



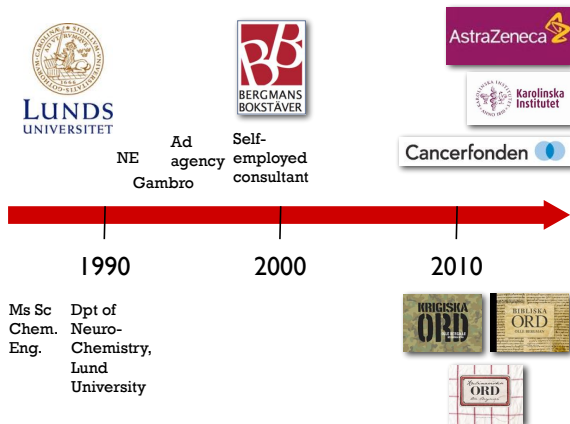
LinkedIn & Twitter for science people

Olle Bergman, Copenhagen Feb 6, 2015

Olle Bergman

M.Sc. Chemical Engineering

“Communications Consultant,
Public Speaker & Professional
Writer with a passion for people,
science, language & history.”

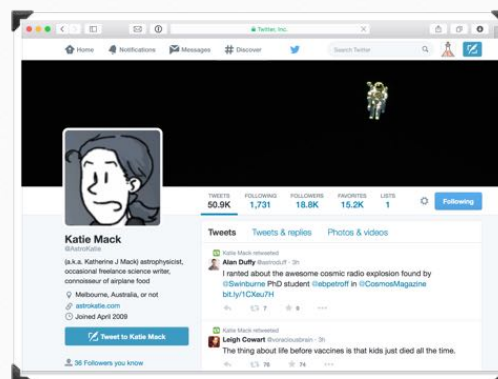


The Astrophysicist and the Goldmine

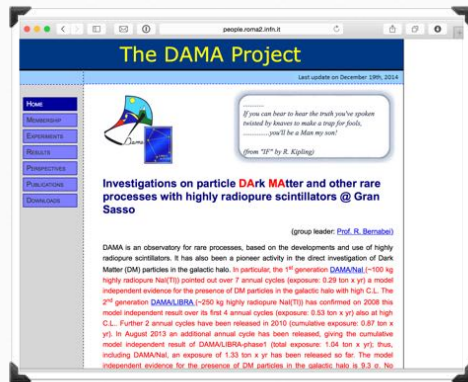
A Story of Wonder



Katie Mack a.k.a. @AstroKatie



The Economist



Moral of the story:

“If you talk to the press, people might offer you gold mines.”

Take Home MESSAGES

- LinkedIn and Twitter can help you in your scientific and industrial career.

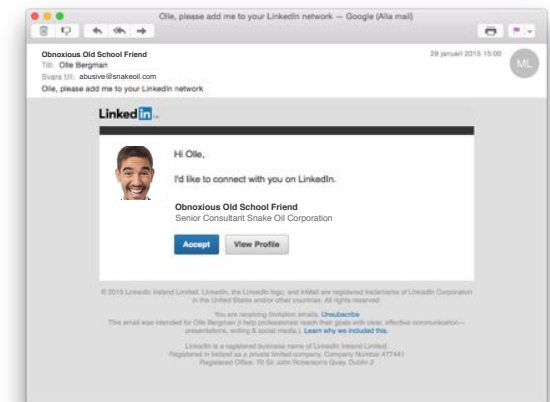
- Consider LinkedIn as your online CV.
- LinkedIn is also “a Facebook for professionals”.
- A decent page is really all you need, but there is other useful stuff to discover.

LinkedIn

- Twitter gets you very valuable info, inspiration and connections but may be hard to manage.
- Twitter has a strong impact on scientific discourse and publishing.
- You need to decide a Twitter strategy.



LinkedIn
– your online CV



WHY?

Make your CV available
and searchable.

Linked 

=

An official starting point
for the professional you.

Develop professional
networks.

• **Advice for Contacting Olle**

I welcome spontaneous calls and emails. Life is full of opportunities and I am full of energy!

Email: olle@bergman.com
Mobile: +46 70 888 55 41 (WhatsApp user)
Skype: generalblom

Easiest to reach 9 Am–4 PM Central European Time

Find professional
groups for the
exchange of
knowledge and
contacts.



labroots.com



ResearchGate



Linked 

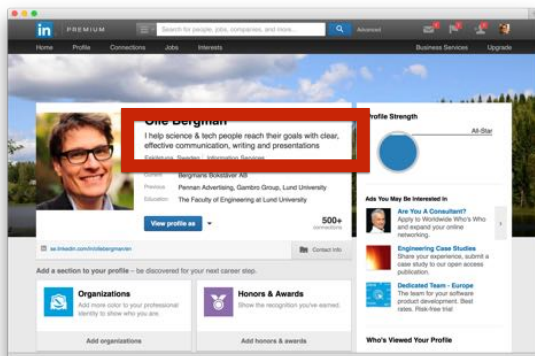
- Claiming themselves to be the world's largest professional network on the Internet.
- Launched 2003. HQ in Silicon Valley.
- More than 300 million users worldwide.
- Revenues from recruiting services, content marketing and fees for premium accounts.

