

Social Media Platforms for Education and Science Communication

Observations about different audience-specific communication styles on Twitter, Facebook, and YouTube

Sarah Winnicki @skwinnicki

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Kansas State University



Why communicate science/conservation?

Conservation

Rapidly Declining Songbird Won't See Federal Protections Anytime Soon

The U.S. Fish and Wildlife Service has delayed its decision on the Saltmarsh Sparrow's endangered status to 2023. Scientists say that might be too late.



By Purbita Saha
Associate Editor, Audubon Magazine
May 24, 2019

Birds in This Story



Saltmarsh Sparrow
Ammodramus caudatus



BACK TO LOCAL NEWS

AUDUBON SPONSORS BIRDING FIELD TRIP

May 21, 2019 at 5:00 am |

Print Article

Flathead Audubon will be sponsoring a birding field trip Saturday, May 25, from 7 a.m. until noon in Glacier National Park with wildlife biologist Steve Gniadek.

Science

Is It Okay to Remove Cowbird Eggs From Host Nests?

It can be tempting to interfere with these brood parasites. But there are many reasons—legal and behavioral—to leave tampering to the pros.

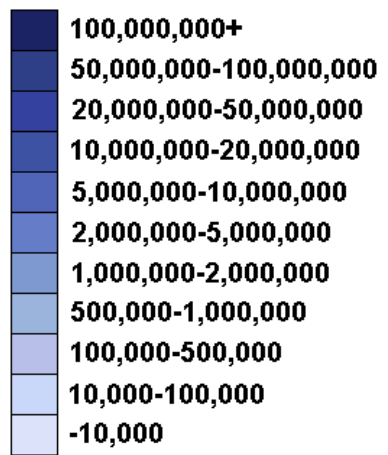
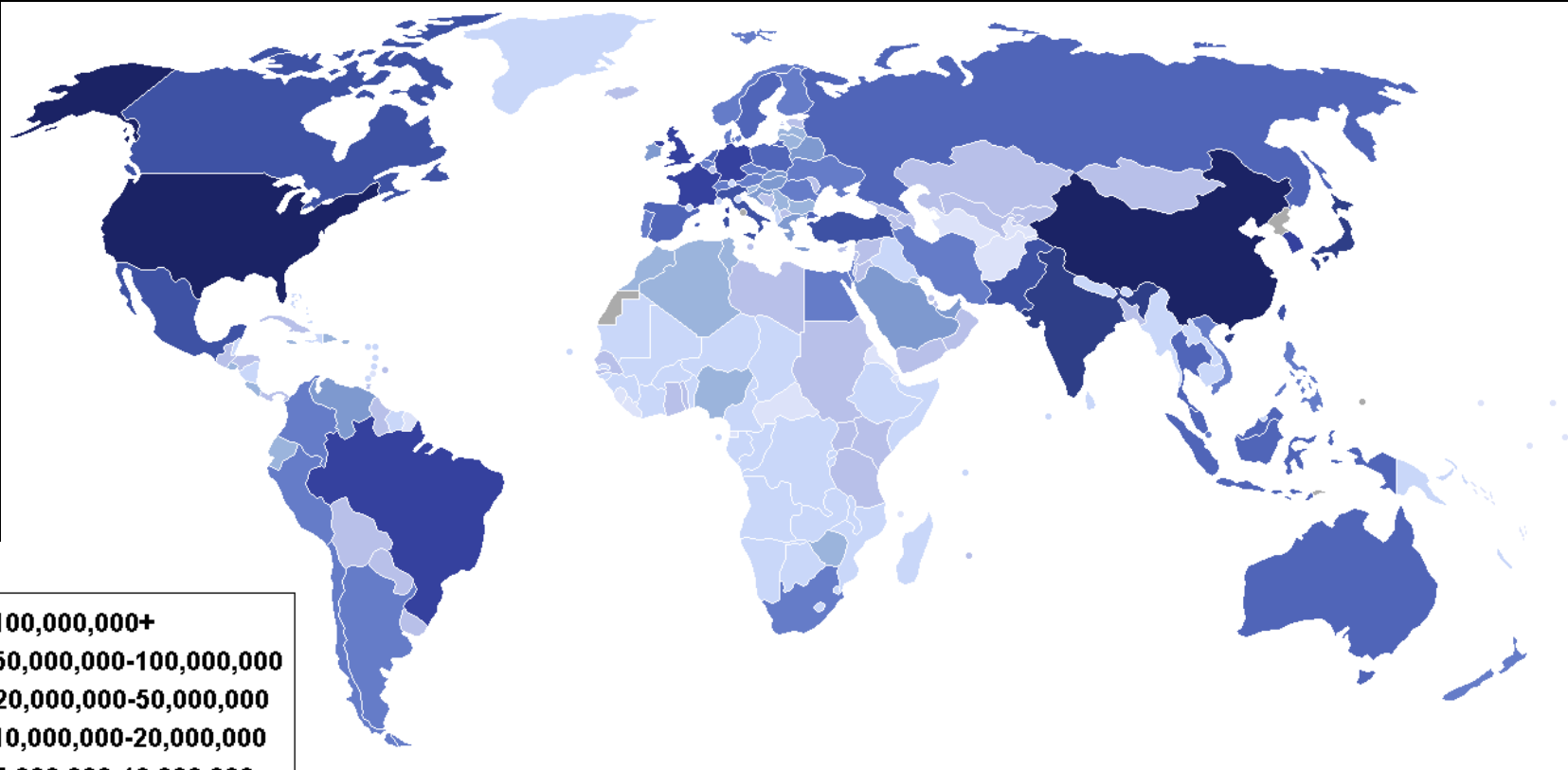
Science

Exhausted Birds Become Lunch Meat for Tiger Sharks in the Gulf of Mexico

New research shows that these apex predators wait for food to fall out of the sky during migration.



Why online audiences?



Lots of people use the internet
around the world and you can do
it in the comfort of your home!





AUDUBON SOCIETY OF OHIO

The Cincinnati Chapter of National Audubon Society

- Home
- About Us ▾
- Conservation
- Outdoors ▾
- Calendar
- Community ▾
- Newsletter

Conservation

A critical part of the mission of the Audubon Society of Ohio is to promote conservation values. We particularly emphasize issues of local concern in the Cincinnati area.

Please check back here often to keep abreast of what's happening in our area.

ASO Opposes Development in Burnet Woods

The Audubon Society of Ohio has adopted the following open letter, stating our position in opposition to any development of Burnet Woods: To Whom It May Concern, The Board of Directors of the Audubon Society of Ohio (Cincinnati Audubon) has approved an official position statement opposing the development of portions of the Cincinnati Park's 90 [Read More](#)

Clean Power Plan

Personal/organization websites are great...

SARAH K. WINNICKI



- HOME
- CV
- RESEARCH
- SCIENCE COMMUNICATION & OUTREACH
- PHOTOGRAPHY
- CONTACT

I currently conduct research on the beautiful [Konza Prairie Biological Station \(NE Kansas, USA\)](#) as a member of the [Boyle Laboratory](#). I have worked on Konza since 2014, studying the abundant prairie songbirds at the site (especially [Grasshopper Sparrows](#)).



Ongoing Research:

The role of brood parasitism in shaping nestling growth and development strategies
(fondly known on Twitter as [project #PrairieBabies](#))

In my master's research, I seek to identify the effect(s) of [Brown-headed Cowbird \(*Molothrus ater*\) brood parasitism](#) on the growth and development of nestlings of three grassland-obligate host species: [Grasshopper Sparrow \(*Ammodramus savannarum*\)](#), [Dickcissel \(*Spiza americana*\)](#), and [Eastern](#)

To interact with [project #PrairieBabies](#) on Twitter, click this Twitter icon:



