



# EIFL DIGITAL RESEARCH LITERACY TRAINING PROGRAMME OUTLINE

## 'Social media for research'

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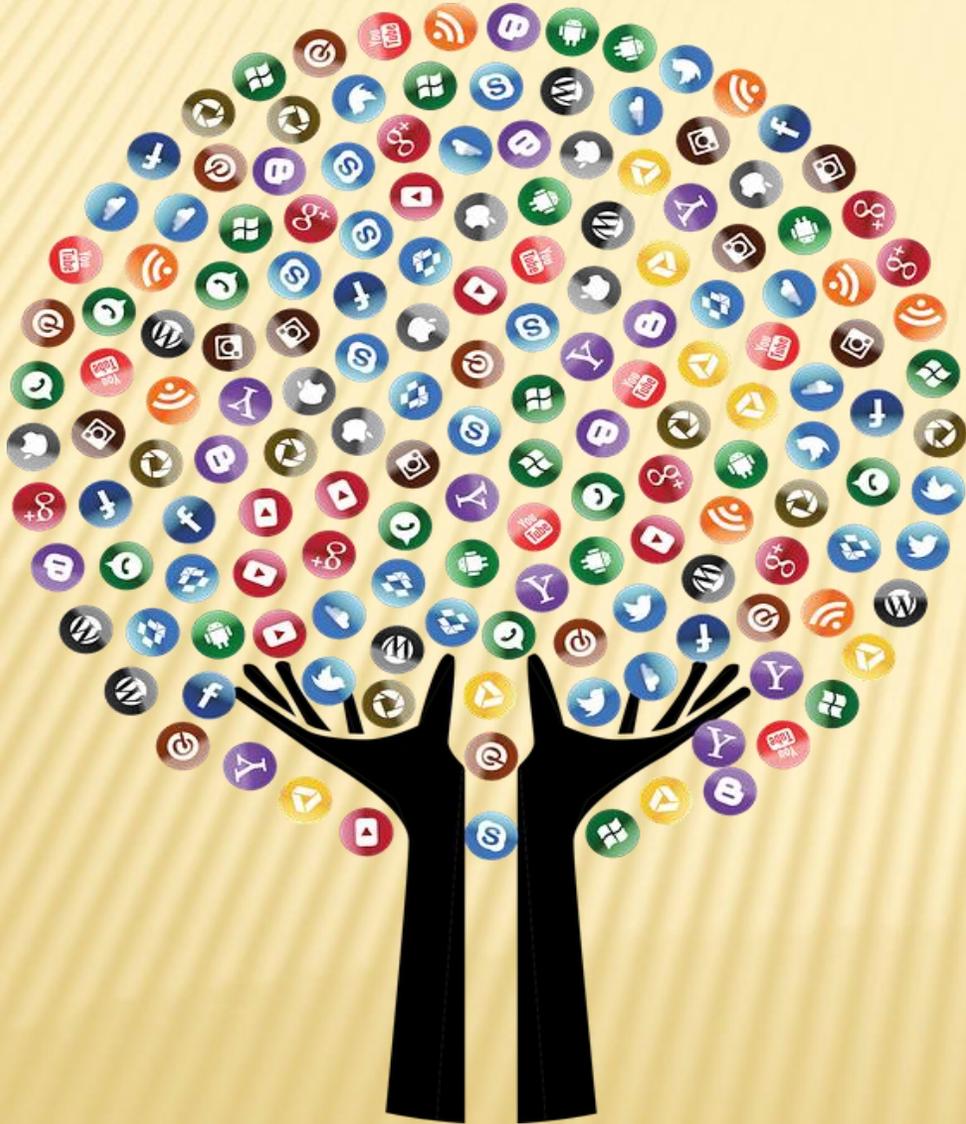
16 June 2021