Getting started

Get a professional looking photo.



Write a headline.



1 2 3 4 5 6 7 8 9 10 11 12
 13 14 15 16 17 18 19 20 21 22 23 24
 25 26 27 28 29 30 31 32 33 34 35 36
 37 38 39 40 41 42 43 44 45 46 47 48
 49 50 51 52 53 54 55 56 57 58 59 60
 61 62 63 64 65 66 67 68 69 70 71 72
 73 74 75 76 77 78 79 80 81 82 83 84
 85 86 87 88 89 90 91 92 93 94 95 96
 97 98 99 100 01 102 103 104 105 106 107 108
 109 110 111 112 113 114 115 116 117 118 119

120

Life Science Industry

- Pharmacist with focus on Regulatory Affairs and Quality Control
- Medical Science Liaison **NeuroScience** with Expertise in Neurological Disorders || Open to New Opportunities
- Senior pipeline and innovation superstar at Company
- Nordic Account Manager at Company • Launch • Marketing • Sales • Team leadership • Clinical pharma

Students, different levels

- EPFL - Neuroengineering master's student with outstanding academic records and limitless aims
- Early career scientist and cross-cultural talent. Always up for a laugh.

Scientific Media

- I help scientists, publishers and biotech companies to communicate effectively with scientific visualisations
- Technical Writer (and a whole lot more) at *Company*



Scientists (examples from KI)

Project leader at Karolinska Institutet. Virology and cancer research scientist. Microscopy, flow cytometry specialist.

RNA and cancer researcher specialized in finding novel biomarkers for cancer diagnosis. Founder of Stockholm RNA network.

Ph.D. Multimodal Imaging of microbubbles and nanoparticles using MRI, SPECT/CT, US and IVIS/microCT.

Write a summary.

PhD candidate in Systems and Computational Immunology at Stanford University.

My professional goal is to build a career as a scientist and entrepreneur in the field of biotechnology and biomedical research. I want to use my background in immunology and molecular biology to develop tools and solutions for global health problems.

Always looking for challenges, opportunities and exciting ideas.

Marta T., PhD student, Stanford

I am an enthusiastic and outgoing person who loves to see great possibilities in whatever I do, and to be part of working environments fuelled by entrepreneurship and enthusiasm. Positive results come from dedicated work and the right match of the people involved.

I have experience in basic cell biology research from my PhD, as a shareholder in a start-up company (ChurchDesk), and from various events and volunteer projects. These includes scientific and social events in networks related to my work (ASAP and REBBLS).

My primary research experience lies within basic research in the field of the DNA Damage Response (DDR), a critical cellular response in order to preserve genomic stability. I find this area exciting since dissecting the DDR responses is very disease-relevant due to major roles in cancer development and treatment response. My next step in research is fuelled by an ambition to combine basic research with an outlook to clinical relevancy.

Arne Nedergaard Kousholt

Either ...

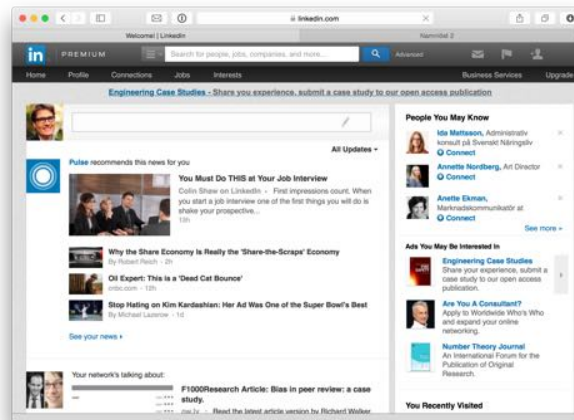
... go crazy and fill
your page with lots of
interesting stuff about
you ...

... or ...

... compile carefully selected material to create a professional persona.

Ask some trusted friends and colleagues to write Recommendations.

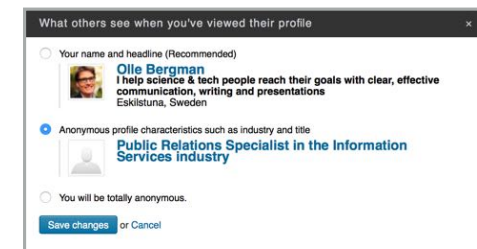
Go exploring.



