

Oxford Sparks

Bringing Oxford
Science to Life

A place to explore and discover science
research from the University of Oxford

How **T**o Read DN **A**

The goal...

‘Oxford Sparks aims to share our amazing science with everyone, support teachers to enrich their science lessons and support our researchers to get their stories out there..’



Digital Marketing



Why use it

- Build your networks
 - Extend your networks
 - Do better, more relevant research
 - You and your research more visible
 - Achieve greater academic impact
- “Scientists whose research was mentioned on Twitter had significantly higher h-indices ($\beta = .13$, $p \leq .01$) than their peers whose research was not mentioned on Twitter”

<http://jmq.sagepub.com/content/early/2014/09/12/1077699014550092>



Brian Solis –
conversationprism.com





FACEBOOK

HAS MORE THAN 1.15 BILLION USERS

A BIT MORE  THAN  USERS

47% OF AMERICANS SAY THAT FACEBOOK IS THEIR #1 INFLUENCER

THE AVERAGE USER IS BETWEEN 25 AND 60 YEARS OLD



INSTAGRAM

HAS MORE THAN 200 MILLION USERS

42% OF US TEENAGERS USE INSTAGRAM 

THE AVERAGE USER IS BETWEEN 14 AND 35 YEARS OLD

LET YOU SHARE IMAGES AND 15 SEC VIDEOS USING HASHTAGS



PINTEREST

HAS OVER 70 MILLION USERS

70% OF THEM ARE 

PINTEREST IS USED FOR DISCOVERY AND IS A GOOD PLATFORM FOR SALES 



YOUTUBE

YOUTUBE GETS OVER 1 BILLION UNIQUE VISITS EVERY MONTH

EVERY HOUR 100 MINUTES OF VIDEO IS UPLOADED TO THE PLATFORM

YOUTUBE REACHES MORE US ADULTS BETWEEN 18-34 THAN ANY CABLE NETWORK

MANY TEENS SAY YOUTUBE IS THEIR FAVORITE PLATFORM



VINE

HAS WELL OVER 40 MILLION USERS

VINE IS 6 SECONDS VIDEO CLIPS

TEENAGERS LOVE IT AND OVER 25% OF US TEENAGERS USE VINE

VINE IS USED MOST DURING THE WEEKENDS



WHISPER

ANONYMOUS CONFESSIONS

AN ESTIMATED 90% OF THE USERS ARE BETWEEN 18 AND 24 YEARS OLD

OVER 3.5 BILLION MESSAGES IS VIEWED EVERY MONTH



TWITTER

HAS MORE THAN 550 MILLION USERS

A BIT MORE WOMEN THAN MEN AND MOST ARE WELL EDUCATED 

MOST TWITTER USERS ARE BETWEEN 18 AND 50 YEARS OLD

A TWITTER POST IS RESTRICTED TO 140 CHARACTERS (150 CHARACTERS FOR TWITTER FOR BUSINESS)



