



EIFL DIGITAL RESEARCH LITERACY TRAINING PROGRAMME OUTLINE

'Social media for research'

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16 June 2021



Agenda

- 01 Introduction to social media
- 02 Benefits of using social media for research
- 03 Social media platforms
- 04 Training for researchers - practical exercises

Social media



Total number of active social media users: **4.2 billion**

Accessing via mobile phones: **4.15 billion**

Social media

- are now essential information and interaction channels
- is a free way to network with academic community
- are seen as a good source of new information and contacts
- are suitable for promoting awareness of research services and results



Websites and Social Media



- Sharing content
- Building reputation
- Helping connect with audience
- Reaching out to new audience
- Encouraging interaction with colleagues
- Finding funders online
- Establishing credibility and social proof
- Providing key data for institution where you work

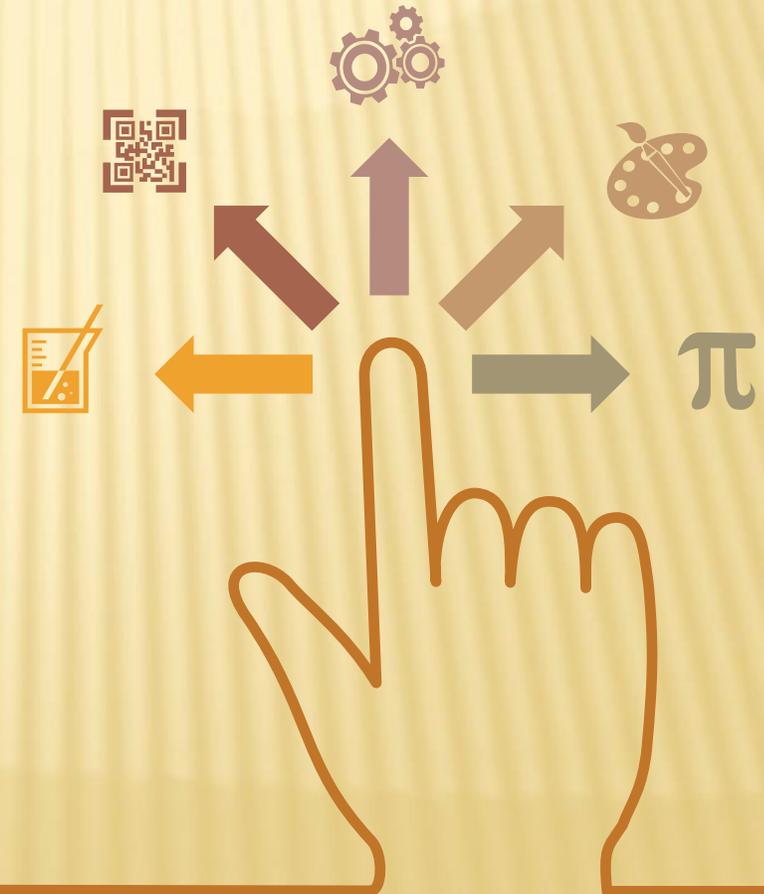
The main difference is that social media cannot be relied on completely but provides faster, more personal methods of communication.

Social media



- Twitter, 2006
- LinkedIn, 2002
- Facebook, 2004 >>> wide used social networks
- Instagram, 2010
- YouTube, 2005
- Vimeo, 2004
- ResearchGate, 2008 >>> social networks for researchers
- Academia.edu, 2008
- Mendeley, 2007
- Google Scholar, 2004
- Altmetric, 2011 >>> platforms for research
- ORCID, 2010
- Zenodo, 2013

...



Twitter

- ✗ active users: 353 million
- ✗ character-limit: 280
- ✗ Tagging: locations

@ for mentions

for sharing or marking a content

EIFL @EIFLnet · 14. jyh
How to train researchers & students on preprints? - Watch last weeks @EIFLnet webinar with Ana Đorđević, @HemijskiFak_UB, with practical advice for librarians providing digital research literacy training for students & researchers!

Preprints
Preprints is one of the topics addressed in the EIFL Digital Research Literacy Training Programme ...
[youtube.com](#)

Milica Sevkusic @lessormore4 · 9. jyh
@ana_carpediem on #preprints at @EIFLnet 's digital research literacy training programme

Suggested solutions...

ould clearly disclose that the print (DOI, preprint link...), ould not be used as references in blication, the article, hat the findings have not been iewed, n checks by server hosts, ked and linked via DOI to the uly published article.