Advice

Create a policy:
who do you accept?

Be a spy – watch
others, stay hidden.



Twitter
– a roaring river,
full of gold nuggets



1 2 3 4 5 6 7 8 9 10 11 12
13 14 15 16 17 18 19 20 21 22 23 24
25 26 27 28 29 30 31 32 33 34 35 36
37 38 39 40 41 42 43 44 45 46 47 48
49 50 51 52 53 54 55 56 57 58 59 60
61 62 63 64 65 66 67 68 69 70 71 72
73 74 75 76 77 78 79 80 81 82 83 84
85 86 87 88 89 90 91 92 93 94 95 96
97 98 99 100 01 102 103 104 105 106 107 108
109 110 111 112 113 114 115 116 117 118 119
120 121 122 123 124 125 126 127 128 129 130
131 132 133 134 135 136 137 138 139

140



WHY?

Welcome to Twitter.

Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

Receive piping
hot news.

"Facebook is for people you know.
Twitter is for people you wish you
knew".

Julie Smith

Discuss stuff.

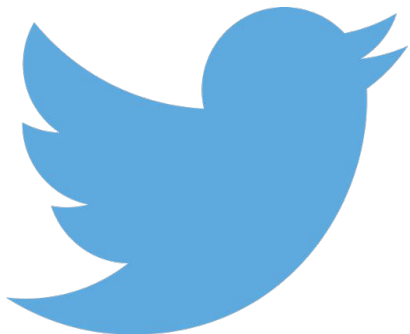
Get tips.

Get close to
influencers.

Follow conferences
in real time.

Explore
the discourse.

Monitor
global trends.



- Launched 2006. HQ in San Francisco.
- \approx 280 million active users worldwide.
- 500 million Tweets sent each day.
- Revenues from advertising, e.g. promoted tweets, and data licensing.

Getting started

“Twitter kind of sucks at the beginning. It’s like being the new kid at school: everyone already knows each other and is having a great time talking.”

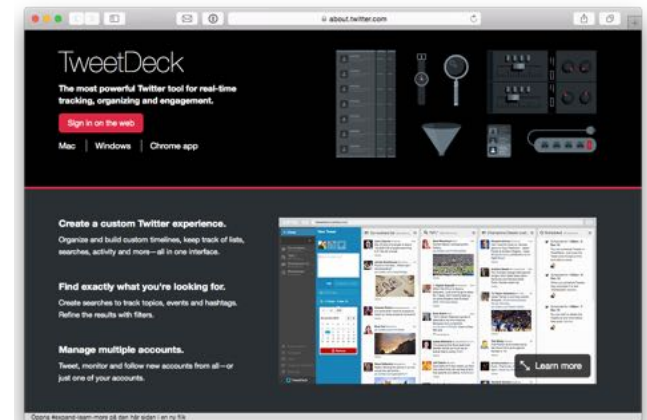
neuroecology.wordpress.com (2014)

1. Register.



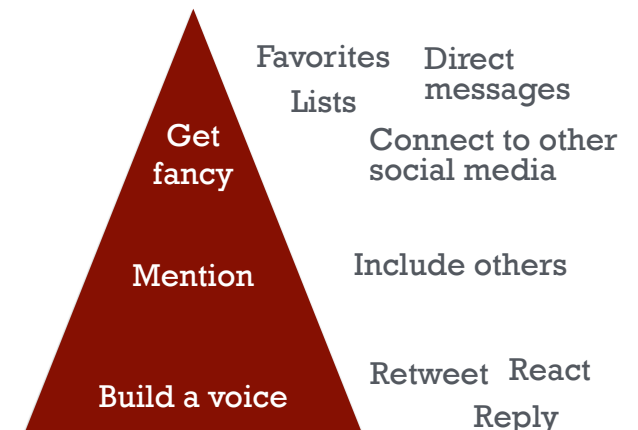
2. Follow some users.

3. Install TweetDeck on your computer.



4. Install an app on your smartphone.

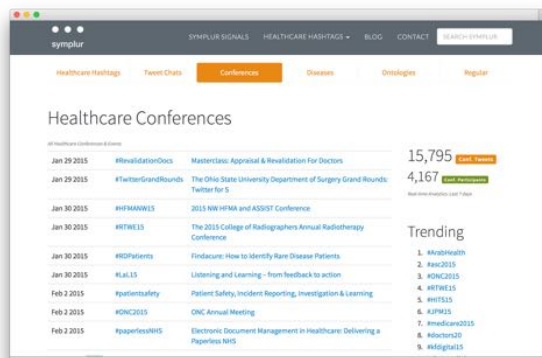
5. Start learning.



