



LinkedIn & Twitter for science & tech people

Olle Bergman, Lund, 11 May 2015

Olle Bergman

M.Sc. Chemical Engineering

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



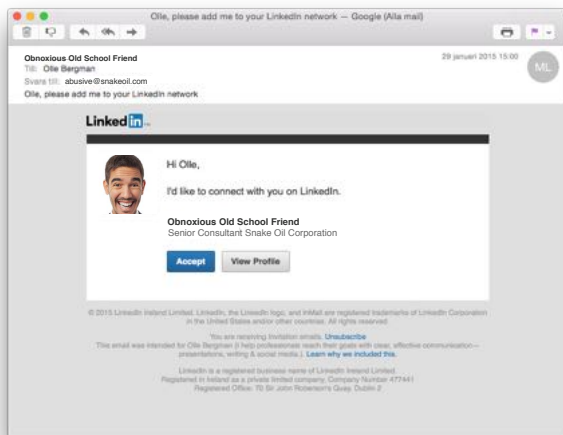
Take Home MESSAGES

- LinkedIn and Twitter can both help you in your scientific and industrial career.
- LinkedIn is your online CV and a “Facebook for professionals”.
- Twitter is a mess but offers utterly valuable information.

LinkedIn



LinkedIn
– your online CV



WHY?

Make your CV available
and searchable.

LinkedIn

=

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



LinkedIn

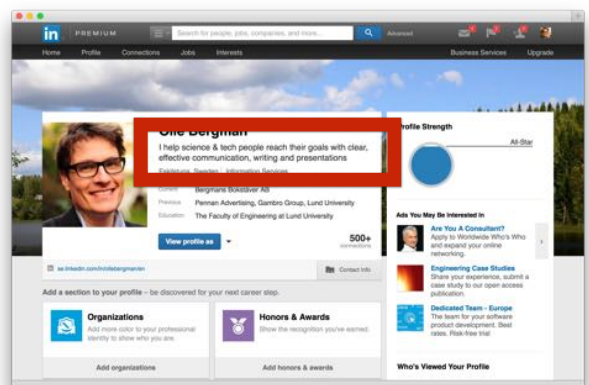
- Claiming themselves to be the world's largest professional network on the Internet.
- Launched 2003. HQ in Silicon Valley.
- More than 300 million users worldwide.
- Revenues from recruiting services, content marketing and fees for premium accounts.

Getting started

Get a professional looking photo.



Write a headline.



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 include 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

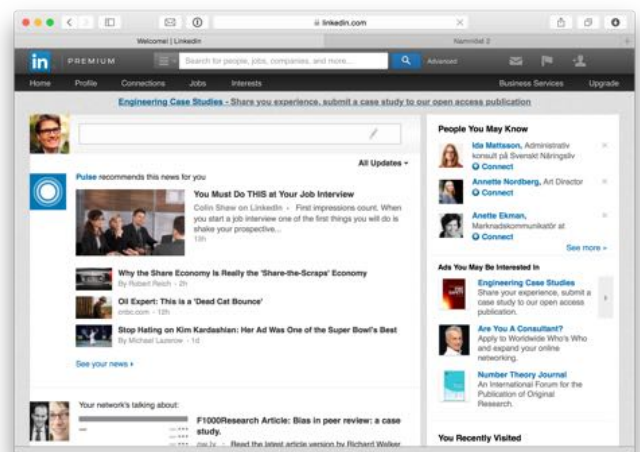
Either ...

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

... or ...

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

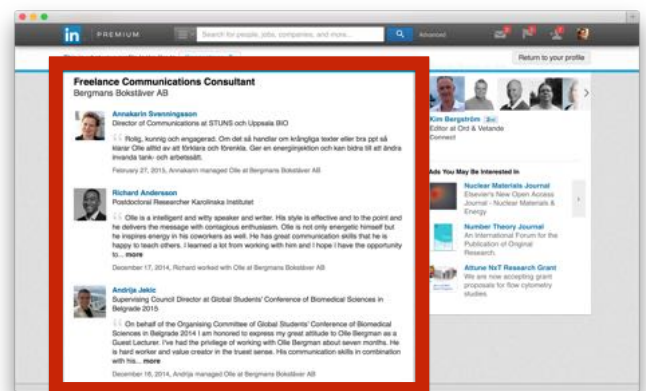
Go exploring.



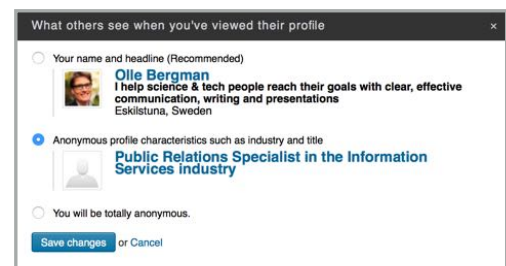
Advice

Create a policy:
who do you accept?

Ask some trusted friends
and colleagues to write
Recommendations.



Be a spy – watch
others, stay hidden.



Twitter
– a roaring river,
full of gold nuggets



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.**

Discuss stuff.

Get tips.