Issues with preprints

- Pressure to publish quickly,
- Many preprints are never revised,
- Preliminary results could be reported by the media or posted and discussed on social media with little regard,
- Retrospective "tagging" won't have much effect.

Benefits

- Credit
- Feedback
- Visibility

Licenses & certifications



COBISS License

COBISS / IZUM - Institute of information science Maribor, Slovenia
Issued May 2017 · No Expiration Date

Copyright for Educators & Librarians

Coursera
Issued May 2016 · No Expiration Date

LinkedIn

- ✗ Text
- ✗ Image
- ✗ Video

15 Courses

01. Training course for using Repository of the Faculty of Chemistry - CHERRY
28-30.01.2019.

02. KoBSON services
28.02.2019.

03. Information retrieval (EleČas, JCR, SJR) and citing the literature in scientific papers
28.03.2019.

04. Proper use of the library fund and finding scientific information
20.10.2019.

05. FarFaR in frame of Open Science
20.11.2019.

6 Publications

Digital Repository of the University of Belgrade – Faculty of Chemistry
Dec 2, 2020 · Infotheca - Journal for Digital Humanities

The paper presents the principles underlying the functions of the Cherry digital repository at the University of Belgrade – Faculty of Chemistry, and the Innovation Center, and explains why it was decided to use the DSpace software for the first repository of institution. Researchers' questions were considered during procedures of depositing new items in Cherry, as well as the answers provided by librarians during administrative data control. The research part of this paper deals with the repository visit statistics based on Google Analytics and the conclusions that lead to the main goal – to increase the visibility and potential citations of research outputs.

[See publication](#)

Educational Structure of Employees in Serbian Academic Libraries
Dec 1, 2020 · Čitalište

The paper analyzes the structure of employees in libraries attached to higher education institutions of the Republic of Serbia. Data on the level and profile of employee education for 2018 and 2013 were obtained from the Library Network of Serbia database. They show that in university libraries, highly

Facebook

- ✗ Text
- ✗ Image
- ✗ Video
- ✗ Links

 Univerzitet u Beogradu - Hemijski fakultet
30. april · 🌐

Doktorand Nikolina Popović je u okviru svoje doktorske teze objavila rad na temu „Immobilization of yeast cell walls with surface displayed laccase from *Streptomyces cyaneus* within dopamine-alginate beads for dye decolorization” u prestižnom međunarodnom časopisu “International Journal of Biological Macromolecules”. Istraživanje je sprovedeno u okviru rada na programskom finansiranju nauke u laboratoriji za “Biomolekularni inženjering 434” (@bioengineering_lab434) i zasnivalo... [Прикажи још](#)

[Прикажи превод](#)

 Библиотека Хемијског факултета
21. април · 🌐

Cherry институционални репозиторијум, један је од 24 репозиторијума у Србији развијених у сарадњи са Рачунарским центром Универзитета у Београду који испуњава све техничке захтеве прописане од стране МПНТР у Платформи за отворену науку. Сви заједно чине мрежу репозиторијума, а уз изврсну техничку и корисничку подршку представљају одрживу инфраструктуру у нашој земљи. Више информација доступно је на YouTube каналу конференције где је ова <https://youtu.be/jTkaO...> [Прикажи још](#)

 Univerzitet u Beogradu - Hemijski fakultet
07. децембар 2020. · 🌐

Hemijski fakultet je otvorio nalog na Twitteru. Zapratiite na pogotovu ako preferirate da vesti u vezi sa fakultetom i dobijate u konciznijem obliku.

https://twitter.com/HemijskiFak_UB

Univerzitet u Beogradu - Hemijski fakultet

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 Univerzitet u Beogradu - Hemijski fakultet се налази на локацији Hemijski Fakultet.
24. октобар 2020. · Београд, Централна Србија · 🌐

Са великим задовољством вас обавештавамо да је колегиница проф. Тања Ђирковић Величковић као координатор добила други X2020 пројекат.