# 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

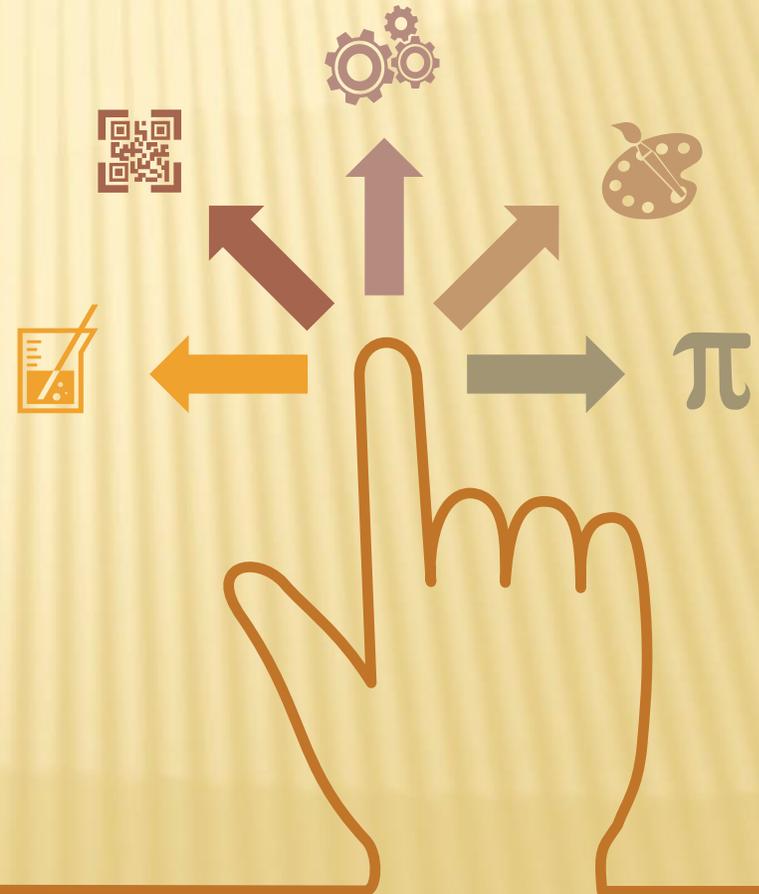
**The main difference is that social media cannot be relied on completely but provides faster, more personal methods of communication.**

# 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...**

- You should clearly disclose that the preprint (DOI, preprint link...), should not be used as references in publication, the article, that the findings have not been reviewed, in checks by server hosts, linked and linked via DOI to the fully 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](https://twitter.com/HemijskiFak_UB)

Univerzitet u Beogradu - Hemijski fakultet

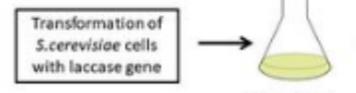
[#hemija](#) [#hemijskifakultet](#) [#hemijskifakultetbg](#) [#univerzitetubg](#) [#chemistry](#) [#facultyofchemistry](#) [#universityofbelgrade](#) [#In\\_der\\_Kurze\\_liegt\\_die\\_Wurze](#)



 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](#)



# Instagram

~ 2 billion users

bioengineering\_lab434  
Hemijski Fakultet

bioengineering\_lab434  
COVIDTARGET #tamaratorović  
@radivojep @djukic\_ivana\_  
@saraprotic98 #fondzanauku  
#coronavirus #drug  
@bioengineering\_lab434  
#proteinligandinteraction  
#proteinengineering #bindingassay  
#enzymes #vincainstitute  
#texasuniversity @HemijskiFak\_UB