Project #PrairieBabies Twitter Updates



@skwinnicki

Sat Jun 01 2019

@austinspence Definitely NOT! Naked

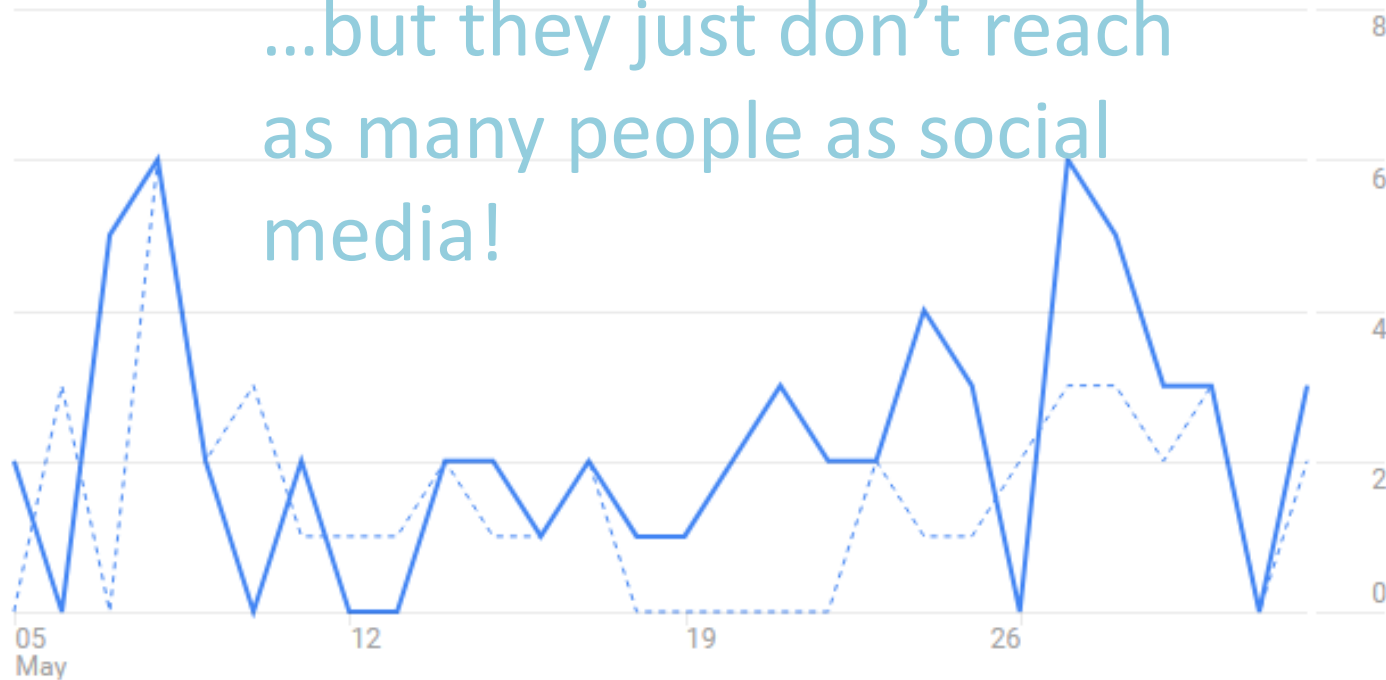


AUDUBON SOCIETY OF

Google Analytics Home


Users	Sessions	Bounce Rate	Session Duration
49	65	56.92%	1m 43s
↑63.3%	↑38.3%	↑11.5%	↑2%
vs last 7 days			

...but they just don't reach
as many people as social
media!










Last 28 days ▼

AUDIENCE OVERVIEW >






CKI



SCIENCE COMMUNICATION & OUTREACH | PHOTOGRAPHY | CONTACT

Beautiful Konza Prairie Biological Station (NE Kansas, USA) as a member of Konza since 2014, studying the abundant prairie songbirds at the site



To interact with project #PrairieBabies on Twitter, click this Twitter icon: 


g growth and development


ies)

effect(s) of Brown-headed the growth and development of

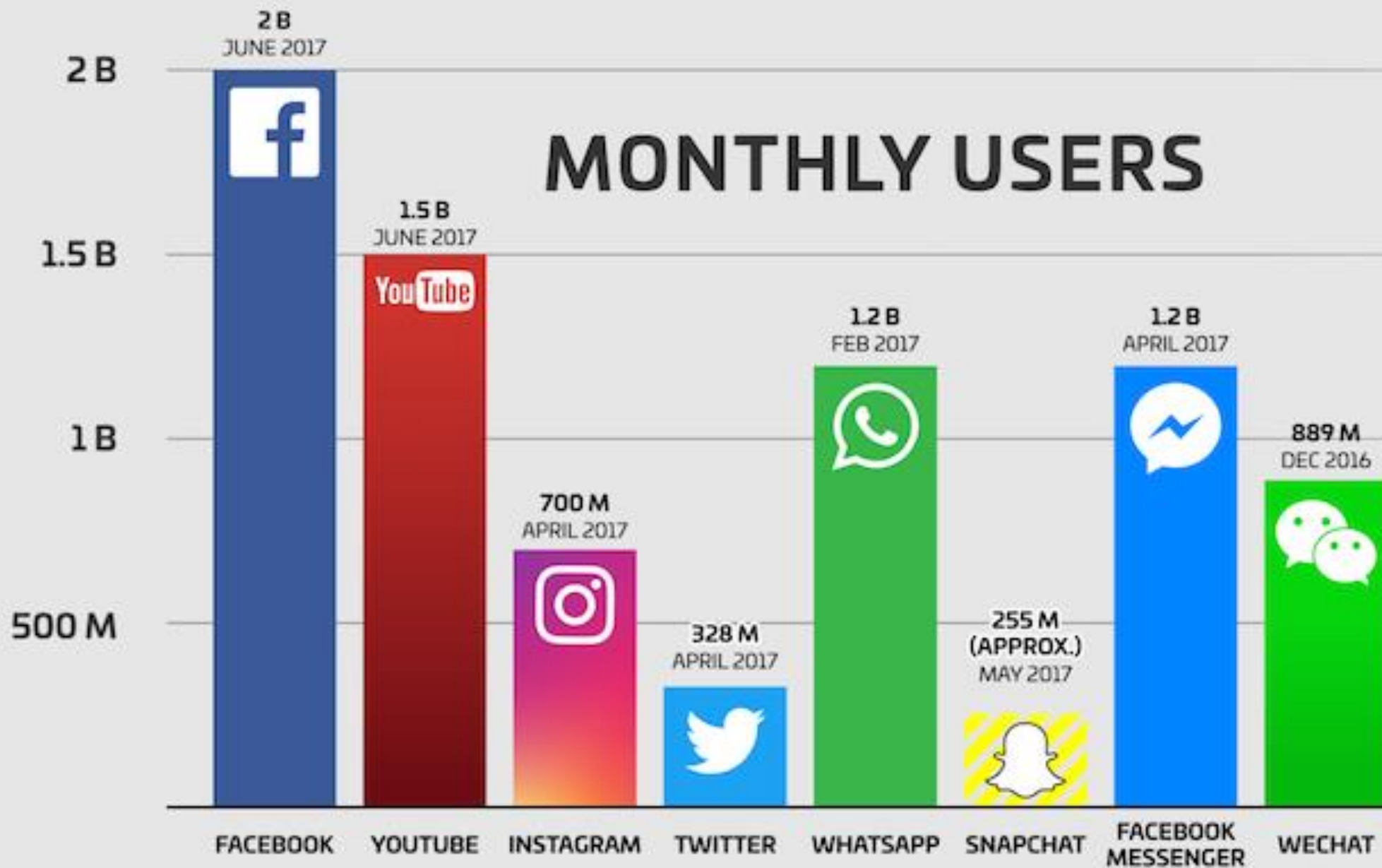
nestlings of three grassland-obligate host species: Grasshopper Sparrow (*Ammodramus savannarum*), Dickcissel (*Spiza americana*), and Eastern

Project #PrairieBabies Twitter Updates

 @skwinnicki Sat Jun 01 2019

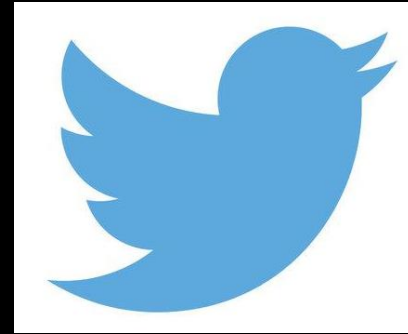
 @austinspence Definitely NOT! Naked

MONTHLY USERS

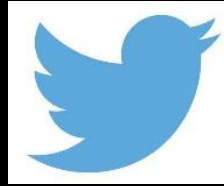


Outline

1. Platforms
2. Crafting a post
3. Driving engagement
4. How often?
5. Gauging success
6. Third-party apps
7. Example post



Twitter



[Home](#) [Moments](#) [Notifications](#) [Messages](#)

Search Twitter

Tweet

Sarah Winnicki
@skwinnicki
Tweets 1,765 Following 4,790 Followers 2,509

Trends for you · [Change](#)
#Every65Seconds
That's how often someone develops Alzheimer's. Share the facts.
 Promoted by Alzheimer's Assoc.
#RebelsRemembered
Jenmarie, Lynn Walker, and 1 more are Tweeting about this
#GameOfThrones
The trailer for the final season of Game of Thrones is here

What's happening?

See 1 new Tweet

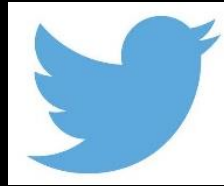
Cillian De Gascun Retweeted
Andrew Macdonald @OncoVirus_Leeds · 5h
Great review highlighting why it's important to study DNA tumour viruses. My goodness, what a contribution to cell biology they have made.....
JVirology Editors @JVirology
DNA Tumor Viruses and their contribution to molecular biology: OA Gem by Jim Pipas celebrating 50 years of DNA Tumor Virus Meetings.
 3 3

POPDUST @Popdust · Feb 20
Trying to be healthy, but can't stop ordering takeout? Daily Harvest is your go-to! Harvest Bowls, plant-based smoothies & soups delivered to your door - superfoods and nutrients to keep you going. Breakfast and lunch M-F for \$90

Who to follow · [Refresh](#) · [View all](#)
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Twitter



♥ The Jupiter Girl and 3 others liked



peeeeeeeent @RyanFMandelbaum · Mar 19

thank you so much to @uh_yeah_no for directing me to this 2014 passage on theranos where elizabeth holmes says "a chemistry is performed"

containers of blood are placed. What exactly happens in the machines is treated as a state secret, and Holmes's description of the process was comically vague: "A chemistry is performed so that a chemical reaction occurs and generates a signal from the chemical interaction with the sample, which is translated into a result, which is then reviewed by certified laboratory personnel." She added that, thanks to "miniaturization and automation, we are able to handle these tiny samples."