Акроним пројекта је - IMPTOX, а назив “An Innovative Analytical Platform to Investigate the Effect and Toxicity of Micro and Nano Plastics Combined with Environmental Contaminants On the Risk of Allergic Disease in Preclinical and Clinical”.... [Прикажи још](#)



Transformation of *S. cerevisiae* cells with laccase gene



Instagram

~ 2 billion users

bioengineering_lab434
Hemijski Fakultet

bioengineering_lab434
COVIDTARGET #tamaratodorović
@radivojep @djukic_ivana_
@saraprotic98 #fondzanauku
#coronavirus #drug
@bioengineering_lab434
#proteinligandinteraction
#proteinengineering #bindingassay
#enzymes #vincainstitute
#texasuniversity @HemijskiFak_UB
<https://www.covidtarget.rs/>



volonterski_centar_hf

volonterski_centar_hf Volonteri i koordinatori sa pismenog dela takmicenja 📄📄📄

9 нед.

62 свиђања
10. АПРИЛ

capsido_project
Belgrade, Serbia

welcome to the official instagram page of Capsido project. Capsido is a biomedical project and is coordinated by University of Belgrade- faculty of Chemistry (UBFC). This research was supported by the Science Fund of Republic of Serbia. Project counts 14 researchers including our partners from University of Belgrade Faculty of Agriculture. Dr Tanja Ćirković Veličković (member of the Serbian Academy of Sciences and Arts) is the principal investigator of this project. #fondzanauku #CAPSIDO #COVID19 #GRANTNo7542203 #science #pandemic #pcrtest #scienceexperiment #elisa #proteins



opsenicalab
Hemijski Fakultet

opsenicalab M into Monday g to see the begi this copper cat side 📷

#LookAtThatBl
#chemistry #blue #green #copper
#complex #orgchem #gradschool
#orgchem #mondayblues
#womeninscience #womeninstem
#realtimechem #science #nature
#research #phd #reaction #university
#serbianscience #universityofbelgrade
#facultyofchemistry #belgrade #serbia
#faculty #studies #compound
#organicchemistry #hemijskifakultet
#univerzitetubeogradu

1 нед.

