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

Cheryl Ann Blain, Ph.D.

NHERI, Network Coordination Office

Naval Research Laboratory

Oceanography Division

Stennis Space Center, MS

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

NHERI

Natural Hazards Engineering Research Infrastructure

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

Network Coord. Office @ Purdue U

CONVERGE @ Colorado U

EF

UC San Diego

DesignSafe-CI @ UT Austin

EF

UT Austin

EF

Lehigh

EF

Florida

EF

FIU

U.S. NAVAL RESEARCH LABORATORY

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

Social Media Startup

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

NHERI
Natural Hazards Engineering Research Infrastructure

Social Media Startup

Facebook

Twitter

1. Focus efforts on 2 social media platforms

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

2 3

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

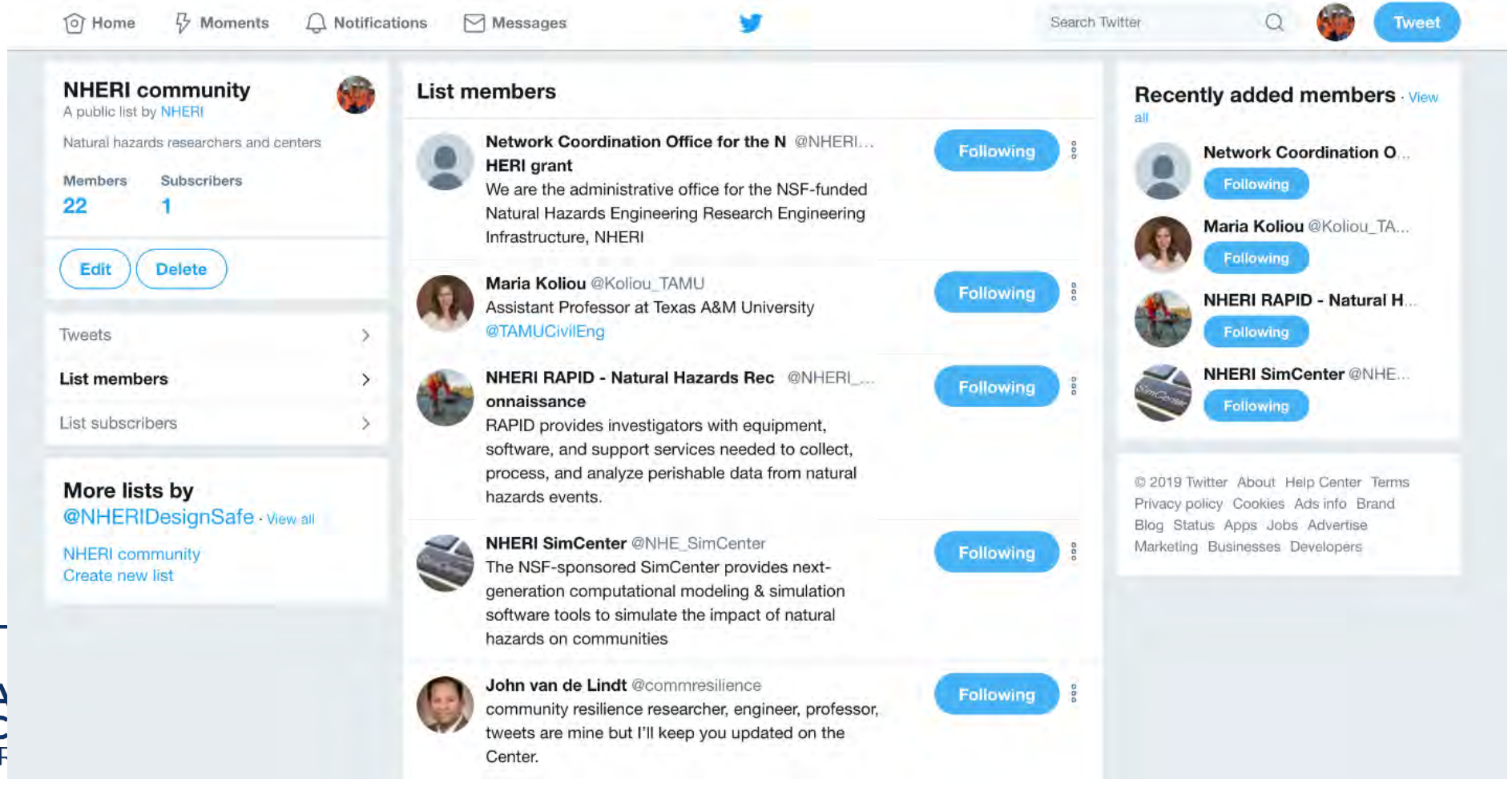
97 People Reached
10 Engagements
Boost Post