REDDIT

HAS OVER 328 USERS

HAS MORE THAN 135 MILLION UNIQUE MONTHLY VISITORS

A TYPICAL USER IS A  BETWEEN 18-29 YEARS OLD

REDDIT IS OPENSOURCE - SHARING COMMUNITIES



JELLY

A DEDICATED AND ACTIVE COMMUNITY

JELLY IS ALL ABOUT SHARING HELPING AND ANSWERING OTHER USERS QUESTIONS

JELLY IS GREAT FOR CREATING BRAND AWARENESS



GOOGLE+

HAS MORE THAN 359 MILLION MONTHLY ACTIVE USERS

G+ HAS MORE  USERS THAN 

G+ IS GOOD FOR YOUR SEO

THE AGE GROUP 45-54 WAS THE FASTEST GROWING DEMOGRAPHIC IN 2012-2013



SNAPCHAT

SNAPTEXT HAS OVER 100 MILLION ACTIVE MONTHLY USERS

SNAPCHAT USERS SEND MORE THAN 4000 MILLION MOBILE SNAPS PER DAY

71% OF SNAPCHAT USERS ARE UNDER 25 YEARS OLD



STELLER

A POWERFUL STORYTELLING PLATFORM

COMBINES IMAGES, VIDEOS AND TEXT INTO A BEAUTIFUL ONLINE MAGAZINE

CREATE BRAND AWARENESS BY MAKING COLLECTIONS OR USING HASHTAGS



LINKEDIN

HAS OVER 313 MILLION USERS

IN 2012 LINKEDIN MEMBERS DID OVER 5.7 BILLION BUSINESS RELATED SEARCHES

45% OF LINKEDIN SEARCHES ARE MADE FROM MOBILE 

THERE'S ALMOST NO FILTERING IN LINKEDIN - DO NOT SPAM



TUMBLR

OVER 194 MILLION BLOGS

TUMBLR GETS MORE THAN 199 MILLION VISITS EVERY MONTH

YOU CAN MAKE A BLOG IN 13 DIFFERENT LANGUAGES AND ADD IMAGES, SOUND, LINKS AND VIDEO



TRACES

LEAVE DIGITAL MESSAGES ON PHYSICAL LOCATIONS FOR WHEN YOUR CONNECTIONS COME BY

TRACES IS CONTEXT AND GEOTARGETING

ONLY AVAILABLE IN UK AT THE MOMENT - ROLLING OUT SOON

Audiences

- Age
- Gender
- Geographical location
- Interests
- Background
- Motivations
- Religion
- Association



RESEARCH COUNCILS UK –
PUBLIC INSIGHT RESEARCH

MARCH 2017



Oxford Sparks target audience....



Where to start?

0.5. Fill in your online research profile pages

1. What are your aims?

2. Who are your audience?

- Who are you reaching now?
- Who would you like to reach?
- Where are they?
- What do they want to know?
- How committed are they?

What's it's Not so Good For?

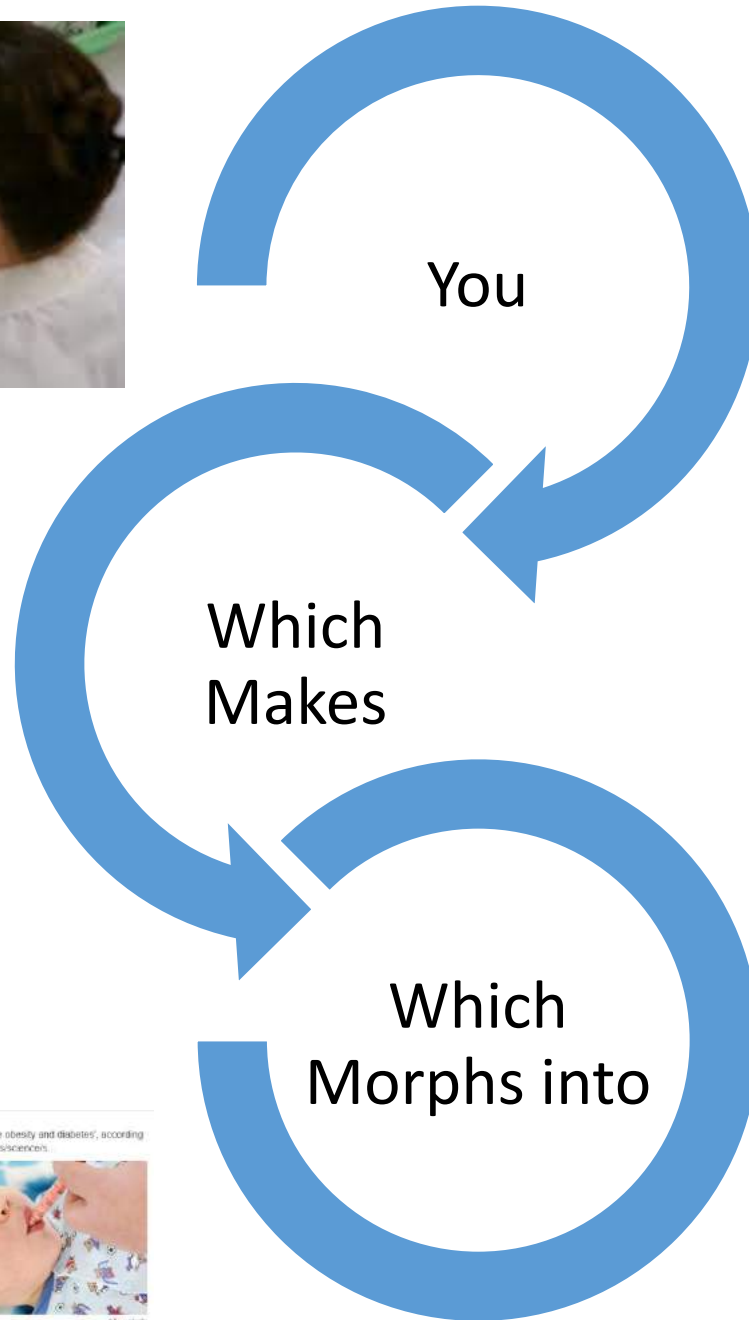


Keep in Mind...