102 свиђања

Youtube and Vimeo



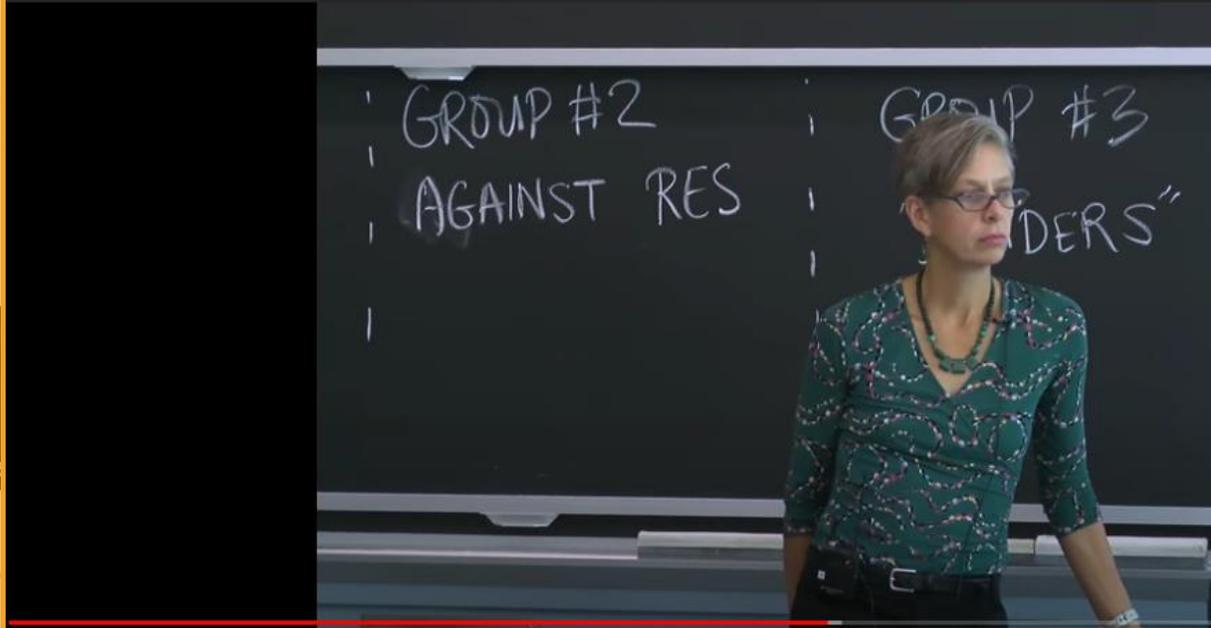
 **Otvorene Laboratorije**
46 пратилаца

ПОЧЕТНА ВИДЕО СНИМЦИ ПЛЕЈЛИСТЕ КАНАЛИ ДИСКУСИЈА ОСНОВИ

Отпремљено ▶ ПУСТИ СВЕ

 <p>OL X sezona "Kakva je to bela sveska?" 2:34</p>	 <p>OL X sezona "Jednakost" 8 приказа • пре 2 месеца 1:36</p>	 <p>OL X sezona "Studiranje kroz vreme" 2:07</p>	 <p>OL X Sezona "Raznolikost elemenata i hemikalija" 2:07</p>
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YouTube ^{RS} Претражите



▶ ⏪ 🔊 39:19 / 1:27:35

5. Teaching Methodologies, Part II: Active Learning: Why and How

52.185 приказа • 24.02.2017.

👍 611 💬 18 ➦ ДЕЛИ ⌵ САЧУВАЈ ⋮

Useful tips for researchers

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- ✗ take care of spelling and grammar

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Last updated: January 8, 2018

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What are you allowed to post on social media for researchers?

A large number of authors regularly post all their articles on social network despite of copyright agreement with publishers...



Academic Librarianship

December 2013 · [Serials Review](#) 37(3):237-238

DOI:[10.1080/00987913.2011.10765395](https://doi.org/10.1080/00987913.2011.10765395)

Authors:



Rebecca Lyne Tolley
East Tennessee State University

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Original Articles

Academic Librarianship

by *Camila A. Alire and G. Edward Evans*. New York: Neal-Schuman Publishers, Inc., 2010. 383 p. \$65.00. ISBN 978-1-5557070-702-6

Rebecca Tolley-Stokes

Pages 237-238 | Published online: 06 Dec 2013

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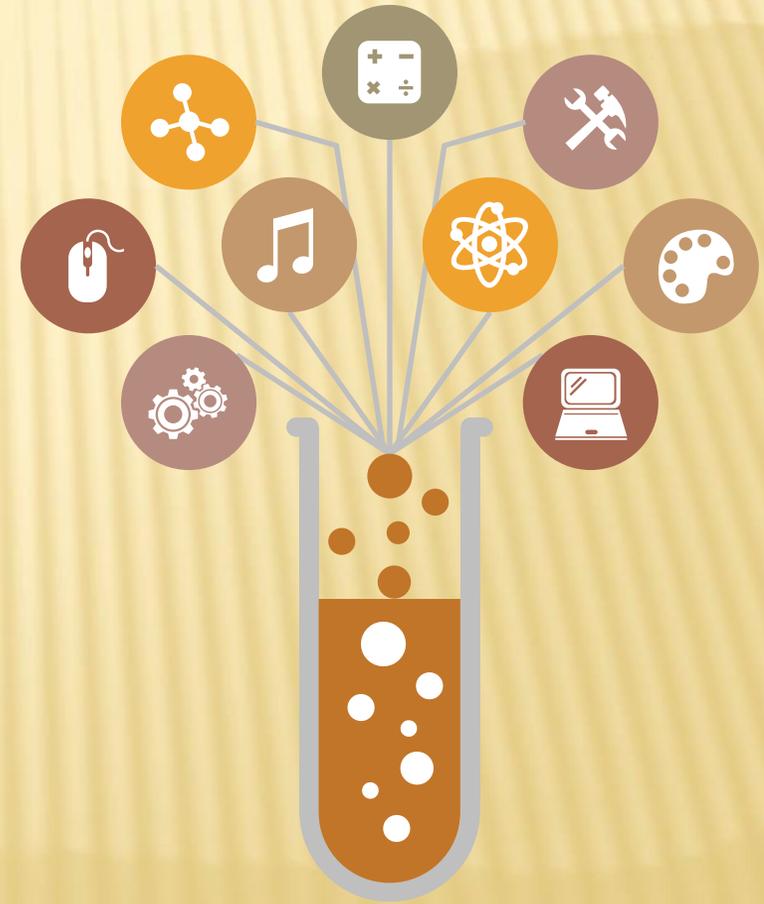
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Important role of Sherpa Romeo

"Sherpa Romeo is an online resource that aggregates and analyses publisher open access policies from around the world and provides summaries of publisher copyright and open access archiving policies on a journal-by-journal basis."



