twitter

Direct Calls, Conference Calls, Customer Support

See All, See Graph, Tweet This, Most Popular Subjects, Tweets

Summary: Top Values: research 6, social 6, science 6, Brown 6

Top Subjects Representation: See the Top subject you're tweeting about. Click on the graph to see the message containing a specific subject.

User, Friends, Mentions, Groups, HashTags, Trends, Apps

The most frequent topics on which we tweet. This is one of several ways to measure Twitter engagement.

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Stay Connected

blog: advanceatbrown.wordpress.com

email: Advance_Program@brown.edu

twitter: [BrownADVANCE](https://twitter.com/BrownADVANCE)

web: brown.edu/Administration/Provost/Advance

wiki: wiki.brown.edu/confluence/display/advance

Social Media Landscape

We began our strategy with an assessment of other ADVANCE IT programs' social media presence. This table shows active programs identified through the ADVANCE Portal and an evaluation of each program's website for links to a blog, Facebook profile, and/or Twitter feed. (AdvanceVT)

| Active ADVANCE IT Institution | Blog | Facebook | Twitter | Website |
|--|------|----------|---------|---------|
| Brown University | ✓ | ✓ | ✓ | ✓ |
| Cal Poly Pomona | | | | ✓ |
| Columbia University | | | | ✓ |
| Cornell University | | | | ✓ |
| Iowa State University | | | | ✓ |
| Michigan State University | | | | ✓ |
| North Dakota State University Fargo | | | | ✓ |
| Northeastern University | | | | ✓ |
| Ohio State University Research Found | | | | ✓ |
| Purdue University | | ✓ | ✓ | ✓ |
| Rensselaer Polytechnic Institute | | | | ✓ |
| Rice University | | | | ✓ |
| Rutgers University New Brunswick | | | | ✓ |
| University of Arizona | | | | ✓ |
| University of Illinois-Chicago | | | | ✓ |
| University of Nebraska-Lincoln | | | | ✓ |
| University of North Carolina-Charlotte | | | | ✓ |
| Washington State University | | | | ✓ |
| Wright State University | | | | ✓ |

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