



Herding Cats: Ramping up a social media presence with a ten-facility network

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Large Facilities Workshop, 2 April, 2019, Austin, TX





NCO **NHERI**
Network Coordination Office

- 5-year Science Plan
- Facility Scheduling and Ops
- Technology Transfer Comm.
- Education
- Outreach

Oregon State



RAPID
@ U Washington

EF

UC Davis



EF
SimCenter
@ UC Berkeley

EF

UC San Diego



CONVERGE
@ Colorado U

DesignSafe-CI
@ UT Austin

EF

UT Austin



Lehigh



EF

Florida



EF

FIU



EF

Network Coord. Office
@ Purdue U



NHERI's online platform for research and educational collaborations at designsafe-ci.org

GOALS:

- Encourage people to learn more about **NHERI**
- Urge natural hazards researchers to consider using **NHERI** facilities for their experimental purposes

CHALLENGE:

Post rigorously and authentically to multiple social media outlets

- Limited personnel resources – part-time comms. specialist
- Faculty and administrators do not use social media



Facebook



Twitter



Instagram



Snapchat

Social Media Startup

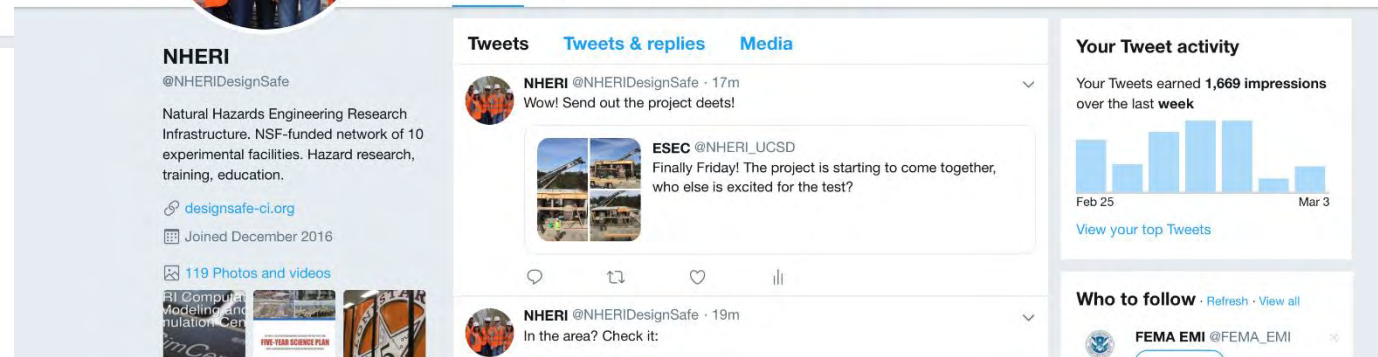



Facebook profile for Natural Hazards Engineering Research Infrastructure. The profile picture shows a group of people in safety vests. The cover photo shows a group of people gathered around a yellow boat on a pond. The bio reads: "Natural Hazards Engineering Research Infrastructure @NaturalHazardsEngineeringResearchInfrastructure".

Twitter



1. Focus efforts on 2 social media platforms



Twitter profile for NHERI (@NHERIDesignSafe). The bio reads: "Natural Hazards Engineering Research Infrastructure. NSF-funded network of 10 experimental facilities. Hazard research, training, education." The profile shows a tweet from ESEC (@NHERI_UCSD) about a project test. The "Your Tweet activity" section shows a bar chart of impressions over time.

Social Media Startup

TACC retweeted

NHERI @NHERIDesignSafe
Feb 22

Did you know: NHERI and @TACC are sponsoring this year's @NSFLarge Facilities Workshop. It's all happening in Austin, April 2-4. Join us! ow.ly/LWsh30n



Retweet icon 2, Like icon 3, Share icon, More icon



Natural Hazards Engineering Research Infrastructure
Published by Coe At Utsa [?] · February 28 at 10:56 PM · 🌐

Are you an early career engineer? Or do you know one or two?
The **NHERI SimCenter** seeks high-achieving young researchers to share their work with others in the field. Click below to nominate someone brilliant you know!