Serials Review

Publication Information

Title Serials Review (English)
ISSNs Print: 0098-7913 Electronic: 1879-095X
URL http://tandfonline.com/loc/usrv20/current
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Checking the journal policies...

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Major publishers sue ResearchGate over copyright infringement

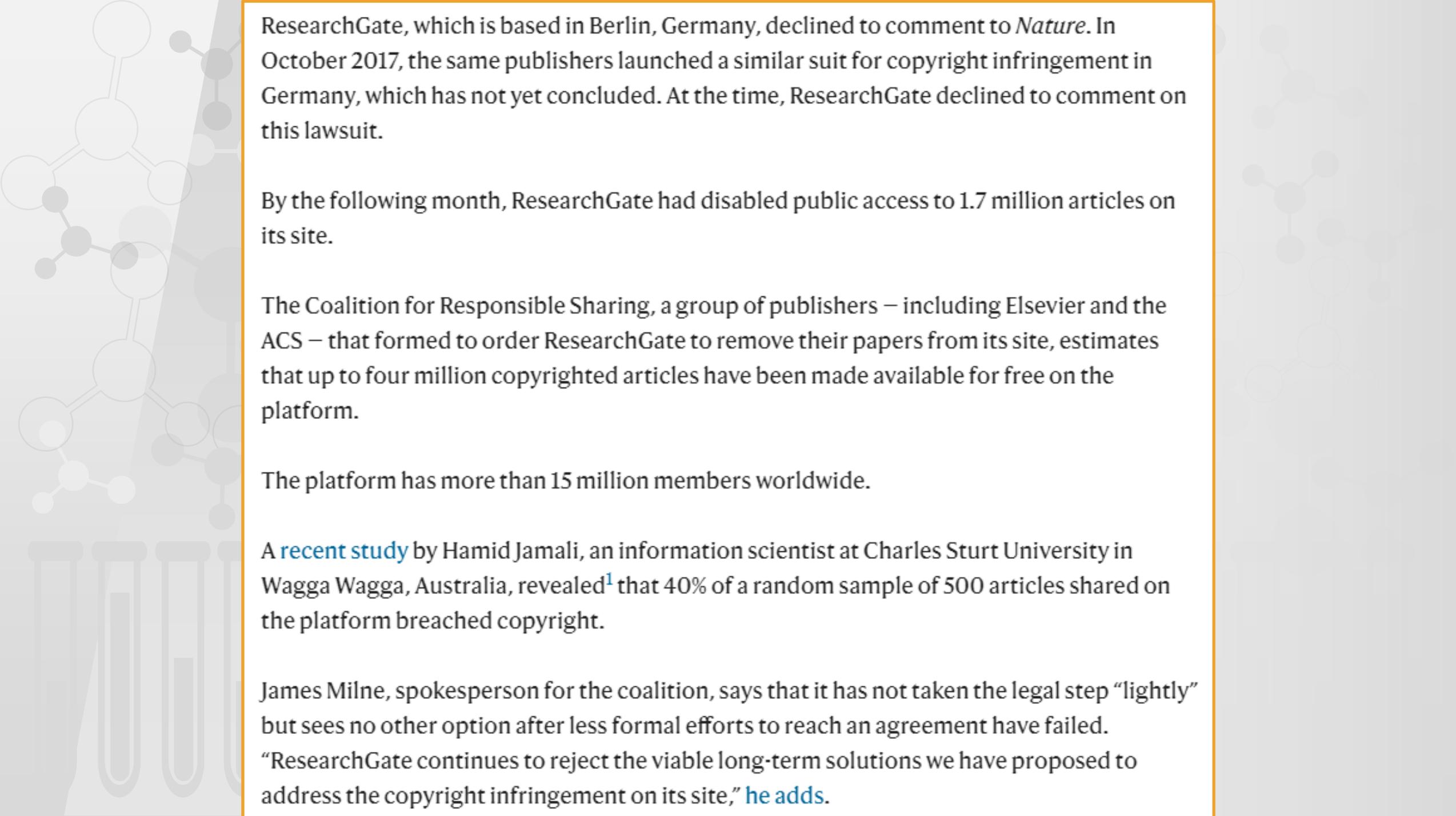
Elsevier and the American Chemical Society say that the academic-networking website violates US copyright law.