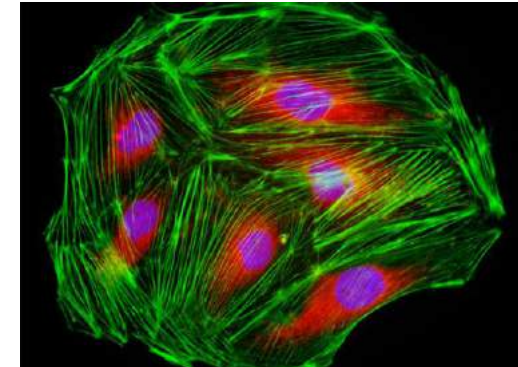
- Time you have available
- What fits with you
- The trade-off between depth and breadth of reach
- Things don't happen over night



- Presentations
- Papers
- Essays/thesis
- Data sets
- Art
- Reports
- Course material

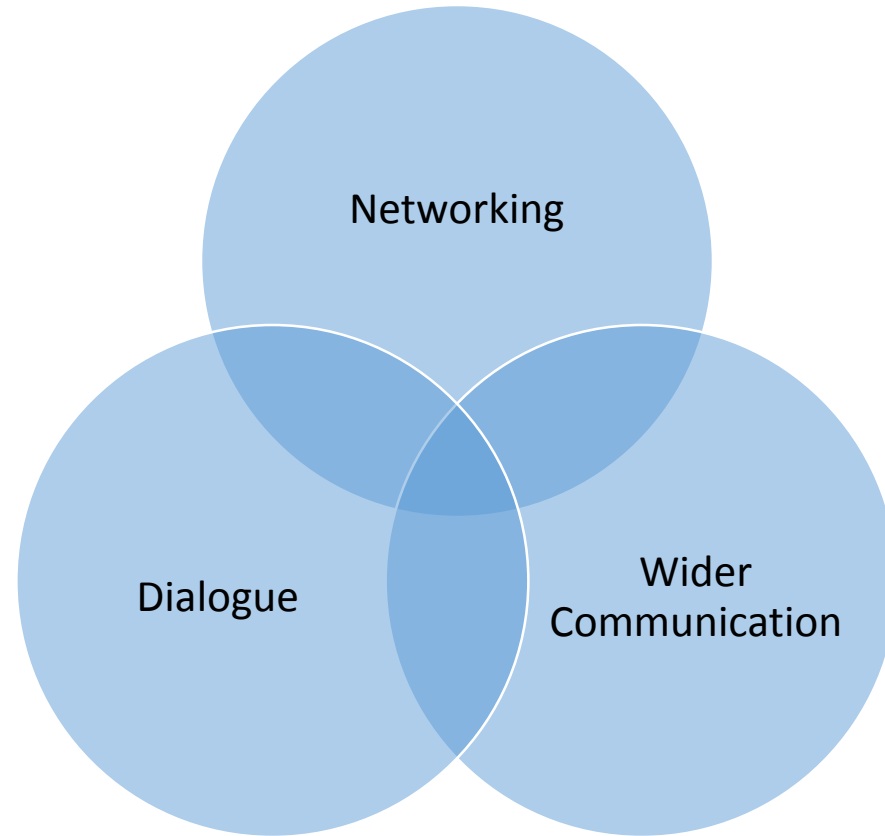


- Field Trips
- Research
- Publications
- Teaching
- Conferences
- Team Work

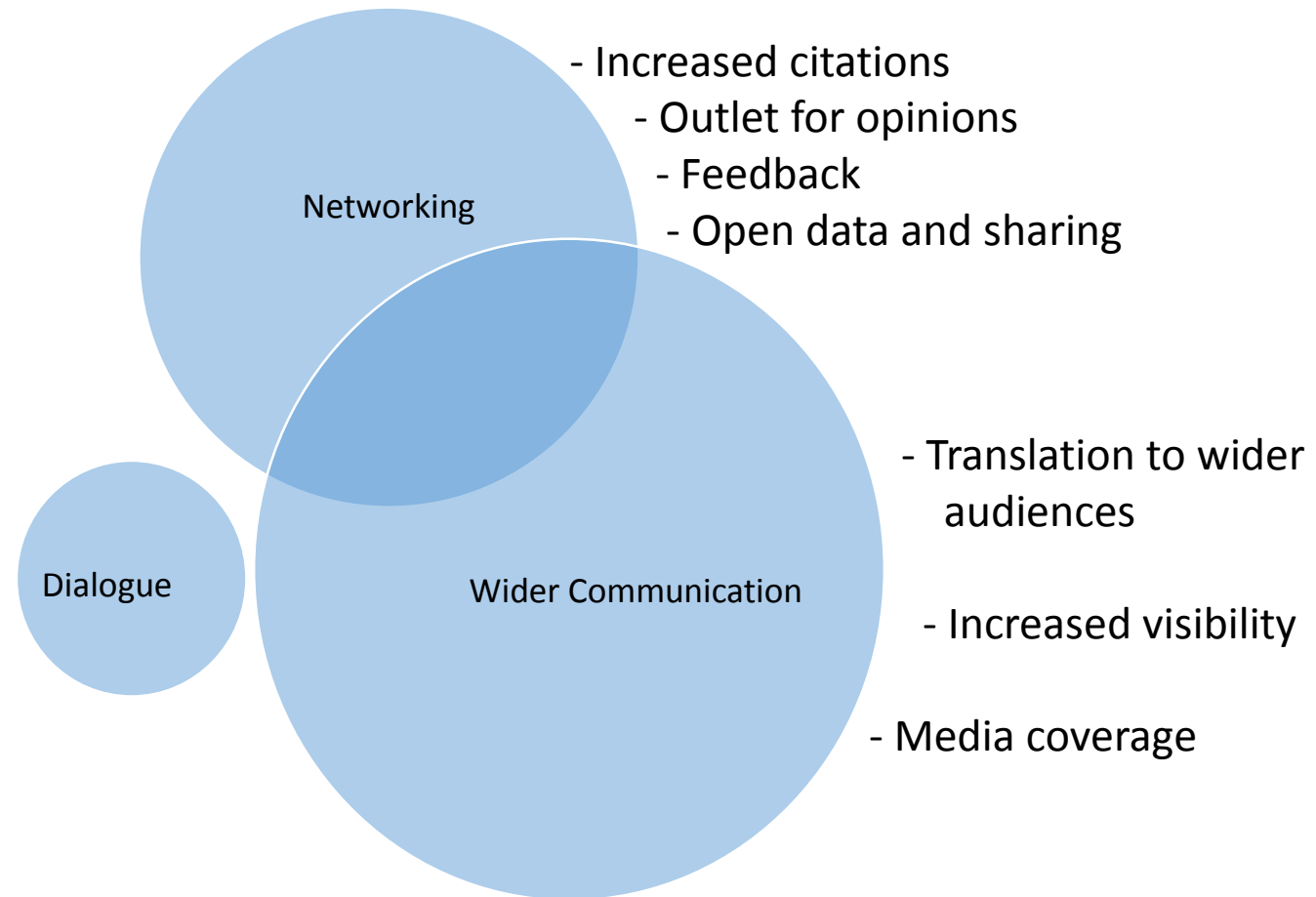


- Podcasts
- Video
- Blog posts
- Infographics
- Maps
- Posters
- Live Q&A
- Images

How Can You Use It?



How Can You Use It?



Would this look the same for both professional and personal use?

Examples of content to share - Podcasts

On iTunes:



Thursday 6th Apr 2017, 04.30pm

Should I take a selfie with a wild animal?

[The Big Questions](#)

Travel companies around the world profit from some of the cruellest types of wildlife tourist attractions on earth.

Whether it is riding elephants, taking selfies with tigers, or performing dolphin shows, these activities can cause lifelong suffering for wild animals.

Podcast →




Tuesday 28th Mar 2017, 10.45am

How do you teach a machine to drive a car?

[The Big Questions](#)

You may have seen the story last year about an electric pod travelling 1.25 miles (2km) through pedestrianised areas of Milton Keynes, reaching speeds of up to 15mph while having to cope with walkers and cyclists while missing one key feature – a driver.

Podcast →



Wednesday 15th Nov 2017, 09.00am

How do you run a marathon with two kids?