DESIGNSAFE-CI.ORG
SimCenter Early Career Research Webinars Call for Candidates | DesignSafe-CI

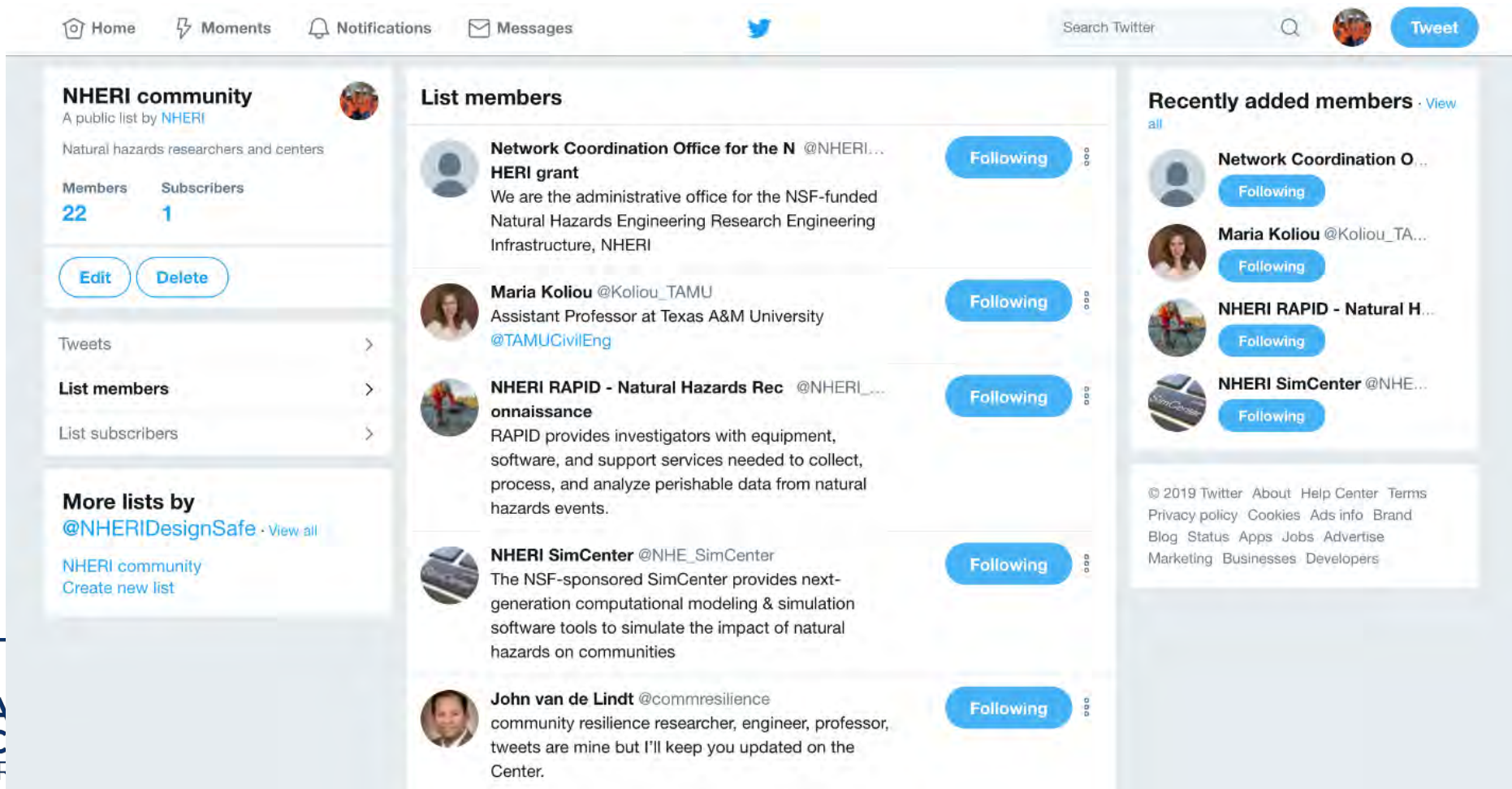
97 People Reached 10 Engagements [Boost Post](#)

Lori Peek and Cheryl Ann Blain



2. Re-post all news and announcements

3. Build **personal connections** with **active** NHERI faculty and administrators who use social media



The screenshot shows a Twitter list named "NHERI community" with 22 members and 1 subscriber. The list members are:

- Network Coordination Office for the NHERI grant** (@NHERI...): We are the administrative office for the NSF-funded Natural Hazards Engineering Research Engineering Infrastructure, NHERI. Status: Following.
- Maria Koliou** (@Koliou_TAMU): Assistant Professor at Texas A&M University. @TAMUCivilEng. Status: Following.
- NHERI RAPID - Natural Hazards Reconnaissance** (@NHERI...): RAPID provides investigators with equipment, software, and support services needed to collect, process, and analyze perishable data from natural hazards events. Status: Following.
- NHERI SimCenter** (@NHE_SimCenter): The NSF-sponsored SimCenter provides next-generation computational modeling & simulation software tools to simulate the impact of natural hazards on communities. Status: Following.
- John van de Lindt** (@commresilience): community resilience researcher, engineer, professor, tweets are mine but I'll keep you updated on the Center. Status: Following.