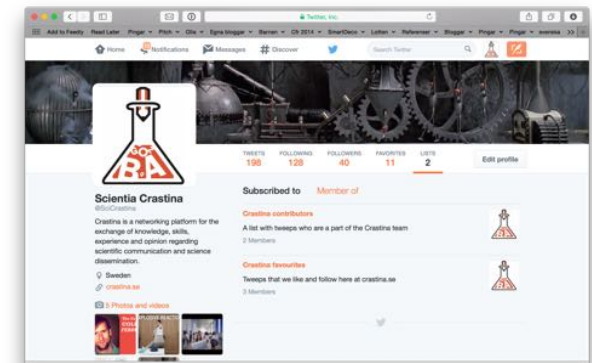
Levelling up

Use #hashtags

- #braintumorthursday
- #p53
- #asco2015



Build lists



Finding your own Twitter strategy

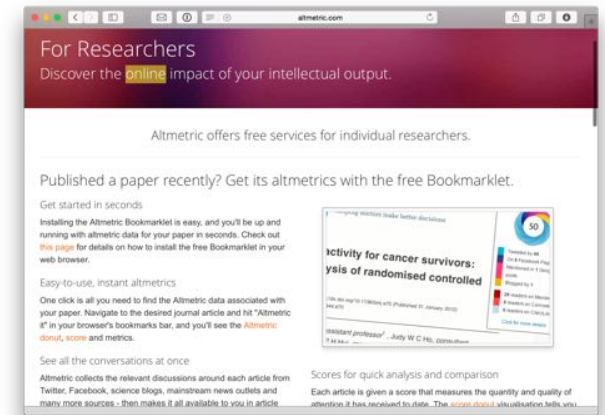
The role of Twitter
in the life cycle
of a scientific publication

Ideas in Ecology and Evolution 6: 32–43, 2013

At the start of the 'life cycle' of a scientific publication, Twitter provides a large virtual department of colleagues that can help to rapidly generate, share and refine new ideas.

As ideas become manuscripts,
Twitter can be used as an informal arena
for the pre-review of works in progress.

Finally, tweeting published findings
can communicate research to a broad
audience of other researchers, decision
makers, journalists and the general public
that can amplify the scientific and social
impact of publications.





Get it delivered.



Keep a tight leash.



Dive right in.



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MESSAGES

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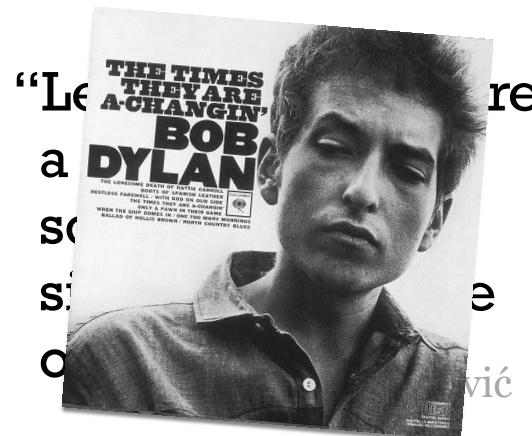
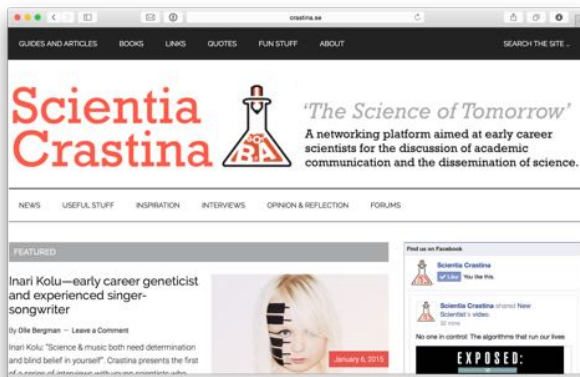
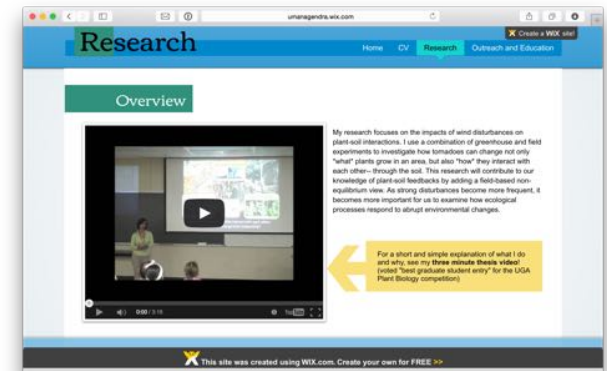
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Carl Boettiger
Theoretical Ecologist
UC Santa Cruz



Uma Nagendra
Plant biologist
University of Georgia



Get acquainted with the
Crastina network
<http://crastina.se>

I appreciate your emails:
olle@bergman.com

PS Feel free to
connect on LinkedIn!