<https://www.covidtarget.rs/>



volonterski\_centar\_hf

Volonteri i koordinatori sa pismenog dela takmicenja

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

102 свиђања

# Youtube and Vimeo



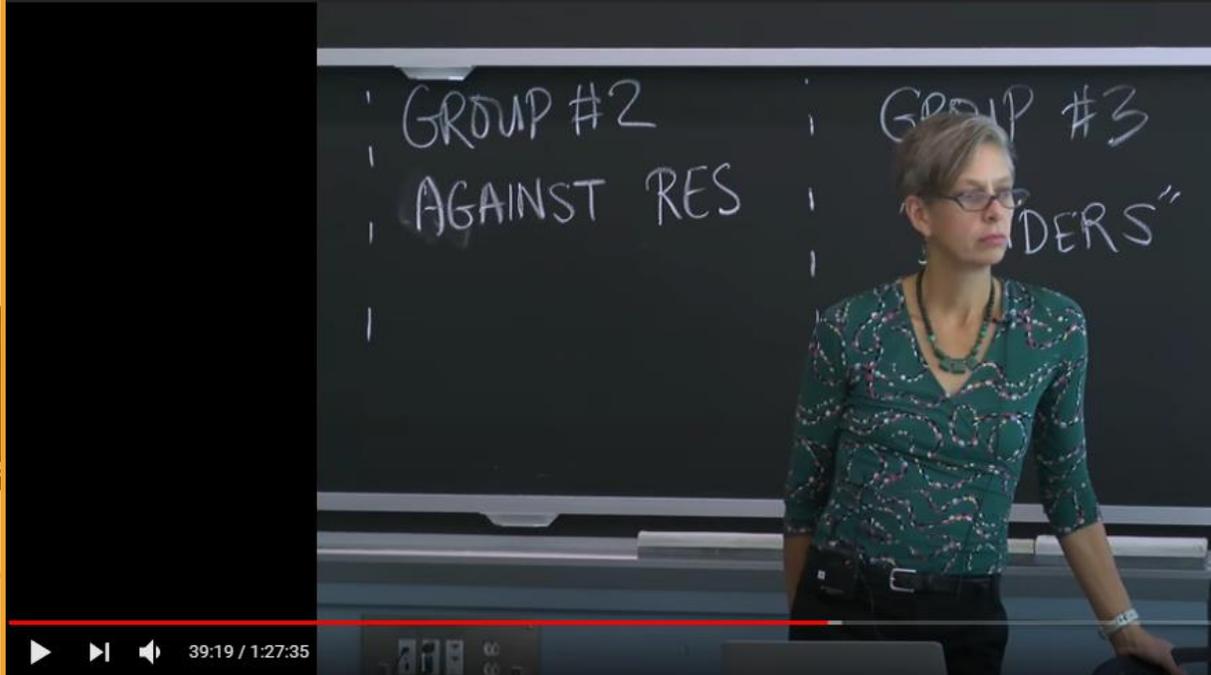
 **Otvorene Laboratorije**  
46 пратилаца

ПОЧЕТНА    ВИДЕО СНИМЦИ    ПЛЕЈЛИСТЕ    КАНАЛИ    ДИСКУСИЈА    ОСНОВИ

Отпремљено ▶ ПУСТИ СВЕ

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

- ✗ linked to peer reviewed PDF
- ✗ be up to date with new information
- ✗ take care of the copyright and credibility of the information you share
- ✗ take care of spelling and grammar