What do you think of when you think of running a marathon? Tired legs? Hitting that 'wall'? Now imagine pushing a double buggy with two children inside and attempting to break a world record to do it in the fastest time. This is what Oxford University Biomechanical Engineer Jessica Bruce (Nee...

Podcast →

Podcasts > Education > Higher Education > Oxford University



Big Questions - with Oxford Sparks

Oxford University >

[Details](#) [Ratings and Reviews](#) [Related](#)

From the Provider

Some of the brightest minds behind Oxford science discuss their latest research. The series starts with 'Origins', tackling topics from human life to the Universe. Join us in each podcast as we explore a different area of science.

▲	NAME	TIME	RELEASED	DESCRIPTION	POPULARITY	PRICE
1	How do you run a marathon with...	12 min	8 Nov, 2017	Last month Jessi...		Get
2	How fast is Greenland moving?	10 min	31 Aug, 2017	Greenland has s...		Get
3	Should I take a selfie with a wild ...	13 min	2 Jun, 2017	Travel companie...		Get
4	What does Hollywood get right ...	12 min	2 Jun, 2017	What does holly...		Get
5	How open should open data be?	13 min	2 Jun, 2017	Open data impac...		Get
6	What happened to the first sovi...	12 min	8 May, 2017	New episode for ...		Get
7	How do you teach a machine to ...	10 min	28 Mar, 2017	Autonomous car...		Get
8	Will supersonic transport ever m...	12 min	13 Mar, 2017	The Concord is s...		Get
9	How do you turn an orange into ...	11 min	27 Feb, 2017	Favouring. It's a ...		Get
10	Earthquakes, can we make smar...	11 min	9 Feb, 2017	Major earthquak...		Get
11	What can a power ballad can te...	11 min	27 Jan, 2017	Music provides t...		Get

★★★★★ (6)

Audio
Higher Education
© Oxford University

CLEAN LYRICS






LINKS
Website
Report a Concern

Is vaping better than smoking?