16

52

254



Show this thread



Jordan E. Rutter, M.Sc.

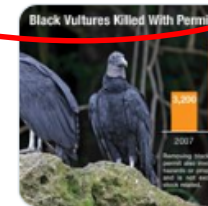
@JERutter

Following

Gather round tweeps. A news article just came across my desk & I can't ignore it.....so I need to #ornithology scicomm about it as I share & advocate on behalf of @VulturesofDC & to be honest, vultures everywhere.

Bottom line - this is MISLEADING

1/11



Opportunistic Killers: Black Vultures

Eyes to the sky, farmers count costs of cattle losses
drovers.com

4:35 PM - 19 Mar 2019

15 Retweets 24 Likes



5

15

24



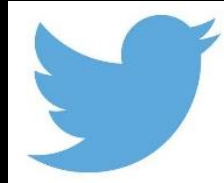
Tweet your reply



Jordan E. Rutter, M.Sc. @JERutter · Mar 19

As an ornithologist (someone that studies birds) who has a master's degree and

Twitter



Tweets 1,765 Following **4,790** Followers 2,509 Likes 15.7K Lists 12 Moments 0



Jessica Meir

@Astro_Jessica

NASA Astronaut. Comparative physiologist. Explorer. Nature lover.

Following



Mrs. Boers

@HildaWalkerTech

Follows you



Following

Scientists & Researchers

A public list by John S. Mead



Members

686

Subscribers

17

Unsubscribe

Tweets



List members



List subscribers



Tweets



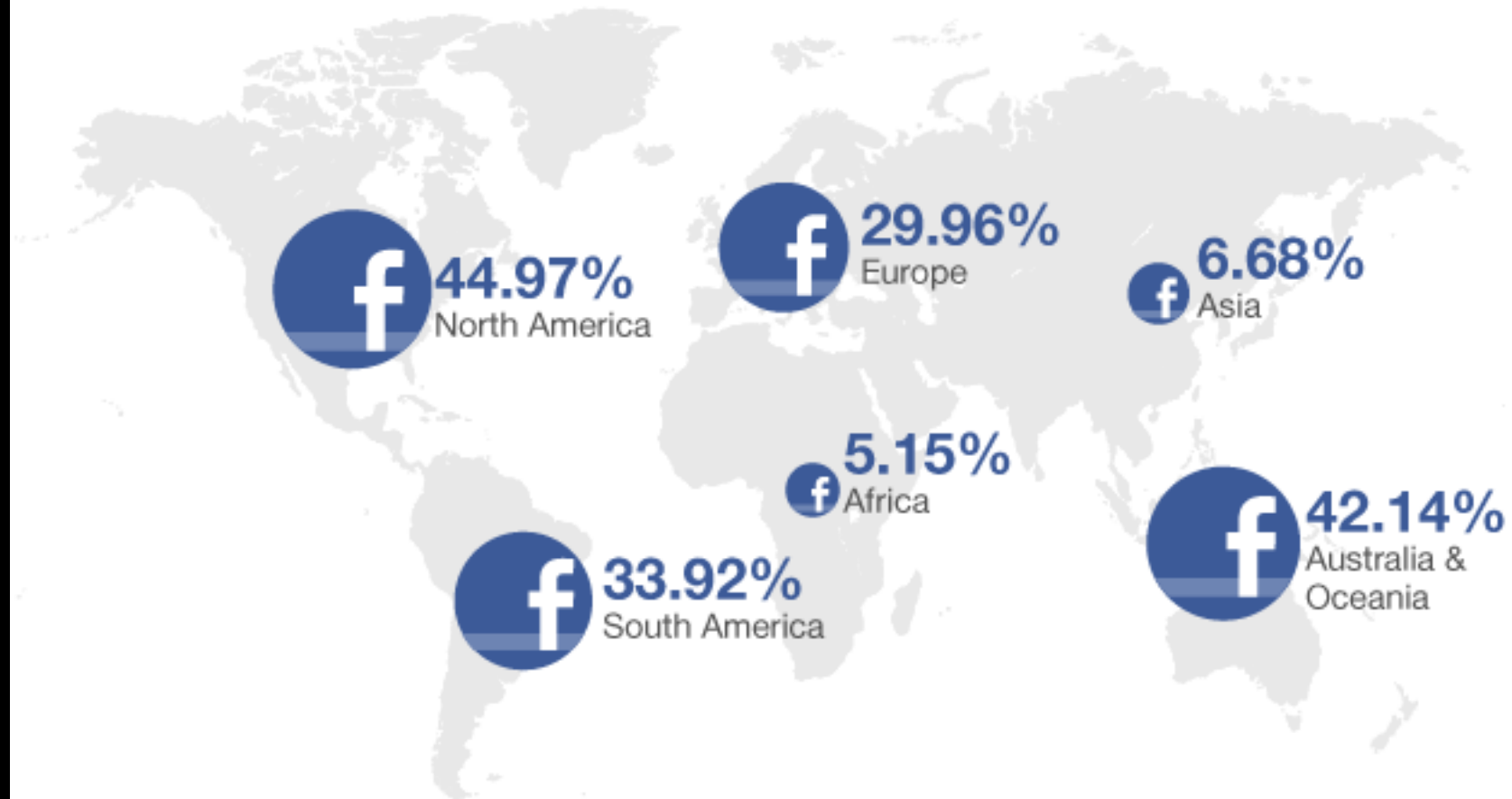
Titus Seilheimer @

Once Upon A Time,

Facebook






Percentage of population using Facebook on six continents




Source: Socialbakers.com

Facebook

 Search

 Sarah Home Create    

 Sarah Winnicki

News Feed

Messenger

Watch

Marketplace

Shortcuts

Dead Birds 4 Scien... 20+

Birding Memes 20+

Kansas Birding 20+

Explore

Groups

Pages


Events 6

Fundraisers 1

Jobs

See More...


Create Post

 What's on your mind, Sarah?


Photo/Video

Tag Friends

Feeling/Activ...



 IFLSCIENCE.COM 11 mins · 

In fact, the researchers found that unvaccinated children were more likely to go on to be diagnosed with autism than those who received vaccines.



IFLSCIENCE.COM

Study On 657,461 Children Finds No Link Between Vaccines And Autism

   6.8K

750 Comments 3.4K Shares


Stories


Archive


Settings

 Add to Your Story


Share a photo, video or write something

 Laura Lux 40 minutes ago

 Mikey Needleman Band 5 hours ago


 Santosh Bajagain 10 hours ago

See More


 Ken Murphy and 2 others

6 event invites



Watchlist: Latest Episodes

  3:01

Soldier shocked to see who's at Family Day MilitaryKind Stories 5 days ago

  3:01

WWII Navy veteran returns to the skies MilitaryKind Stories 6 days ago

Hugs, tears, laughter await these military m...

Sarah Winnicki

HomeCreate

42

Sarah Winnicki

Update InfoActivity Log

Timeline

About

Friends827

Photos

Archive

More

Intro

K-State grad student studying grassland bird nestling growth

Graduate Research Assistant at Kansas State University

Former Archives, Reference Desk at Denison University Libraries

Former Teaching Assistant (TA) at The Department of Biology, Denison University

Former Circulation Desk at Denison University Libraries

Former Head Tutor at Denison University Academic Support and Enrichment

Studied History/Biology at Denison University

Went to Cloverleaf High School (Lodi, Ohio)

Lives in Manhattan, Kansas

Create PostPhoto/Videolive VideoLife Event

What's on your mind?