Lori Peek and Cheryl Ann Blain

2. Re-post all news and announcements

Social Media Startup

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



Facebook

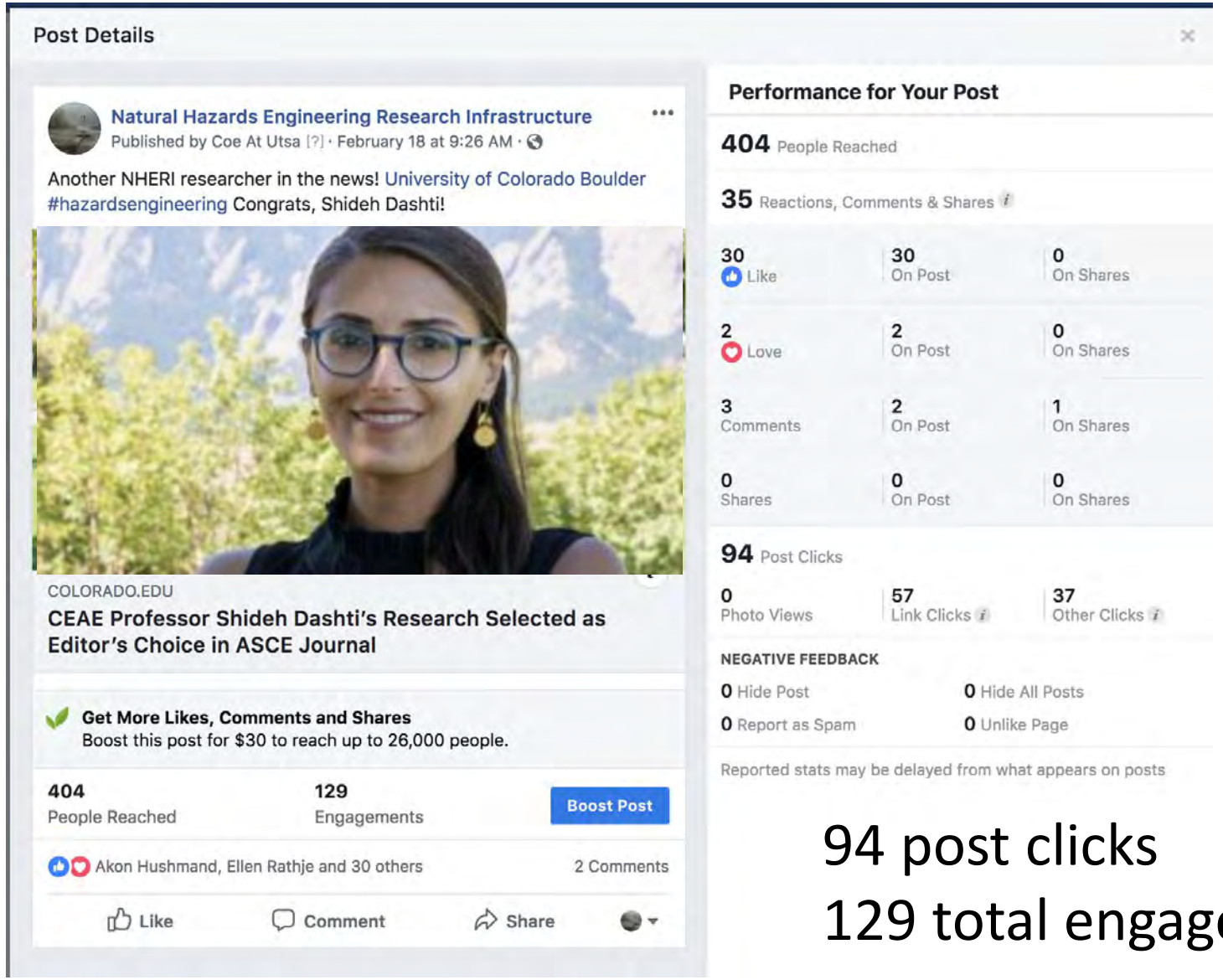
Twitter

Social Media Startup

SUCCESSES:

- 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



94 post clicks

129 total engagements

Social Media Startup

SUCCESSES:

Social media engagement takes time and effort.

It pays off!