- Shared during the first week of January
- Answered the question
- Target audience
- Who can help share the content?
- Wider press angle / awareness day?
- Platform it can sit on?
- Budget for boosting?

<https://www.oxfordsparks.ox.ac.uk/content/vaping-better-smoking>

Sponsored Posts

18/03/2016 15:35	 For all those in Oxford there's loads of fun stuff going on for #Br			822		22 17		Boost post
14/03/2016 18:28	 In case you missed it, here's the news feature about the Teen			430		28 7		Boost post
10/03/2016 22:37	 Check out this report on the BBC news at 6 about the TeenSle			713		39 19		Boost post
29/02/2016 12:00	 Our new animation is out! We usually think of light as a wave, b			29K		114 37		View Results
29/02/2016 09:18	 Oxford Sparks's cover photo			0		7 1		Boost post
25/02/2016 16:07	 Is there a link between mental health disorders and violence?			584		24 8		Boost post
04/02/2016 15:57	 Now that our mornings and evenings are starting to get a bit lig			27.3K		259 41		View Results
01/02/2016 14:32	 Water is essential for life. So when your only source of safe w			328		3 5		Boost post
14/12/2015 17:11	 Things are getting chilly out there. But don't worry, it's nowhere			642		10 17		Boost post

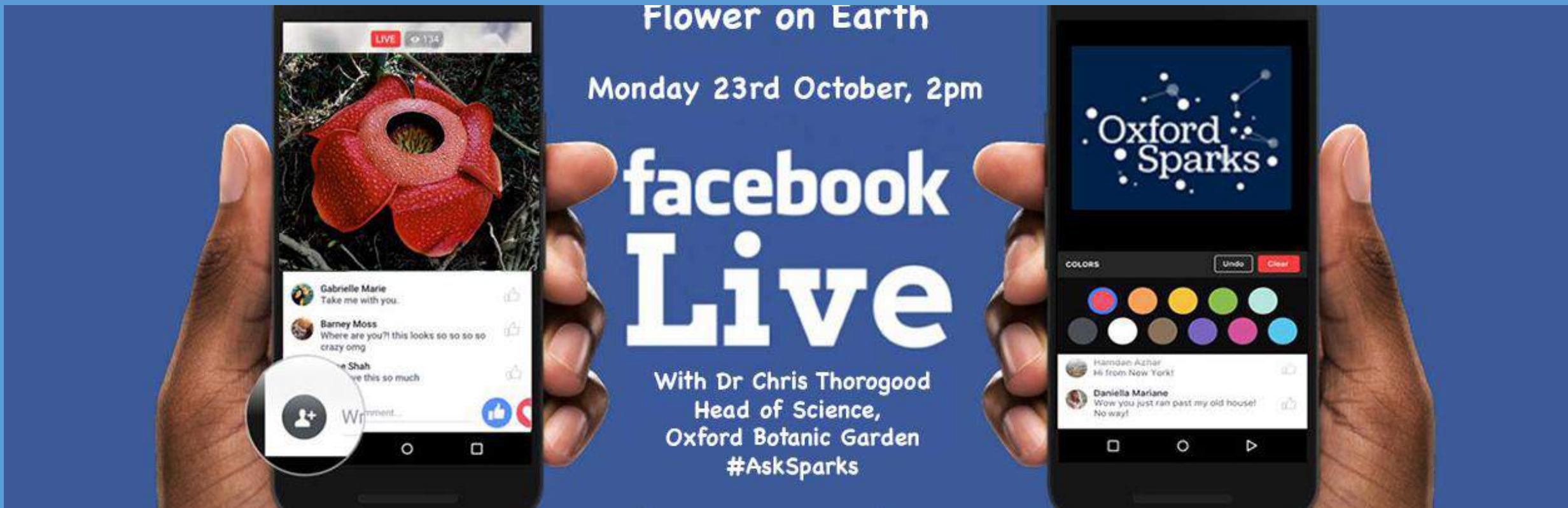
This cost £7!