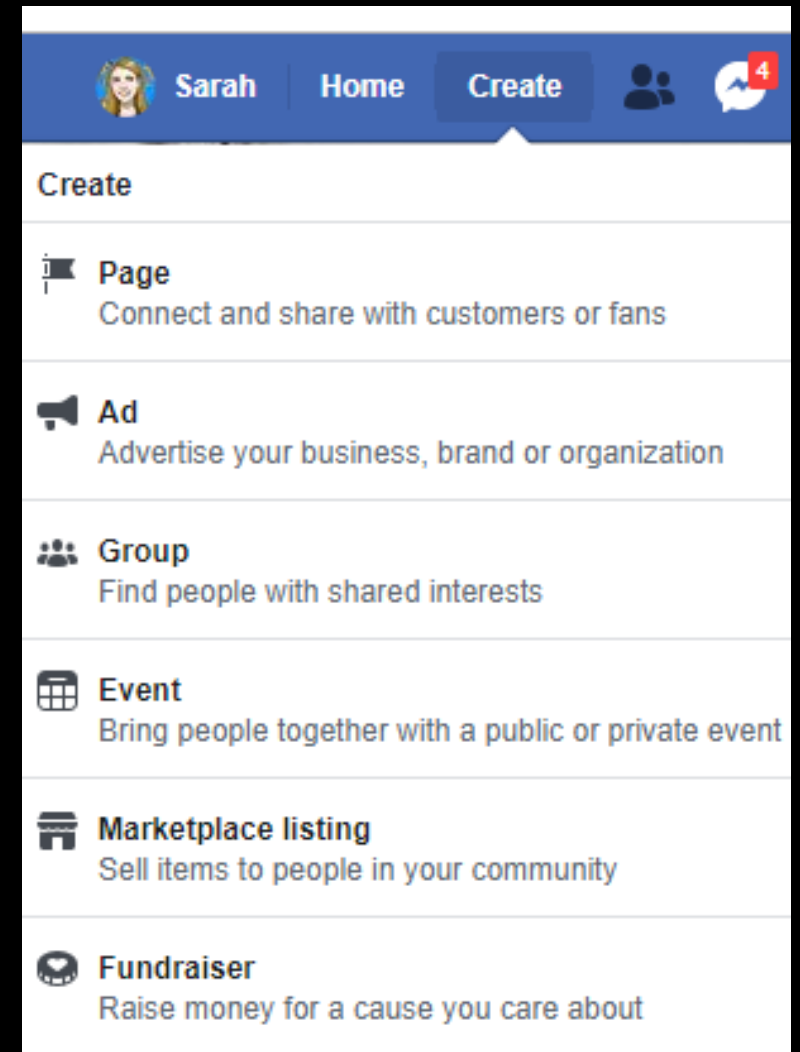
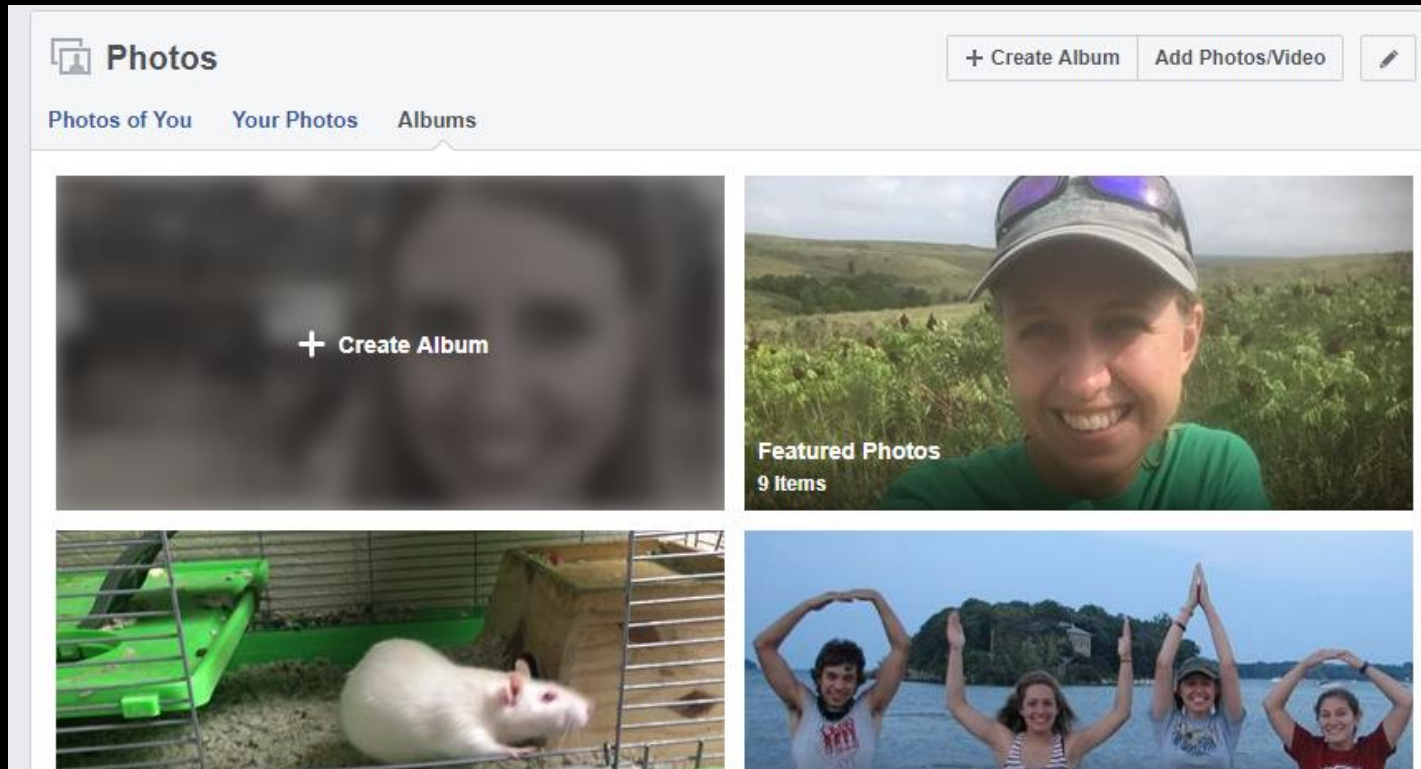
Photo/VideoTag FriendsFeeling/Activ...

PostsManage PostsList ViewGrid View

Sarah Winnicki shared a post.

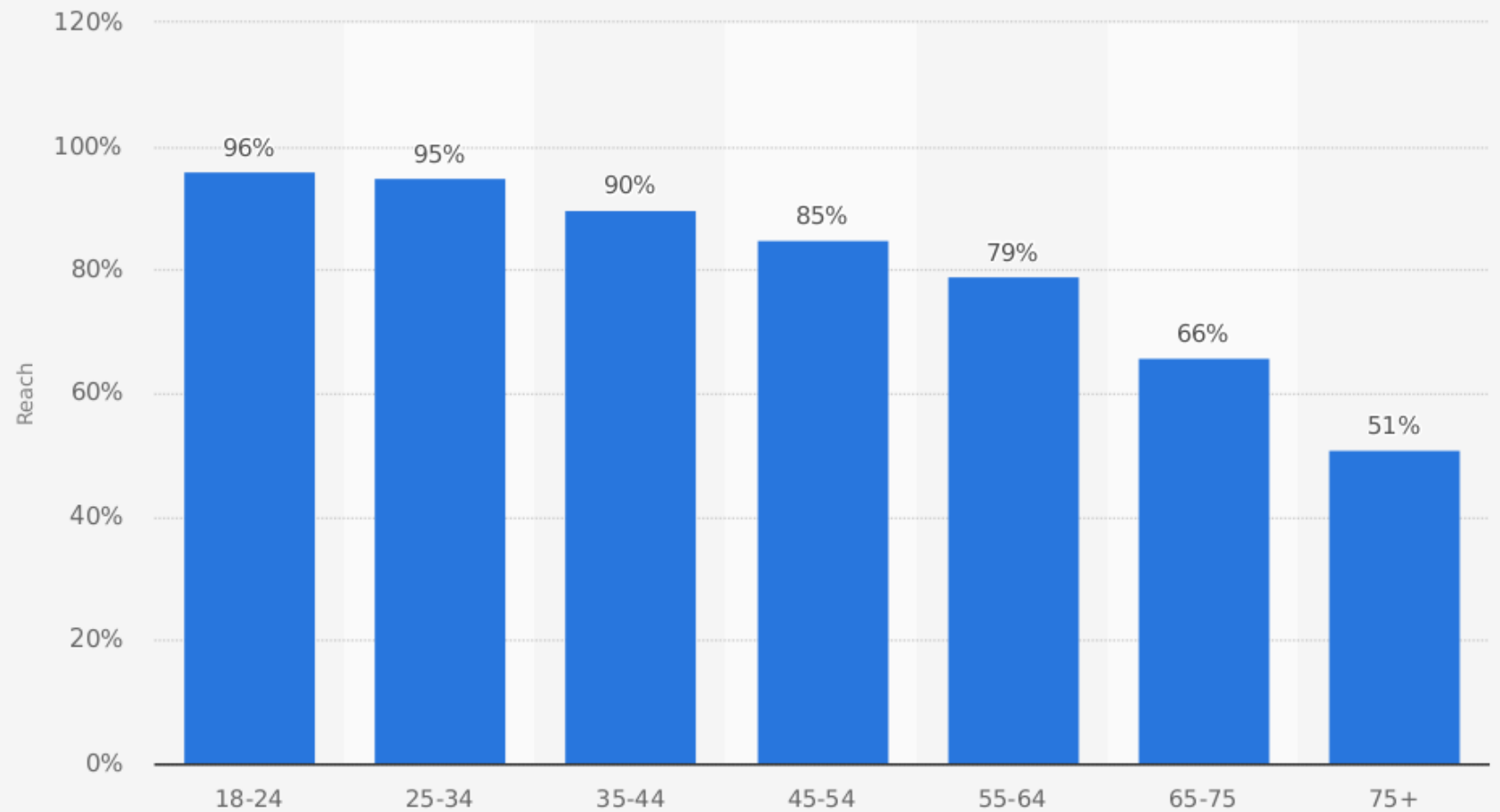
9 hrs · 🌐 ▼

Facebook



YouTube

Percentage of U.S. internet users who use YouTube as of January 2018, by age group



Search

Best predation events compiled

101 views

Sarah Winnicki
Published on Sep 20, 2018

A short compilation of predation events for Twitter

SHOW MORE

0 Comments SORT BY

Add a public comment...