# ResearchGate

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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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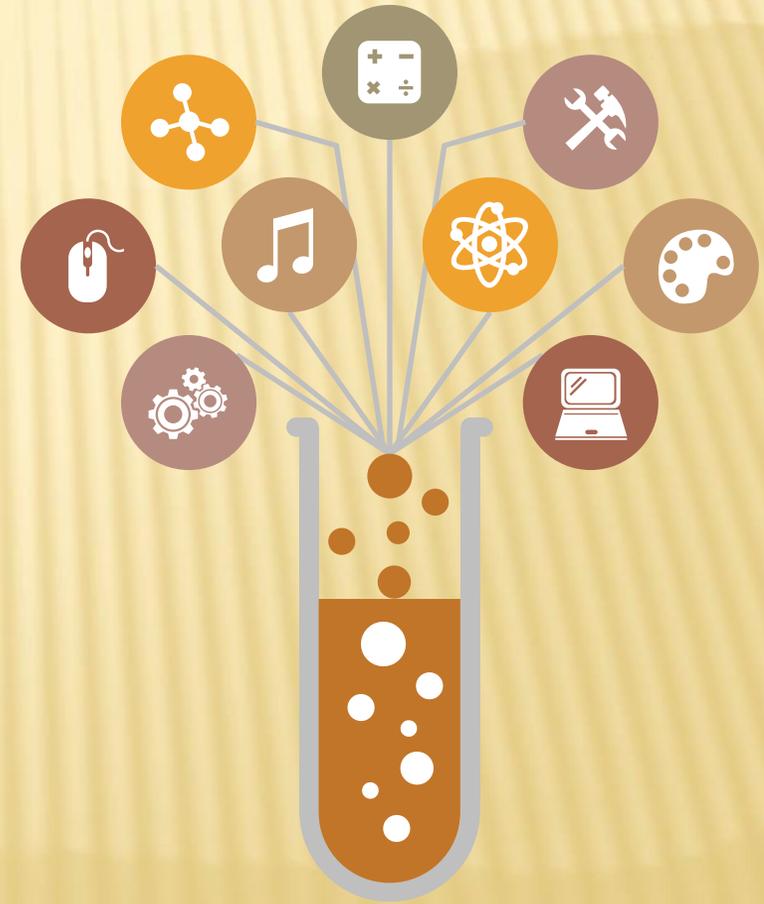
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# Important role of Sherpa Romeo

"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."



# Checking the journal policies...

## Serials Review

### Publication Information

Title Serials Review (English)  
ISSNs Print: 0098-7913  
Electronic: 1879-095X  
URL <http://tandfonline.com/toc/usrv20/current>  
Publishers Routledge [Co

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Location Academic Social Network  
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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.