Recently added members include:

- Network Coordination O... (Following)
- Maria Koliou @Koliou_TA... (Following)
- NHERI RAPID - Natural H... (Following)
- NHERI SimCenter @NHE... (Following)



Facebook



Twitter

SUCSESSES:


- On average, **3-4 posts per week** on Facebook
- On average, **3-10 posts or retweets per week** on Twitter.
- 500 followers on Facebook, 350 on Twitter — and growing.
- Use social media to recruit REU applications, workshop and conference attendees, award nominations
- Use social media to announce faculty awards and honors, **our most popular category of Facebook posts and tweets.**

Social Media Startup

Post Details ✕

Natural Hazards Engineering Research Infrastructure ...
Published by Coe At Utsa [?] · February 18 at 9:26 AM · 🌐

Another NHERI researcher in the news! University of Colorado Boulder
#hazardengineering Congrats, Shideh Dashti!



COLORADO.EDU
CEAE Professor Shideh Dashti's Research Selected as Editor's Choice in ASCE Journal

✔ **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 26,000 people.

404 People Reached **129** Engagements [Boost Post](#)

👍❤️ Akon Hushmand, Ellen Rathje and 30 others 2 Comments

👍 Like 💬 Comment ➦ Share ⋮

Performance for Your Post

404 People Reached

35 Reactions, Comments & Shares *i*

30 👍 Like	30 On Post	0 On Shares
2 ❤️ Love	2 On Post	0 On Shares
3 Comments	2 On Post	1 On Shares
0 Shares	0 On Post	0 On Shares

94 Post Clicks

0 Photo Views	57 Link Clicks <i>i</i>	37 Other Clicks <i>i</i>
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NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

94 post clicks
129 total engagements

SUCSESSES:

Social media engagement takes time and effort.

It pays off!

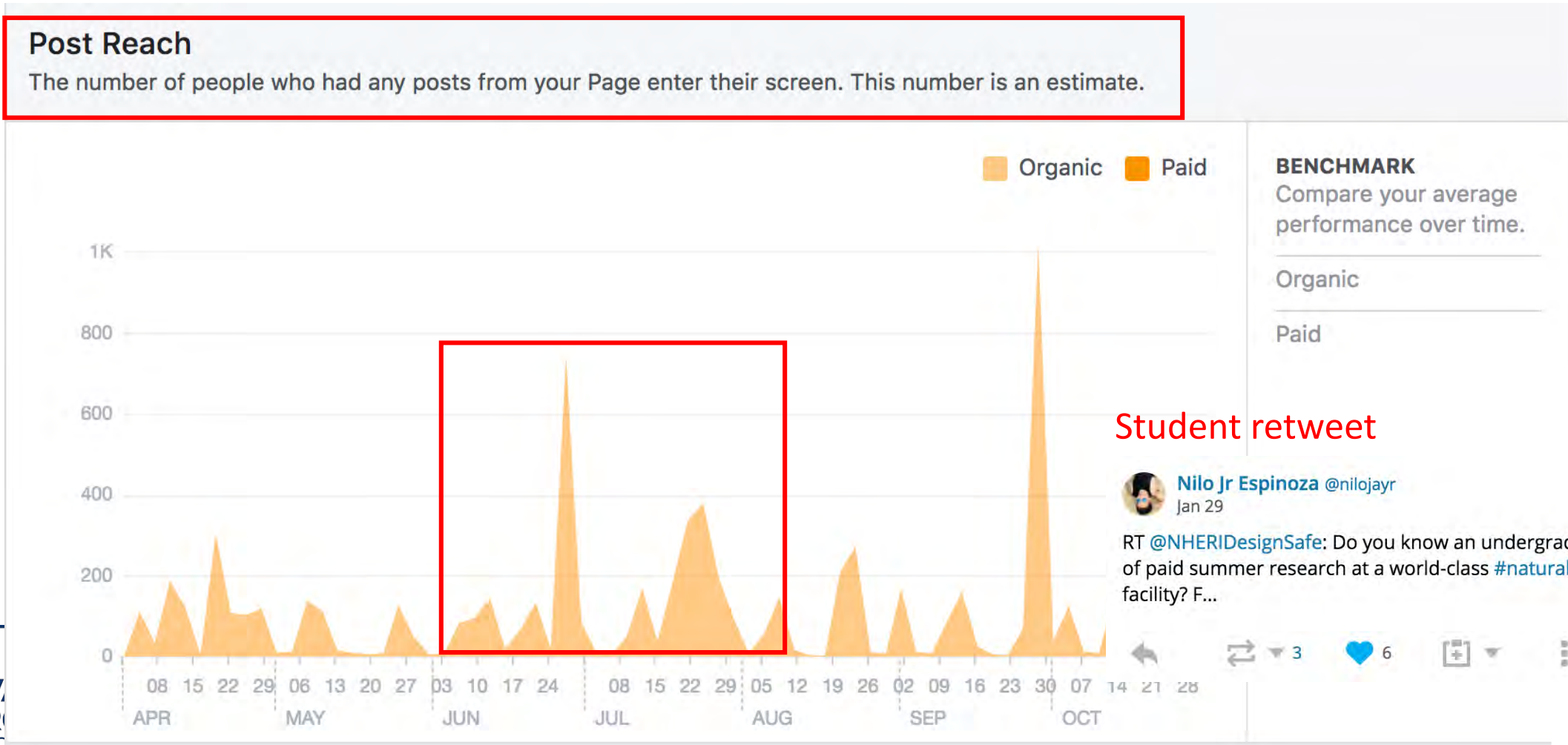
- In Feb 2018, @NHERIDesignSafe posts resulted in **2.4K impressions per day**. One year later, in Feb 2019, we earned **15.9K impressions per day**.