Nest Camera Predation Videos

Sarah Winnicki · 1 / 71

- ▶ Best predation events compiled Sarah Winnicki 1:06
- 2 All predation events 2017-2018 Sarah Winnicki 10:02
- 3 Non-snake Nest Cam compilation Sarah Winnicki 5:09
- 4 Snake attack compilation 2017-2018 Sarah Winnicki 7:20
- 5 Snake attacks 2017 Sarah Winnicki 2:31
- 6 Snake Attacks (set to "Bodies" by Drowning Pool) Sarah Winnicki 0:31

Top 10 Hardest Roles in Musicals MsMojo 14:02 Recommended for you

Why 'Michael Cohen Is A Liar' Is A Lazy Argument The Late Show with Stephen Col... COHEN'S TESTIMONY 6:15 New Recommended for you

The Californians: Karina Returns - SNL Saturday Night Live 7:24 Recommended for you

I Tried Wedding Dresses From Wish Safiya Nygaard 25:47 New Recommended for you

Topher Grace on Playing David Duke in BlackKkKlansman Late Night with Seth Meyers 6:06 Recommended for you

30 Rock - Life Advice From Jack Donaghy

YouTube

YouTube

Home

Trending

Subscriptions

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History

Watch later

Purchases 4

Liked videos

Show more

SUBSCRIPTIONS

Saturday Night Li...

Late Night with...

LastWeekToni...

Full Frontal with S...

The Late Show...

The Daily Sho...

Sarah Winnicki

62 subscribers

CUSTOMIZE CHANNEL

YOUTUBE STUDIO (BETA)

HOME

VIDEOS

PLAYLISTS

CHANNELS

ABOUT

Uploads

▶ PLAY ALL

1:01

0:14

0:38

5:01

5:01

Male Dickcissel feeding nestlings

2 views • 1 month ago

Cowbird female kills a cowbird nestling

23 views • 1 month ago

Possible owl predation of an Eastern Meadowlark nest

18 views • 5 months ago

Nighttime nest predation (owl?) part 2

10 views • 5 months ago

Nighttime nest predation (owl?) part 1

11 views • 5 months ago

POPULAR CHANNELS

Kids Diana Show

SUBSCRIBE

Like Nastya Vlog

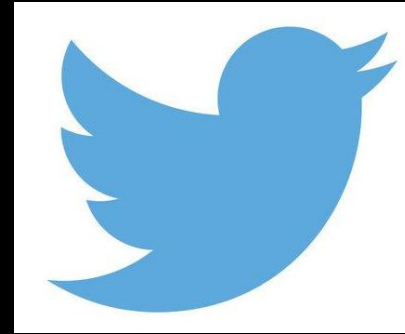
SUBSCRIBE

Toys and Colors

SUBSCRIBE

Outline

1. Platforms
2. Crafting a post
3. Driving engagement
4. How often?
5. Gauging success
6. Third-party apps
7. Example post

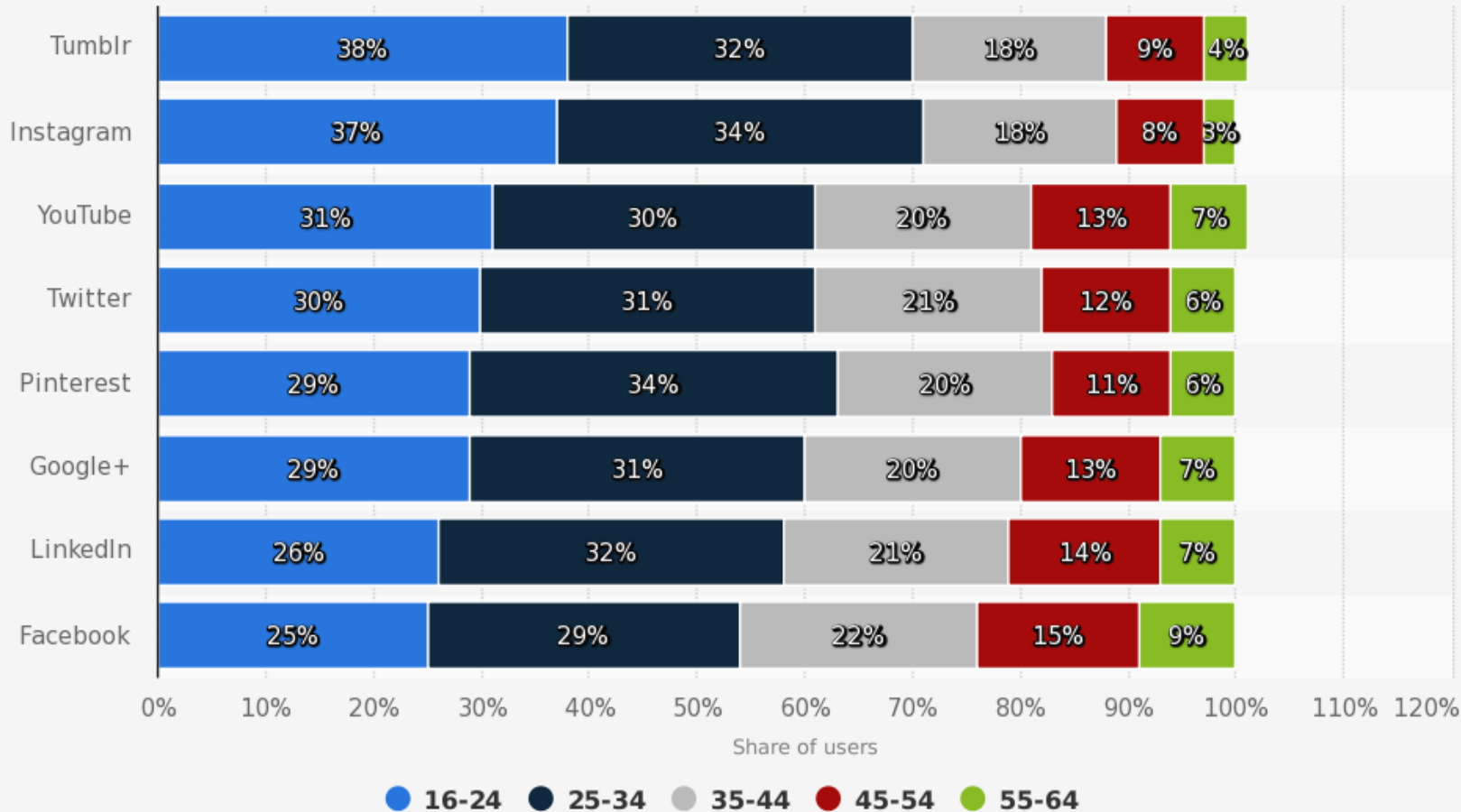


What do you want to say?

- Think critically about intended audience
- Make it real and relatable (inspiration can be real!)
- keep it simple– what will they remember in 7 days?
- Avoid jargon (i.e. “baby bird” instead of “nestling”)
- will they be able to find it again if necessary?

Who is the intended audience?

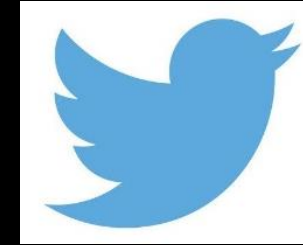
Age distribution of active social media users worldwide as of 3rd quarter 2014, by platform



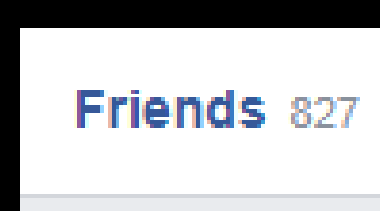
Source
GlobalWebIndex
© Statista 2018

Additional Information:
Worldwide; GlobalWebIndex; 3rd quarter 2014; 16-64 years; Active social network and active app users, excluding

Think about how many people you're connected with on each site:



Followers
3,025



Views ▲	Watch time (minutes) ▲	Subscribers ▲
25.4K	76.7K	+85

Don't share between sites!

and she delivered an exceptional keynote presentation at the 12th Annual Ohio Young Birders Conference on her research work with baby birds. We hope you'll follow along with her!