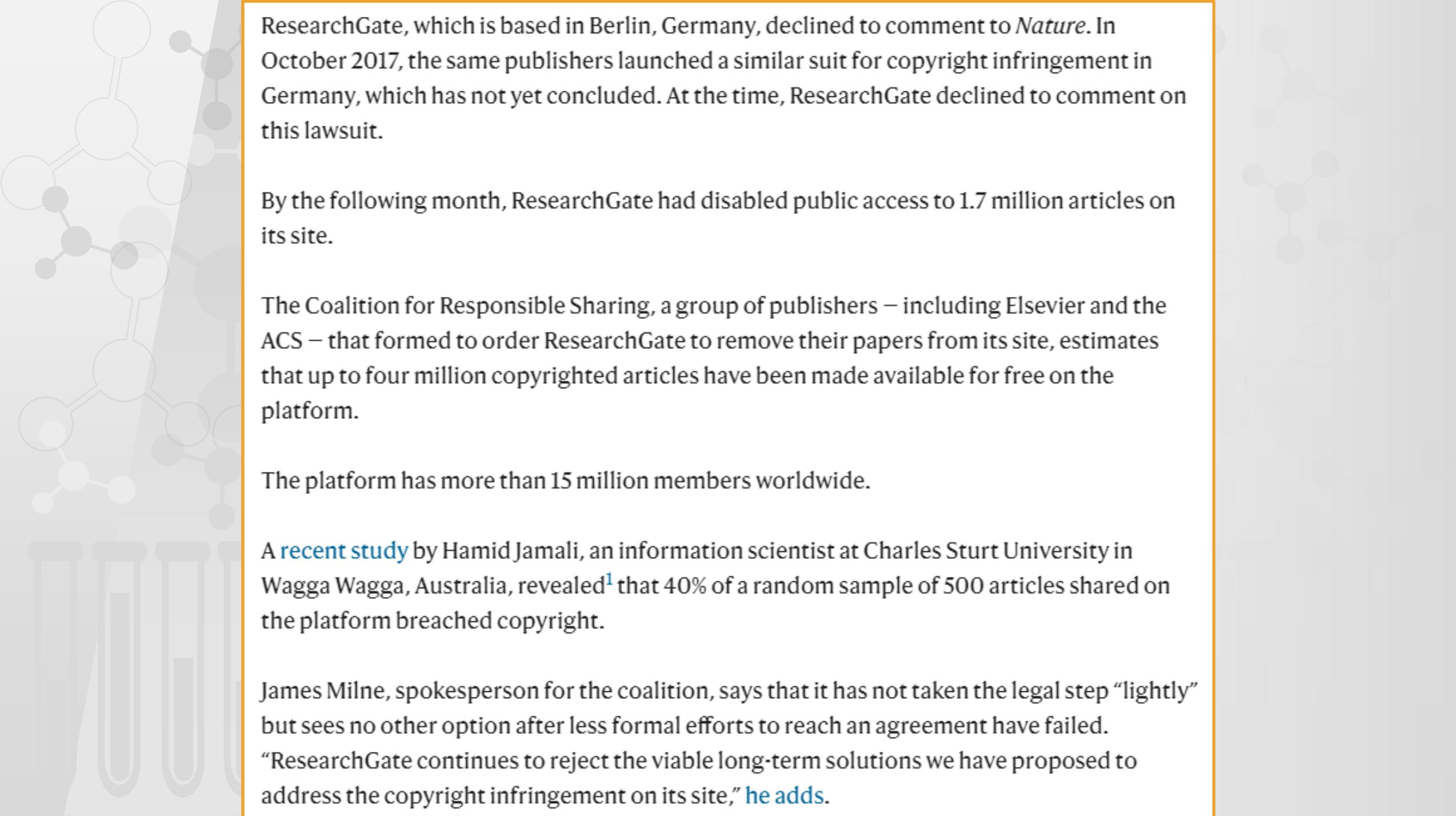
Holly Else

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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.

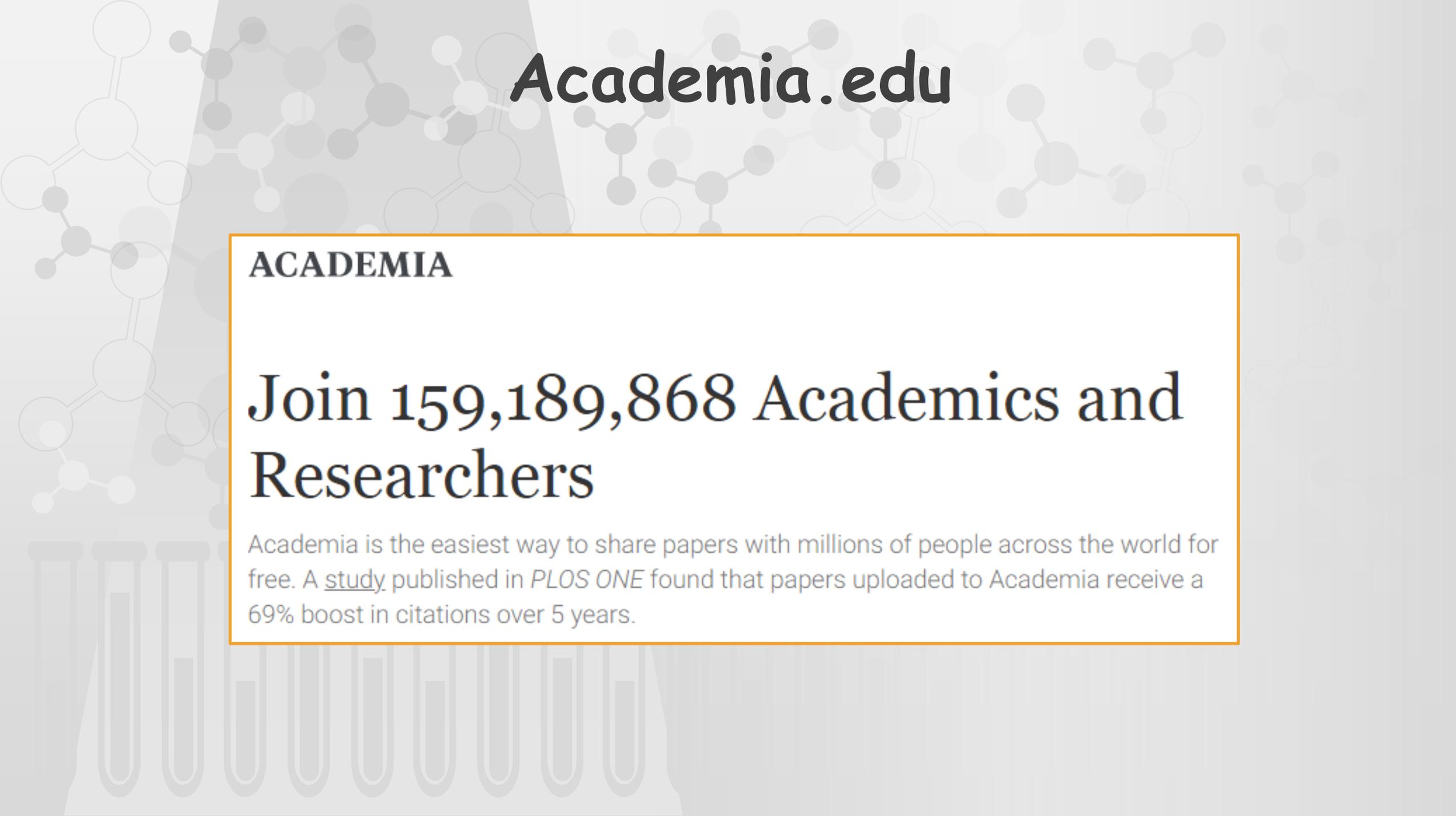
The Coalition for Responsible Sharing, a group of publishers – including Elsevier and the ACS – that formed to order ResearchGate to remove their papers from its site, estimates that up to four million copyrighted articles have been made available for free on the platform.

