Social media and getting your research and discoveries noticed by the public

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Gators see things differently. We measure success not in awards, but in lives saved. We think advancing progress is more important than advancing statistics. And big breakthroughs aren’t cause for a victory lap; they’re just paths to even bigger ones. Every day, we’re striving for a better world through better research.
Research at The University of Florida

- There are currently more than 10,000 active UF research projects.
- The University of Florida received $686 million in research awards last fiscal year.
- In 2014, the UF Office of Technology Licensing received almost 300 invention disclosures.
AN UNCOMMON COMMITMENT TO THE COMMON GOOD

At UF, our research leads us to collaborate across departments, the state, the nation and the world. Together, our focus is on improving lives—not just in the lab or in theory, but in real life. Because we’re not just discovering breakthroughs or developing new products — we’re shaping the minds that shape the future.

Together, our focus is on improving lives – not just in the lab or in theory, but in real life.
So how do we improve lives in the real world?
Researchers

George Gerbner – Cultivation Theory  Max McCombs – Agenda Setting
Researchers

Neil deGrasse Tyson

Alan Dershowitz
Researchers

Larry Sabato
THE BIG QUESTION
How to get noticed

- What is the secret formula to going viral?
- How do we get our research noticed not just in the lab or in theory, but in real life
Two ways – Number 1

Be Famous
Two ways – Number 2

Know someone who is famous

Andrew Selepak @aselepak - 12 Dec 2017

Social media can be a positive force in society

And in case you couldn’t tell, I am the @UF professor mentioned in the headline
The secret is...

- There is no magic formula
- There is no silver bullet
- There is no way to guarantee that your work will be seen
- There is no way to guarantee your work will be noticed
If there was...
So what can you do?

- As with anything in life, it is about preparation
  - Be more easily found – aselepak in a lot of places
Be found by academics too
Let your friends know you are here to help
Use Online and Social Media

- Share your research across platforms
- Promote yourself across platforms
- Use hashtags
- Reshare your research when the topic is trending
- @ it to people who might be interested
- Get your famous friends to help showcase your work
- Be noticed not just in the lab or in theory, but in real life
Thank you