Instagram Post by American Ornithology • January 23, 2019 at 11:10AM CST

via instagram.com

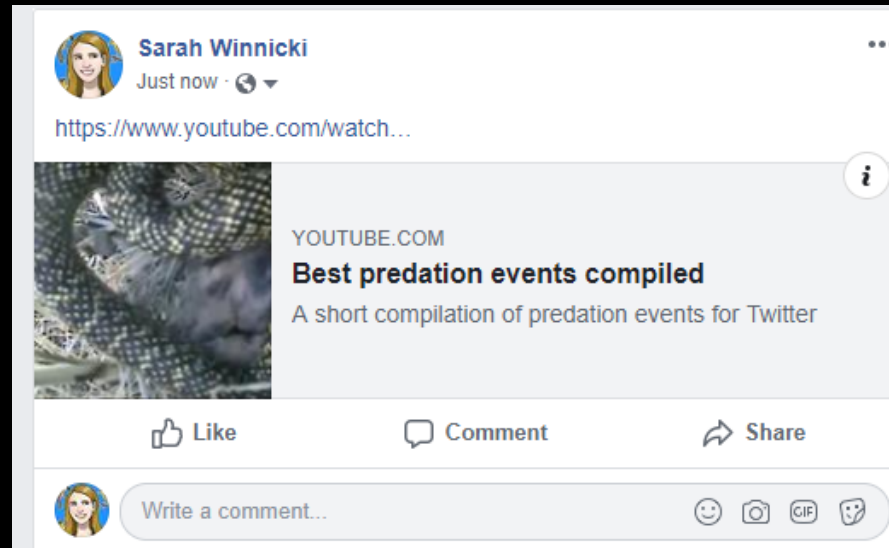
You, Laura Councill Guerard, Paula Lozano and 18 others

Love

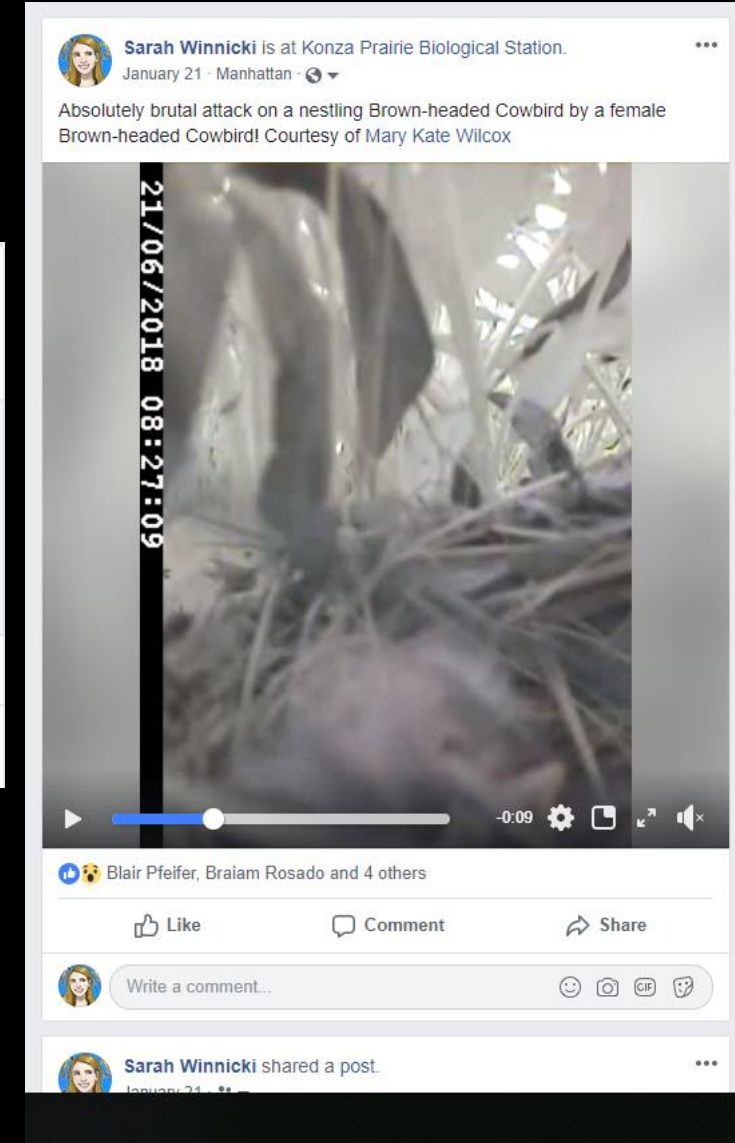
Comment

Share

Write a comment...



Each site has different target audiences/styles, so uploading media individually is best!



Share articles and websites with links



Sarah Winnicki shared a link.

March 11 at 12:52 PM · 🌐



VIMEO.COM

In the Tallgrass

A short animated film about exploring the insect world hidden in an Iowa...



Tadashi Fukami @TadashiFukami · Mar 19

Priority effects as a potential driver of non-adaptive radiations that produce functionally redundant species, by @jesseSeeEm and Rebecca Rundell



The Ecology of Nonecological Speciation and Nona...

Growing evidence for lineage diversification that occurs without strong ecological divergence (i.e., nonadaptive radiation) challenges assumptions about the buildup an...

cell.com



16

47



Sarah Winnicki

Published on Apr 20, 2017

Henslow's Sparrow in the tallgrass prairie south of Manhattan, Kansas.
Video taken on a Canon Zoom lens 50X IS, stabilized with Adobe Premier Pro
For more information check out my website at www.sarahwinnicki.com

SHOW MORE

Does media matter?



Sarah Winnicki
@skwinnicki

Real shout-out to all the [#ornithology](#) and [#wildlife](#) folks who constantly work to teach folks about the dangers of outdoor cats! Keeping your cats indoors all of the time keeps them safer (no cars/fights/fewer diseases) and saves an unreasonable number of animals. Everyone wins!

3:25 PM - 24 May 2019

21 Retweets 102 Likes



3



21



102



Impressions

6,257

Total engagements

159

Likes

102

Retweets

21

Profile clicks

19

Detail expands

13

Replies

3

Hashtag clicks

1

A message without
media gets a few
hundred
engagements....

Does media matter?

Impressions	65,870
Total engagements	6,861
Media engagements	5,186
Likes	952
Detail expands	286
Link clicks	184
Retweets	121
Profile clicks	106
Replies	25
Follows	1

The same message with cat photos gets 10x more!



Media type/size

Short and sweet? Try Twitter

Paragraph of info? Facebook

Photo album? Facebook

Stand-alone video? YouTube

Facebook will truncate
your text, so put the
punchline up front! Like
a newspaper article

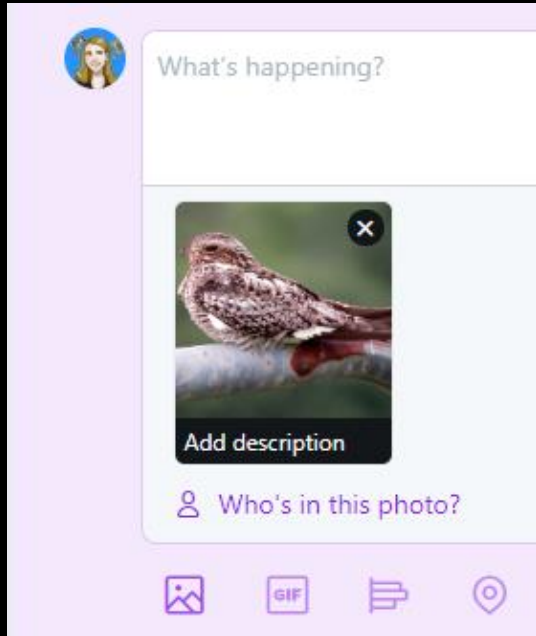


Photo Editing

Watch cropping and contrast!



Photo captioning



Use Twitter's photo caption option to add audio captions for the visually impaired!

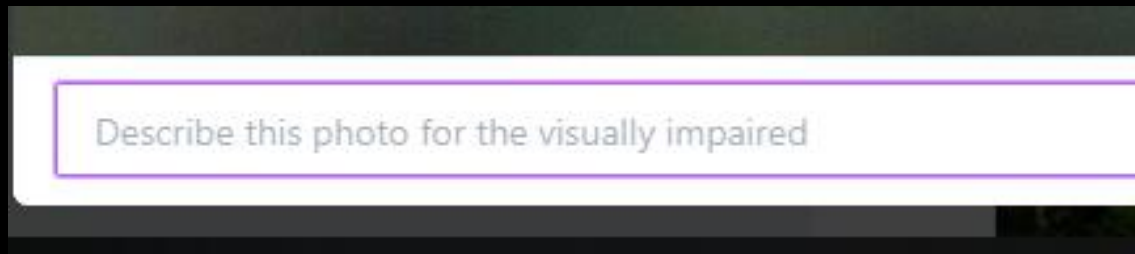
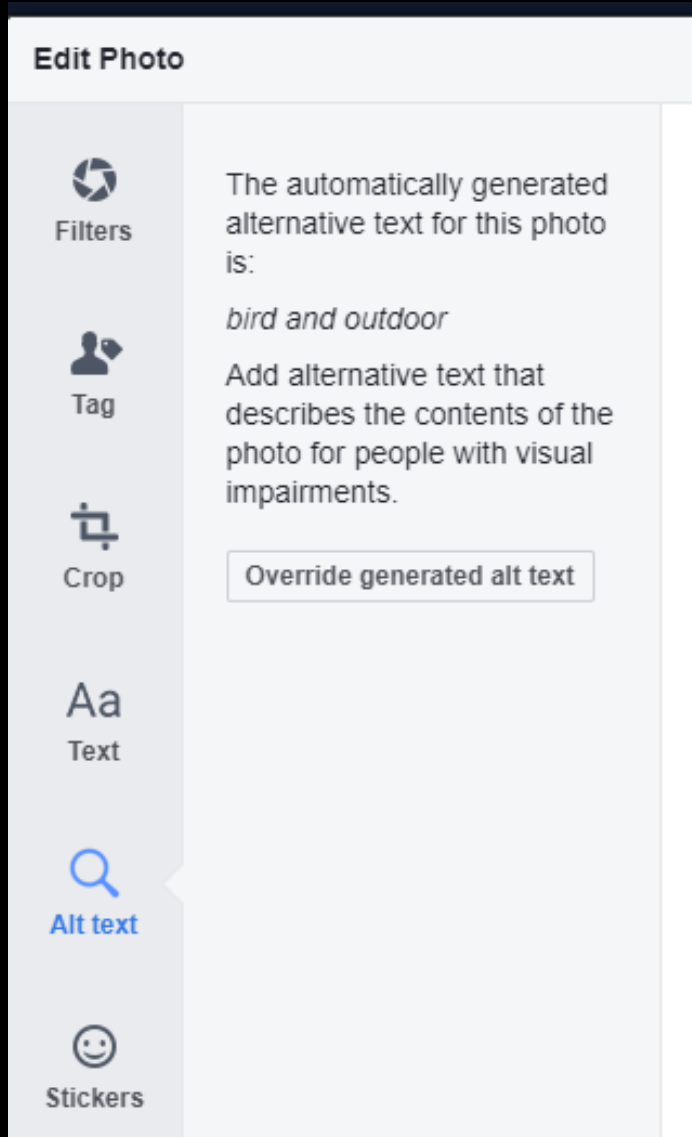
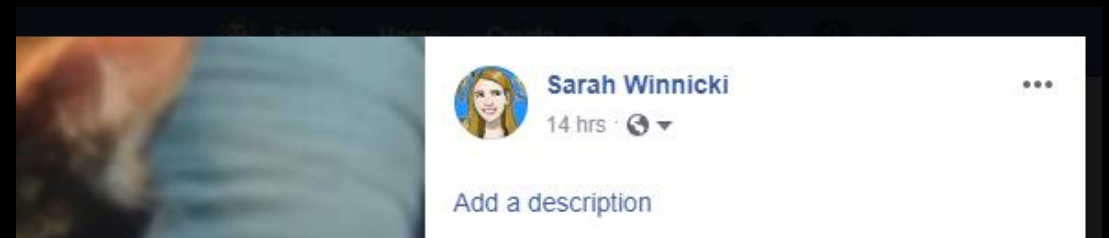