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, revealed<sup>1</sup> 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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# Google Scholar

Google Scholar



Ljubodrag Vujisic

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

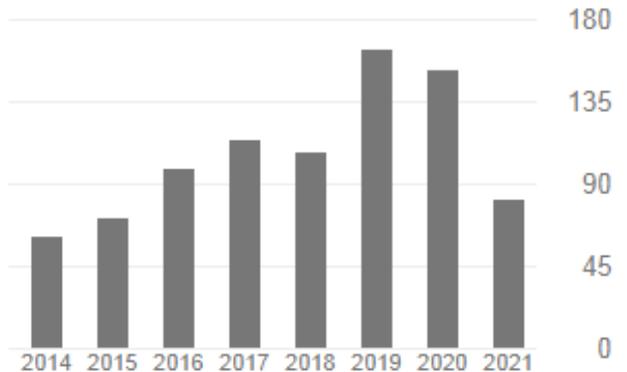
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TITLE	CITED BY	YEAR
<a href="#">Volatile components from old plum brandies</a> N Nikićević, A Jovanović, D Đoković, LV Vujisić, I Vučković, M Bonić, ... Food technology and biotechnology 43 (4), 367-372	71	2005
<a href="#">Evaluation of antioxidant capacity of Allium ursinum L. volatile oil and its effect on membrane fluidity</a> D Gođevac, L Vujisić, M Mojović, A Ignjatović, I Spasojević, V Vajs Food chemistry 107 (4), 1692-1700	67	2008
<a href="#">Polyphenolic compounds in seeds from some grape cultivars grown in Serbia</a> D Gođevac, V Tešević, M Velickovic, LV Vujisić, V Vajs, S Milosavljević Journal of the Serbian Chemical Society 75 (12), 1641-1652	54	2010
<a href="#">Characterization of volatile compounds of "Drenja", an alcoholic beverage obtained from the fruits of cornelian cherry</a>	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
- 111 tweeters
- 4 Facebook pages
- 2 Google+ users
- 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 *gt* 20 single-chain protein cages in three shapes-tetrahedron, square-sided pyramid, and triangular prism-with the largest containing *gt* 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 in vitro, 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.**