Holly Else



Two journal publishers have launched legal proceedings in the United States against academic-networking site ResearchGate for copyright infringement.

Elsevier and the American Chemical Society (ACS) say that the ResearchGate website violates US copyright law by making articles in their journals freely available. The two publishers filed the claim with the United States District Court for the District of Maryland on 2 October.



ResearchGate, which is based in Berlin, Germany, declined to comment to *Nature*. In October 2017, the same publishers launched a similar suit for copyright infringement in Germany, which has not yet concluded. At the time, ResearchGate declined to comment on this lawsuit.

By the following month, ResearchGate had disabled public access to 1.7 million articles on its site.

The Coalition for Responsible Sharing, a group of publishers – including Elsevier and the ACS – that formed to order ResearchGate to remove their papers from its site, estimates that up to four million copyrighted articles have been made available for free on the platform.

The platform has more than 15 million members worldwide.

A [recent study](#) by Hamid Jamali, an information scientist at Charles Sturt University in Wagga Wagga, Australia, revealed¹ that 40% of a random sample of 500 articles shared on the platform breached copyright.

James Milne, spokesperson for the coalition, says that it has not taken the legal step “lightly” but sees no other option after less formal efforts to reach an agreement have failed.

“ResearchGate continues to reject the viable long-term solutions we have proposed to address the copyright infringement on its site,” [he adds](#).

Academia.edu

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Ljubodrag Vujisic

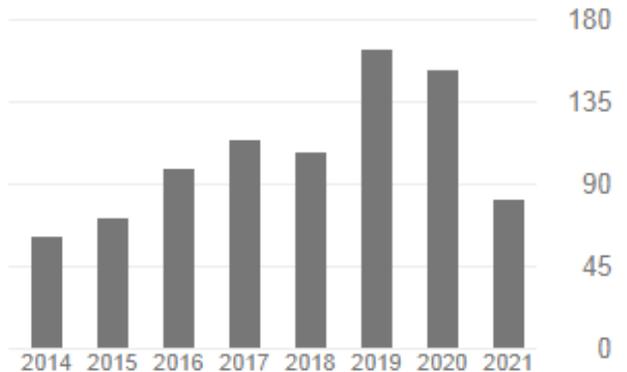
Faculty of Chemistry, [University of Belgrade](#)
Verified email at chem.bg.ac.rs - [Homepage](#)

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TITLE	CITED BY	YEAR
Volatile components from old plum brandies N Nikićević, A Jovanović, D Đoković, LV Vujisić, I Vučković, M Bonić, ... Food technology and biotechnology 43 (4), 367-372	71	2005
Evaluation of antioxidant capacity of Allium ursinum L. volatile oil and its effect on membrane fluidity D Gođevac, L Vujisić, M Mojović, A Ignjatović, I Spasojević, V Vajs Food chemistry 107 (4), 1692-1700	67	2008
Polyphenolic compounds in seeds from some grape cultivars grown in Serbia D Gođevac, V Tešević, M Velickovic, LV Vujisić, V Vajs, S Milosavljević Journal of the Serbian Chemical Society 75 (12), 1641-1652	54	2010
Characterization of volatile compounds of "Drenja", an alcoholic beverage obtained from the fruits of cornelian cherry	51	2009

Cited by	VIEW ALL	
	All	Since 2016
Citations	1100	719
h-index	18	15
i10-index	42	33



Altmetric

*Social media can spark interest in a paper that may otherwise go unnoticed. On February 5th, 2015, I blogged about a paper titled '**Defending the Ivory Tower Against the End of the World.**' Before I published my post, and tweeted about the paper, it only had a handful of social shares. Today, the paper is ranked in the top 5% of the 3.4M articles tracked by Altmetric. The overwhelming interest also led the publisher to remove the paywall, making the paper free to download.*

*- **Kirk Englehart***

Defending the Ivory Tower against the end of the world

[Andrew J. Wright](#) 

[Journal of Environmental Studies and Sciences](#) **5**, 66–69 (2015) | [Cite this article](#)

657 Accesses | **7** Citations | **79** Altmetric | [Metrics](#)



Design of coiled-coil protein-origami cages that self-assemble in vitro and in vivo



About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

- 5 news outlets
- 3 blogs
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- 4 Facebook pages
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- 1 Q&A thread