Photo captioning



Facebook has
three
different
options for
captions!



Upload clear, high-contrast videos
whenever possible

Videos

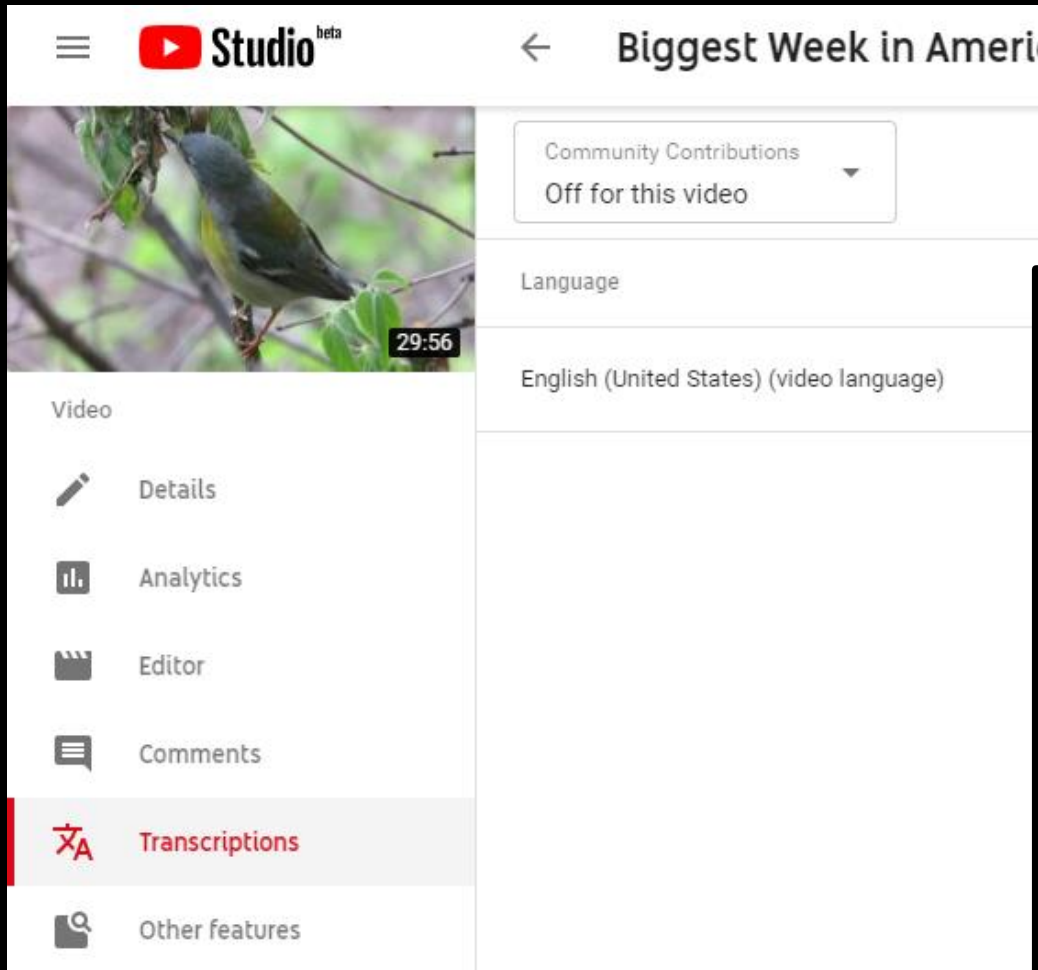


06/06/2017 11:32:15



Captioning

Make captions for the audio-impaired (folks who don't understand quick English, etc.)! Put the video on YouTube, use the transcriptions options, add closed captioning, download the video back off of YouTube, and upload it to FB or Twitter. A bit of a hassle, but worth it to engage with a larger audience!



The image shows the YouTube Studio interface for a video titled "Biggest Week in American Birding". The video thumbnail shows a small green bird on a branch. The interface includes a sidebar with navigation options: Video, Details, Analytics, Editor, Comments, Transcriptions (highlighted), and Other features. The main content area shows the "Community Contributions" dropdown set to "Off for this video" and the "Language" dropdown set to "English (United States) (video language)".

Transcribe and set timings: English (United States)

Actions ▾

Type subtitle here then press Enter



Add your first subtitle

Click in the field above to get started.