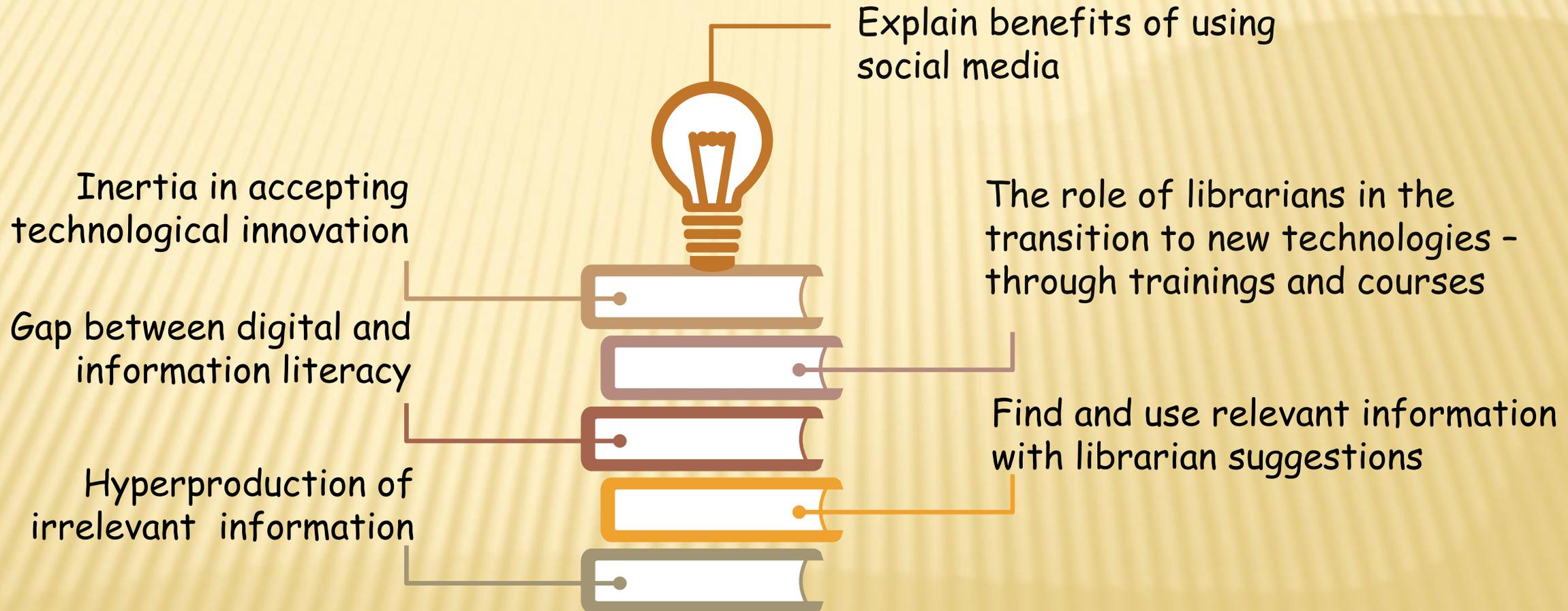
*"Social media is about sociology and psychology more than technology."*

*Brian Solis*

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# 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"><li>• Verbal presentation</li><li>• Social media features: demonstration</li><li>• Registration: demonstration</li><li>• Participants are free to ask any questions they may have during the presentation</li></ul>	<ul style="list-style-type: none"><li>• Computer + video beam</li><li>• Online</li></ul>	Full range
In person (~45 min)	<ul style="list-style-type: none"><li>• Introduction to social media</li><li>• Platforms for sharing content and searching content</li><li>• Participant is free to ask any questions</li></ul>	<ul style="list-style-type: none"><li>• Live - in library</li><li>• Online</li></ul>	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](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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Tankovska, H. n.d. “Social Media - Statistics & Facts.” Statista. Accessed June 15, 2021. <https://www.statista.com/topics/1164/social-networks/>.

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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](mailto:anadj@chem.bg.ac.rs)



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



[Ana Đorđević](#)