Polypeptides and polynucleotides are natural programmable biopolymers that can self-assemble into complex tertiary structures. We describe a system analogous to designed DNA nanostructures in which protein coiled-coil (CC) dimers serve as building blocks for the *de novo* design of polyhedral protein cages that efficiently self-assemble in vitro and in vivo. We produced and characterized >20 single-chain protein cages in three shapes—tetrahedron, square pyramid, and triangular prism—with the largest containing >700 amino-acid residues and measuring 11 nm in diameter. Their stability and folding kinetics were similar to those of natural proteins. Solution small-angle X-ray scattering (SAXS), electron microscopy (EM), and biophysical analysis confirmed agreement of the expressed structures with the design. We demonstrated self-assembly of a tetrahedral structure in bacteria, mammalian cells, and zebrafish embryos, without evidence of inflammation. A semi-automated computational design...



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Design of coiled-coil protein-origami cages that self-assemble in vitro and in vivo

Ljubetič, Ajasja; Lapenta, Fabio; Gradišar, Helena; Drobnak, Igor; Aupič, Jana; Strmšek, Žiga; Lainšček, Duško; Hafner-Bratkovič, Iva; Majerle, Andreja; Krivec, Nuša; Benčina, Mojca; Pisanski, Tomaž; Čirković-Veličković, Tanja; Round, Adam; José María Carazo; Melero, Roberto; Jerala, Roman

(Nature Publishing Group, New York, 2017)

Facts



You don't need thousands of followers to have an engaged audience, smaller audience can be more engaged.

You have great control over your visibility, not just in terms of privacy, but also in what you choose to share.

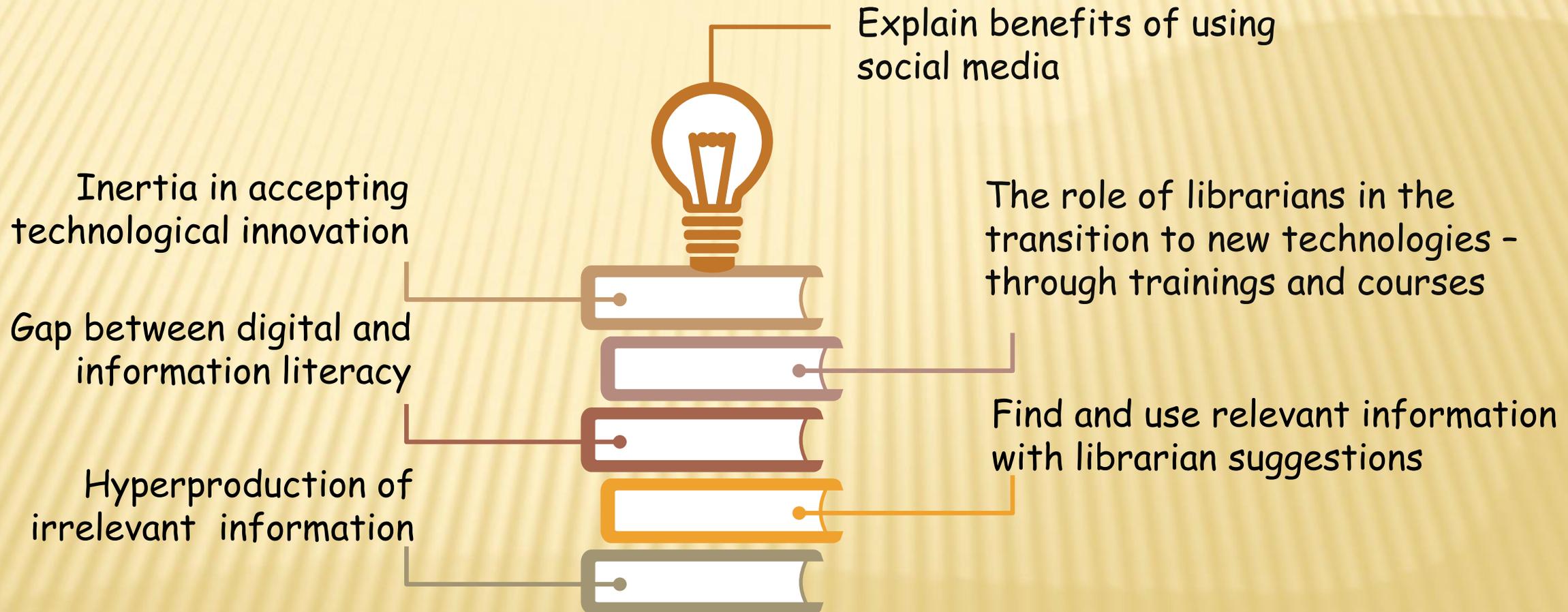
The fast-paced and live aspect of social media can lead skeptical researchers not to publish, but good reactions and quick responses can increase a researcher's credibility.