An impression is the number of times Twitter users saw your tweets.

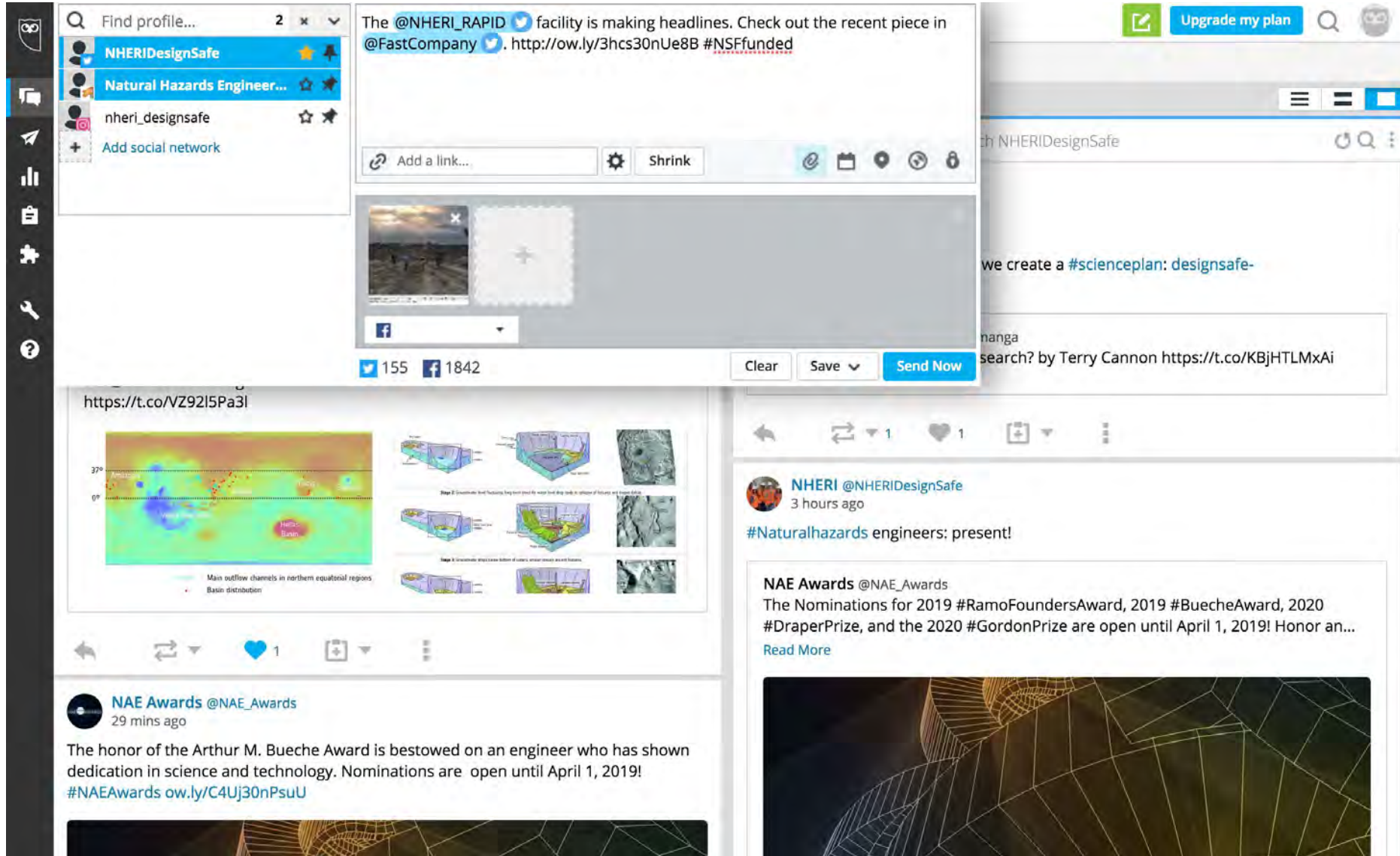
- In turn, we acquire more followers. On Twitter we currently have **345 followers**. We **follow 466** Twitter users.