Flower on Earth
Monday 23rd October, 2pm

facebook Live

With Dr Chris Thorogood
Head of Science,
Oxford Botanic Garden
#AskSparks



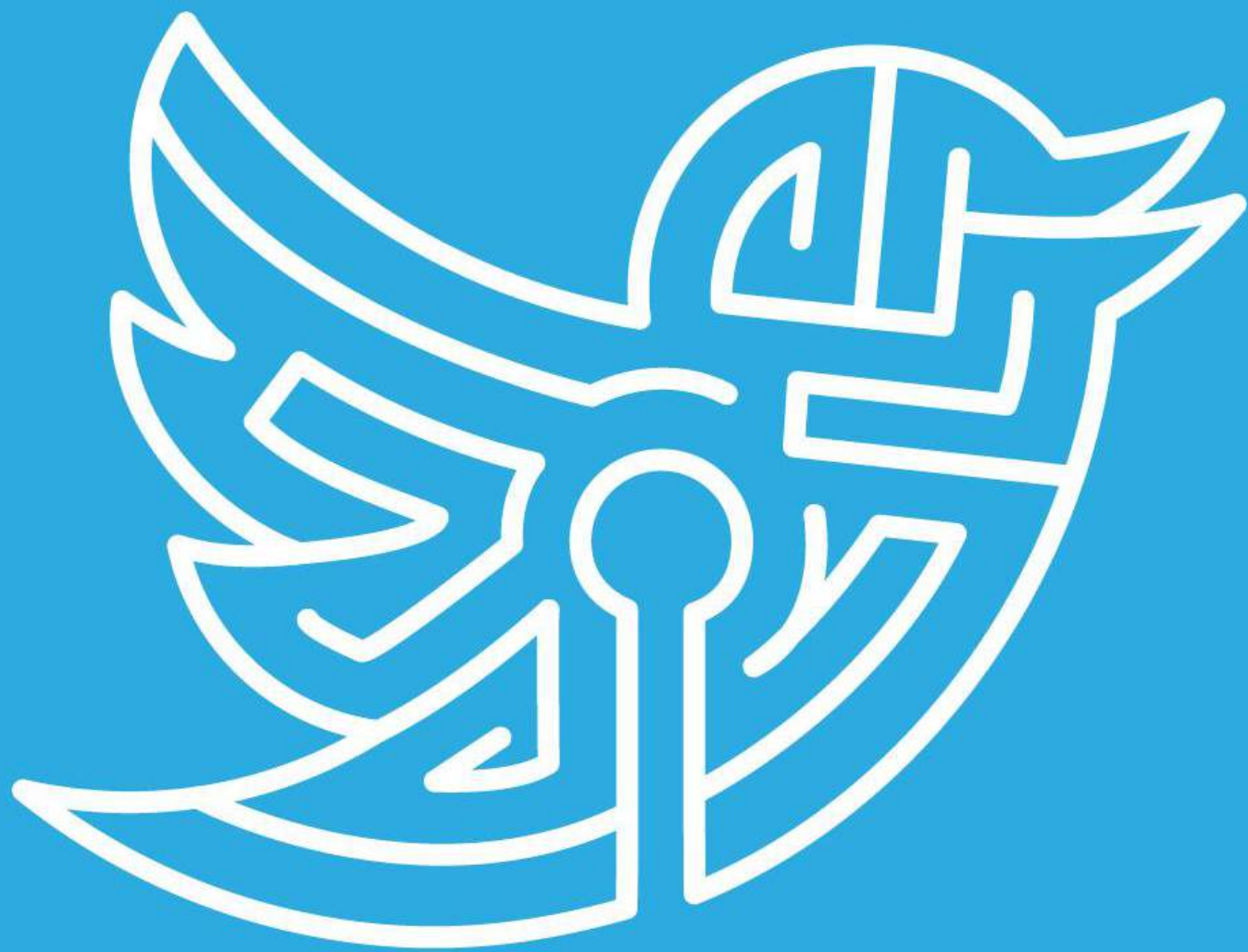
The image features two smartphones held by hands against a blue background. The left smartphone displays a Facebook Live video of a large, vibrant red flower. The video player shows a 'LIVE' indicator and a viewer count of 134. Below the video, several viewer comments are visible, including 'Gabrielle Marie: Take me with you.', 'Barney Moss: Where are you?! this looks so so so so crazy omg', and 'e Shah: ve this so much'. A circular callout highlights the 'Add Comment' icon. The right smartphone displays the 'Oxford Sparks' logo at the top, followed by a 'COLORS' selection interface with various colored circles and 'Undo' and 'Clear' buttons. Below the color palette, two viewer comments are shown: 'Hamdan Azhar: Hi from New York!' and 'Daniella Mariane: Wow you just ran past my old house! No way!'.