"Social media is about sociology and psychology more than technology."

Brian Solis

Issues

Approaches



Training focus



Motive

increasing reach > be active in multiple communities related to your specialty



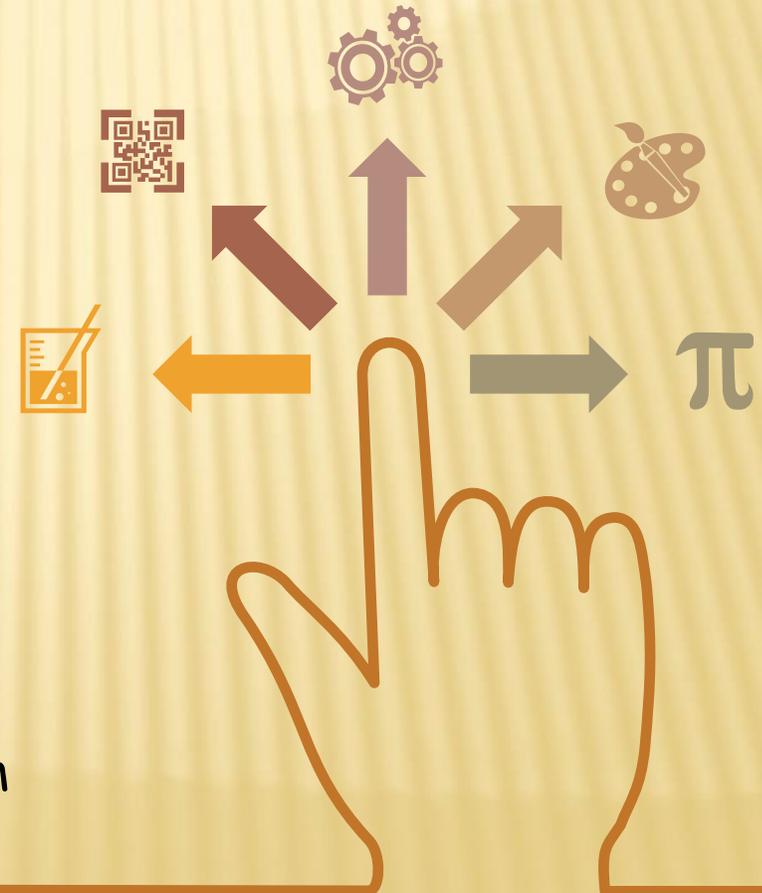
Elaboration

- benefits
- copyright
- CC licenses



Support

researchers will know who can help them



Formats

Format	Methods	Technical requirements	Topics
Lecture + demo for researchers (90 min)	<ul style="list-style-type: none">• Verbal presentation• Social media features: demonstration• Registration: demonstration• Participants are free to ask any questions they may have during the presentation	<ul style="list-style-type: none">• Computer + video beam• Online	Full range
In person (~45 min)	<ul style="list-style-type: none">• Introduction to social media• Platforms for sharing content and searching content• Participant is free to ask any questions	<ul style="list-style-type: none">• Live - in library• Online	Depends on researchers' or librarians' prior knowledge

“Academic Social Networking Sites ... and Journals.” 2017.

https://www.ceon.rs/index.php?option=com_content&view=article&id=564:academic-social-networking-sites-and-journals&catid=172&lang=en&layout=post&Itemid=579.

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“The ResearchGate Score: A Good Example of a Bad Metric.” 2015. *Impact of Social Sciences* (blog). December 9, 2015. <https://blogs.lse.ac.uk/impactofsocialsciences/2015/12/09/the-researchgate-score-a-good-example-of-a-bad-metric/>.

“The Value of Social Media for Researchers | LinkedIn.” n.d. Accessed June 14, 2021.

<https://www.linkedin.com/pulse/value-social-media-researchers-tamika-heiden/?trk=prof-post>.

Questions?



anadj@chem.bg.ac.rs



[@ana_carpediem](https://twitter.com/ana_carpediem)



[Ana Đorđević](#)