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

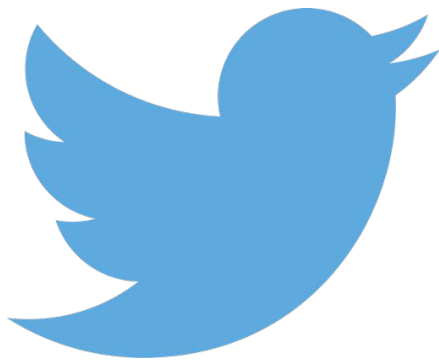
Julie Smith

**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.”

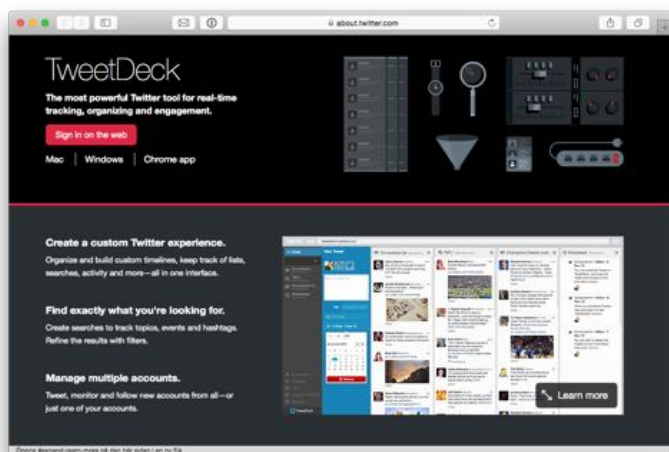
neuroecology.wordpress.com (2014)

1. Register.



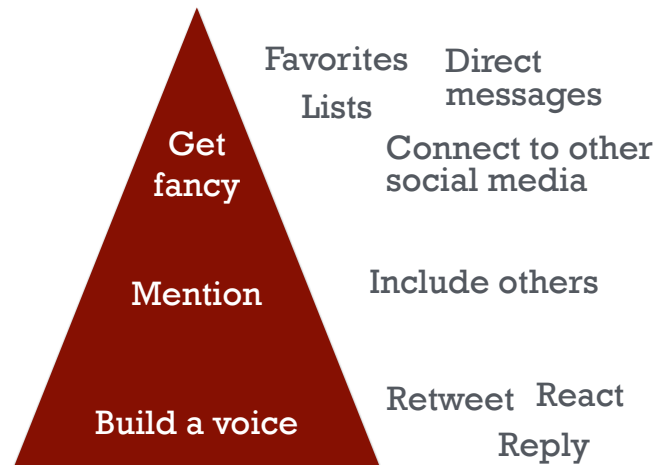
2. Follow some users.

3. Install TweetDeck on your computer.



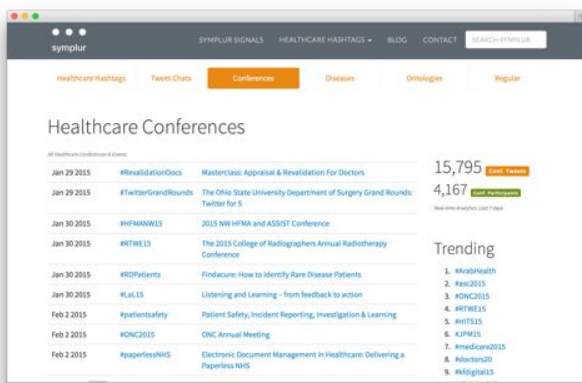
4. Install an app on your smartphone.

5. Start learning.

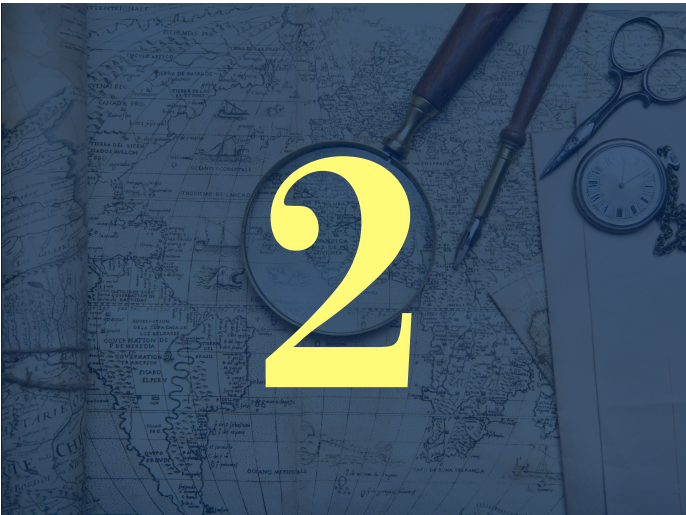


#Hashtags

- #braintumorthursday
- #p53
- #asco2015



Finding your own Twitter strategy





Get it delivered.



Keep a tight leash.



Dive right in.



Take Home MESSAGES

Extended version

- 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.



- 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.



**Get acquainted with the
Crastina network**

<http://crastina.se>

I appreciate your emails:

olle@bergman.com

*PS Feel free to
connect on LinkedIn!*