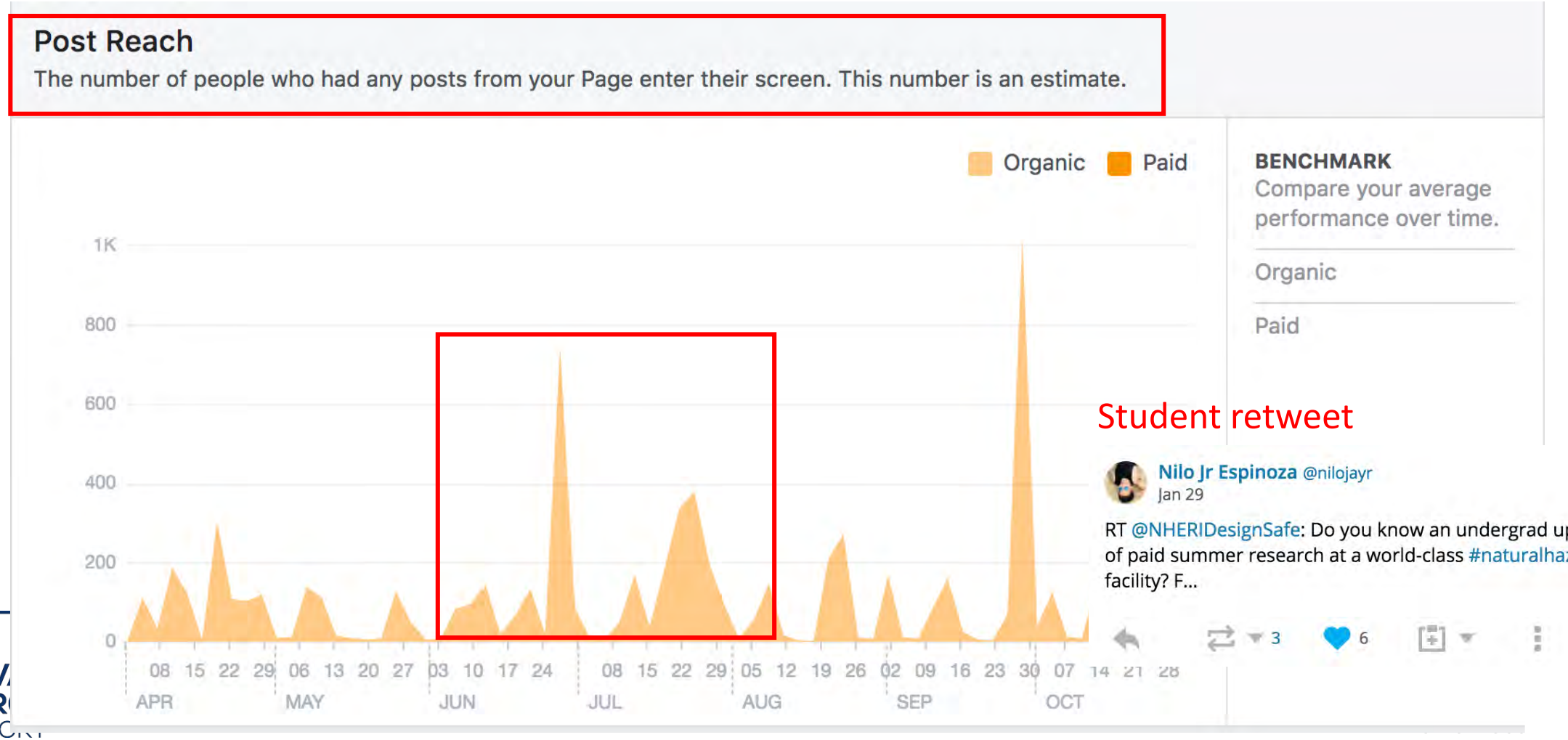
- In Feb 2018, @NHERIDesignSafe posts resulted in 2.4K impressions per day. One year later, in Feb 2019, we earned 15.9K impressions per day.