Social Media Startup

REU Facebook campaign improved our Facebook “reach”



Social Media Management



The screenshot displays the Hootsuite dashboard with several social media posts and a sidebar for profile management. The main content area shows a tweet from @NHERI_RAPID about a facility making headlines, a tweet from @NHERIDesignSafe about a science plan, and a tweet from @NAE_Awards regarding the 2019 Nominations for the Arthur M. Bueche Award. A link to a technical document is also visible, featuring a map and diagrams of basin distribution.

Hootsuite software makes it simple to cross-post and schedule messages

GOALS:

- Establish a social media presence for all 10 facilities
- Encourage active participation on social media platforms

CHALLENGES:

- Many faculty and administrators do not use social media
- Many faculty reluctant to mix personal and professional social media accounts
- Most facilities do not have the personnel to dedicate to social media
- Some facilities feel constrained by their parent university

SUCCESSSES:

- Create formal social media guidelines
 - Create NSF NHERI branded social media accounts
 - Post once a week to be considered “active”
- Share social media successes via news items and newsletters
- Emphasize that social media engagement is a **high priority for NSF**
 - **@NSF, @NSF_ENG, #NSFfunded**
- Encourage a web to social media model



Multi-site Social Media Presence

Facility	Facebook	Twitter	Other
UT Austin	@NHERIatUTMobileShakers	@UTMobileShakers	
UC San Diego	@UCSD.NHERI	@NHERI_UCSD	
UC Davis			CGM Facebook Group
Lehigh University	@NHERILehighRTMD	@NHERILehighRTMD	
University of Florida			#ufNHERI
Florida International University			
Oregon State University		@NheriOsu	
NHERI SimCenter	@NHE.SimCenter	@NHE_SimCenter	
RAPID	@RAPIDNaturalHazardsRecon	@NHERI_RAPID	
NHERI NCO		@NHERI_NCO	
CONVERGE		@NHERI_CONVERGE	

Multi-site Social Media Presence

Facility	Facebook	Twitter	Other
UT Austin	@NHERIatUTMobileShakers	@UTMobileShakers	
UC San Diego	@UCSD.NHERI	@NHERI_UCSD	
UC Davis			CGM Facebook Group
Lehigh University	@NHERILehighRTMD	@NHERILehighRTMD	
University of Florida	Repeatedly communicate the need for a social media presence with PIs		
Florida International University			
Oregon State University		@NheriOsu	
NHERI SimCenter	@NHE.SimCenter	@NHE_SimCenter	
RAPID	@RAPIDNaturalHazardsRecon	@NHERI_RAPID	
NHERI NCO		@NHERI_NCO	
CONVERGE		@NHERI_CONVERGE	

Take-Aways:

- Establish achievable guidelines for success
- Expect to spend 25% of a knowledgeable person's time
- Connect with active social media individuals
- Work with reluctant PIs
- Share, repost, retweet often
- Highlight social media successes in other media outlets
- Encourage a web-to-social media model



Facebook



Twitter



Instagram



Snapchat