Facebook LIVE

Facebook LIVE



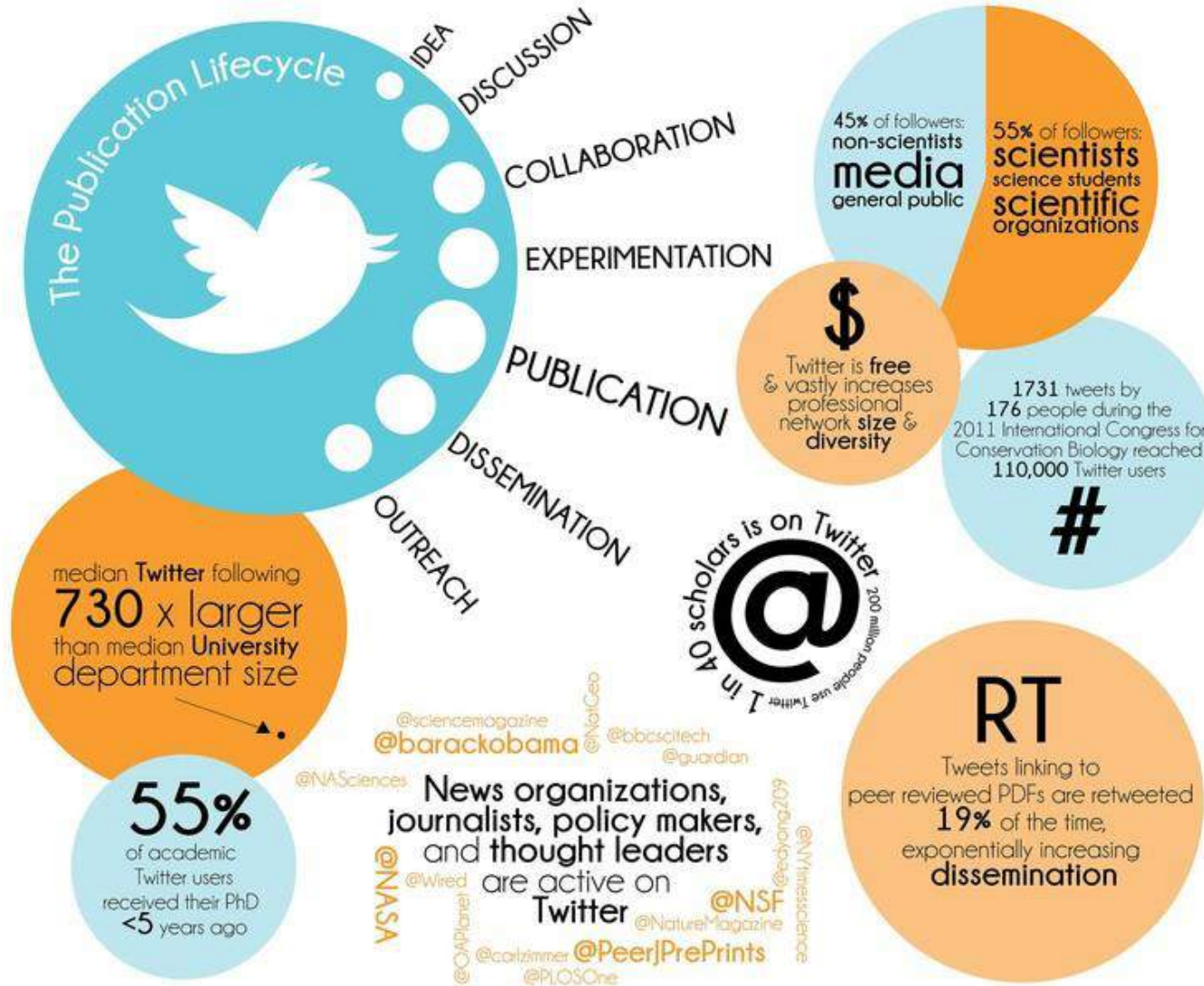
Our last Facebook LIVE has been viewed over 15,000 times



The role of Twitter in Science Publication and Communication

Based on the work of Emily S. Darling, David Shifman, Isabelle M. Côté, & Joshua A. Drew*

A survey of 116 marine scientists actively using Twitter highlighted the value of this social networking and microblogging site to science and scientists.