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

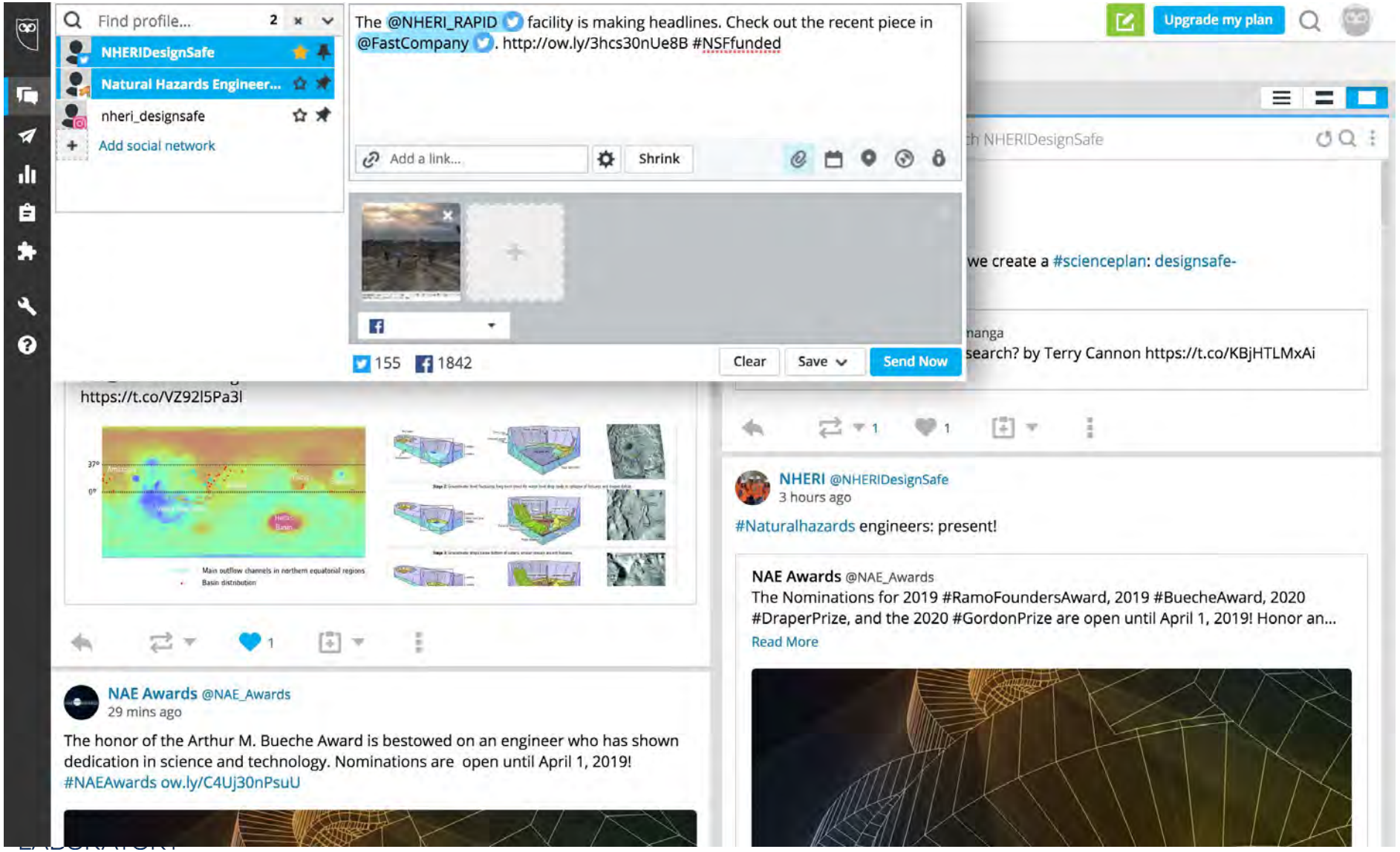
- In turn, we acquire more followers. On Twitter we currently have 345 followers. We follow 466 Twitter users.

Social Media Startup

REU Facebook campaign improved our Facebook “reach”



Social Media Management



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

Multi-site Social Media Presence

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

Multi-site Social Media Presence

SUCCESSES:

- 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

NHERI
Natural Hazards Engineering Research Infrastructure

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	

U.S. NAVAL RESEARCH LABORATORY

NHERI
Network Coordination Office

NHERI
Natural Hazards Engineering Research Infrastructure

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 Flo			
Florida Internati			
Oregon State University		@NheriOsu	
NHERI SimCenter	@NHE.SimCenter	@NHE_SimCenter	
RAPID	@RAPIDNaturalHazardsRecon	@NHERI_RAPID	
NHERI NCO		@NHERI_NCO	
CONVERGE		@NHERI_CONVERGE	

Repeatedly communicate the need for a social media presence with PIs

U.S. NAVAL RESEARCH LABORATORY

NHERI
Network Coordination Office

Successful Social Media Presence

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