*Infographic compiled using data from Darling et al, 2013, PeerJ PrePrints before publication in Ideas in Ecology and Evolution, and references therein, by KatiePhD.com



1. Neil deGrasse Tyson, Astrophysicist
 2,400,000 followers @neiltyson
 Citations: 151 K-index: 11129
 Total number of tweets: 3,962
 Hayden Planetarium, United States



2. Brian Cox, Physicist
 1,440,000 followers @ProfBrianCox
 Citations: 33,301 K-index: 1188
 Total number of tweets: 10,300
 University of Manchester, United Kingdom



3. Richard Dawkins, Biologist
 1,020,000 followers @RichardDawkins
 Citations: 49,631 K-index: 740
 Total number of tweets: 19,000
 University of Oxford, United Kingdom



4. Ben Goldacre, Physician
 341,000 followers @bengoldacre
 Citations: 1,086 K-index: 841
 Total number of tweets: 47,300
 London School of Hygiene & Tropical Medicine, United Kingdom



5. Phil Plait, Astronomer
 320,000 followers @BadAstronomer
 Citations: 254 K-index: 1256
 Total number of tweets: 47,000
 Bad Astronomy, United States



6. Michio Kaku, Theoretical physicist
 310,000 followers @michiokaku
 Citations: 5,281 K-index: 461
 Total number of tweets: 1,130
 The City College of New York, United States

Top 50 Scientists on Twitter

<http://www.sciencemag.org/news/2014/09/top-50-science-stars-twitter>

<http://www.sciencemag.org/careers/2013/12/more-tweets-don-t-add-more-citations-study-finds>



Remember it's public!



Think before you post
Confidentiality
Respect
'views are my own'
How much of 'you' to give away

<http://www.admin.ox.ac.uk/personnel/during/socialmedia/>



TWEET OR
NO TWEET



Michaela Livingstone @a_n_s 21 Apr 2015



[HabitatUK](#): [#mms](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice

2 days ago from web · [Reply](#) · [View Tweet](#)



[HabitatUK](#): [#Apple](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice

2 days ago from web · [Reply](#) · [View Tweet](#)



[HabitatUK](#): [#Poh](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice

2 days ago from web · [Reply](#) · [View Tweet](#)



[HabitatUK](#): [#iPhone](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice

2 days ago from web · [Reply](#) · [View Tweet](#)



The sorts of things that make social media good...

- New
- Dramatic
- Fun
- Unusual
- Surprising
- Explanations
- Opinions
- Personal stories
- Questions
- Universal
- Timeless



**REALITY
CHECK**

Plan it

- Decide how much time you have and prioritise your goals
- Devote some time regularly (e.g., 20 minutes a day)
- Schedule posts ahead of time
- Set up meaningful notifications

Create Your Strategy

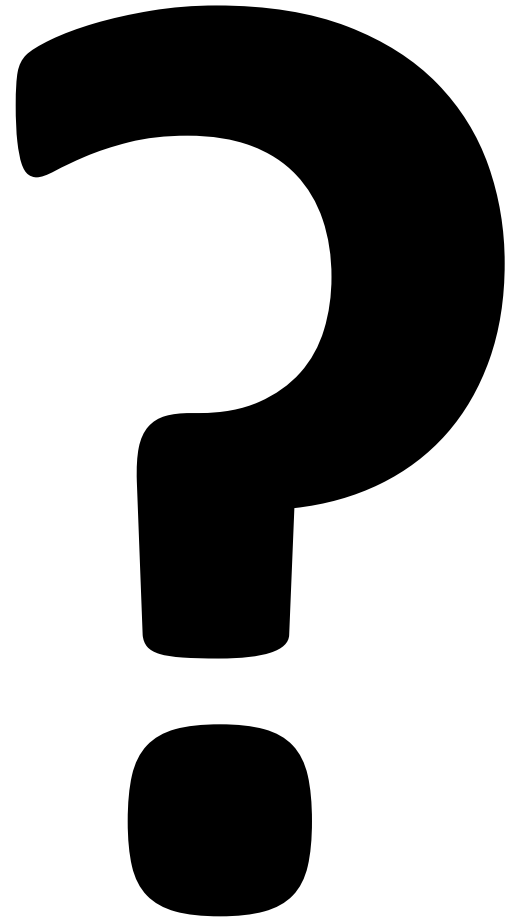
- What would you like to achieve?
- Who are your audience(s)?
- What do they want? Where are they?
- How much time do you have and how often?
- What resources do you already have?
- What could you create?
- What platform(s) will you use?
- What sort of tone will you use for your posts?

Enjoy it!



More info

- Science writing top tips:
<http://www1.uwe.ac.uk/research/sciencecommunicationunit/events/sciencewritingcompetition/tipsforgreatsciencewriting.aspx>
- Vitae guide for researchers using social media
<https://www.vitae.ac.uk/vitae-publications/reports/innovate-open-university-social-media-handbook-vitae-2012.pdf>
- <https://sciencecommunicationbreakdown.wordpress.com/>
- Canva – for all your designing needs
- Tweetdeck or Hootesuite for scheduling Tweets



Kirsty.heber-smith@mpls.ox.ac.uk