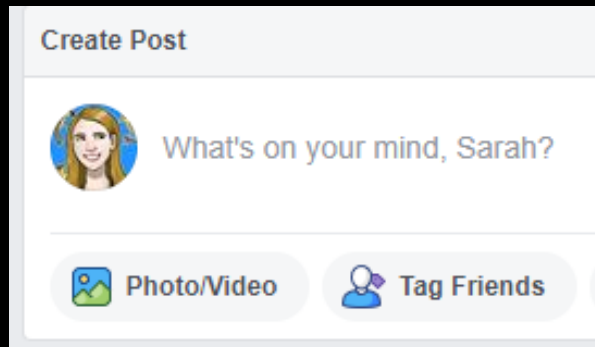
Biggest Week in American Birding



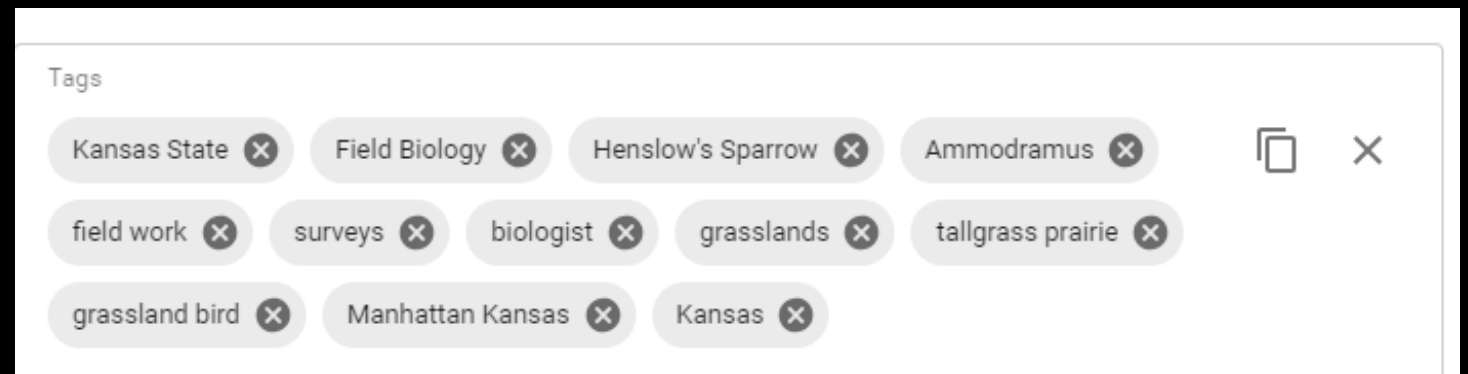
5:04 5:05 5:06 5:07 5:08 5:09 5:10 5:11

Subject/People tagging

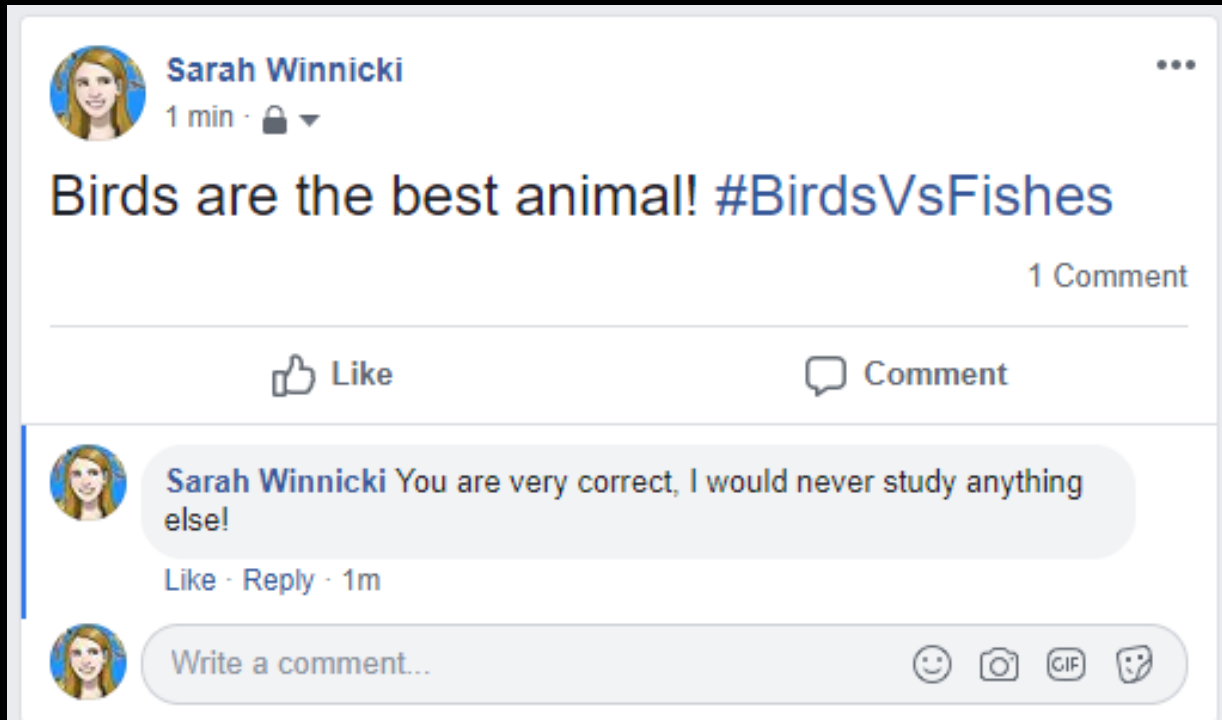
- Link and tag people! Share the love
- What key words will your audience use to find your work?



Put a character before a handle at the beginning of a tweet or Twitter will think it is a “reply” and it won’t make it on main Twitter



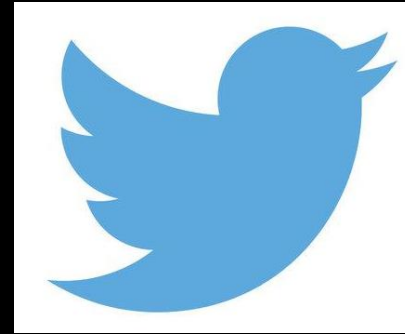
Editing



YouTube and Facebook allow folks to edit their posts and comments, so be aware that they can change their message (and yours!). You can't edit on Twitter, which is good (no one can twist your words) but also bad (typos are forever!)

Outline

1. Platforms
2. Crafting a post
3. Driving engagement
4. How often?
5. Gauging success
6. Third-party apps
7. Example post



Drive Engagement: Hashtags

- Know community hashtags (i.e. #SciComm, #Rstats, #PhDChat)
- your hashtag: short, descriptive, memorable, searchable, explained somewhere
- not case sensitive, so capitalize words (#PrairieBabies vs. #prairiebabies)
- avoid unnecessary abbreviations, offensive words (#ChasingDICKs)



Drive Interaction: Polls



Gaius tweets progress.

@SfPRocur

Following



Good morning from sunny Tucson!

We'll be talking about some of my indentities today and how that's affected my life in [#science](#).

Where do you see yourself on the topic of inclusion?

- ☐ Need to learn alot more
- ☐ Got the basics down
- ☐ I teach it
- ☐ See Results/other

Vote

2 votes • 9 hours left

Add polls with a “see results” option to engage everyone!



Gaius tweets progress.

@SfPRocur

Following



Good morning from sunny Tucson!

We'll be talking about some of my indentities today and how that's affected my life in [#science](#).

Where do you see yourself on the topic of inclusion?

50% Need to learn alot more

17% Got the basics down

0% I teach it

33% See Results/other ✓

6 votes • 9 hours left

Drive Interaction: Games



Dr. Michelle LaRue

@drmichellelarue

Following

OK everyone, it's time for [#CougarOrNot!](#)

Check out this lovely photo and tell me what you think. Is it a cougar? or not? Pretty simple rules.

Then... RT!



12:30 PM - 22 Feb 2019

75 Retweets 138 Likes



143 75 138



Samantha Hauser, PhD

@SamanthaSHAuser

Following

Today's [#BirdQuiz](#) was a male HOODED WARBLER! Good job to everyone who got it right! Y'all are doing so well with my [#BirdQuiz](#) this year - I should make these harder. :) See you all next week for another edition of [#BirdQuiz](#) at 10 am CT!



9:00 PM - 11 Mar 2019

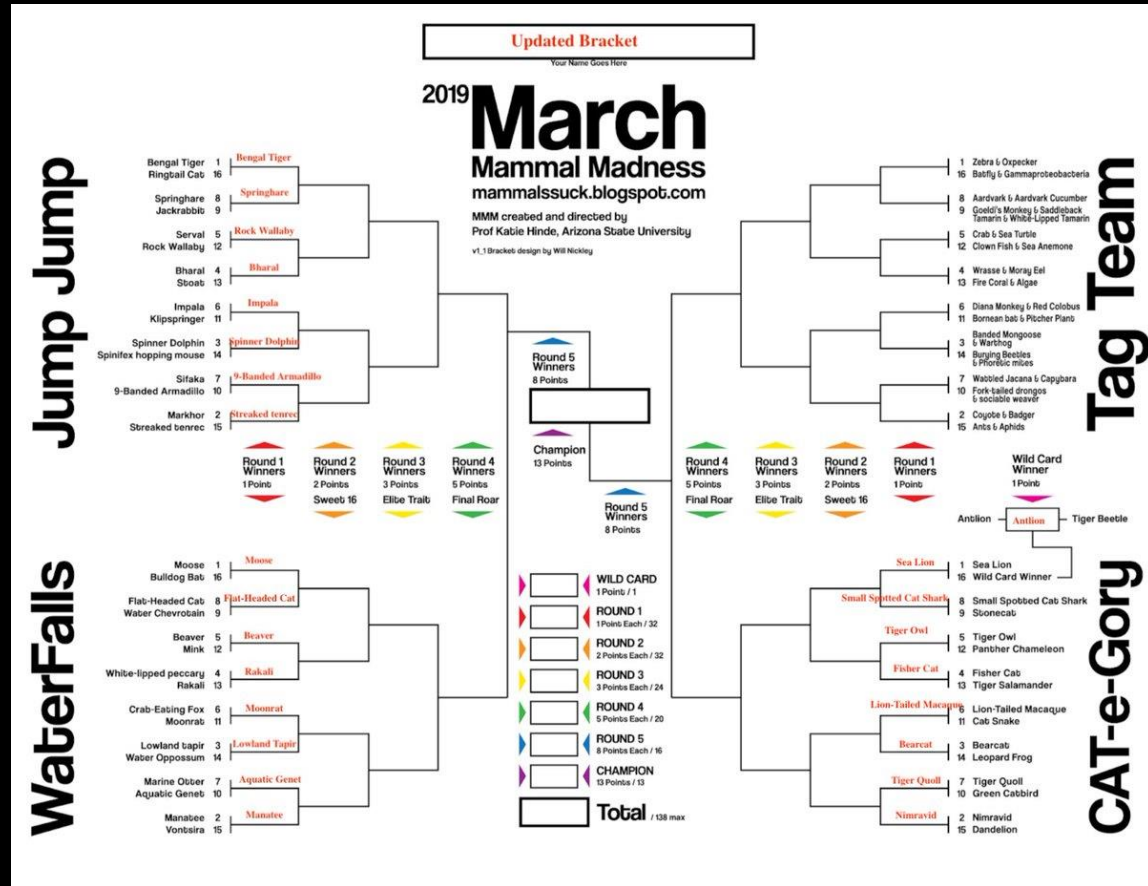
6 Retweets 19 Likes



6 19

Build engagement by doing a regular game with a unique hashtag! The real champion of this is March Mammal Madness, which engages millions (teaching them about conservation!) every March

March Mammal Madness



Root for #TeamDandelion



Thousands tweet about MMM every day in March, and this actually led to an increase in Google searches for rare mammals!

TWEETS	TIMEFRAME	REACH	IMPRESSIONS	TOTAL RT'S	TOTAL FAVES
2795	1 day	554,323	5,885,109	5,538	26,578

LOAD MORE

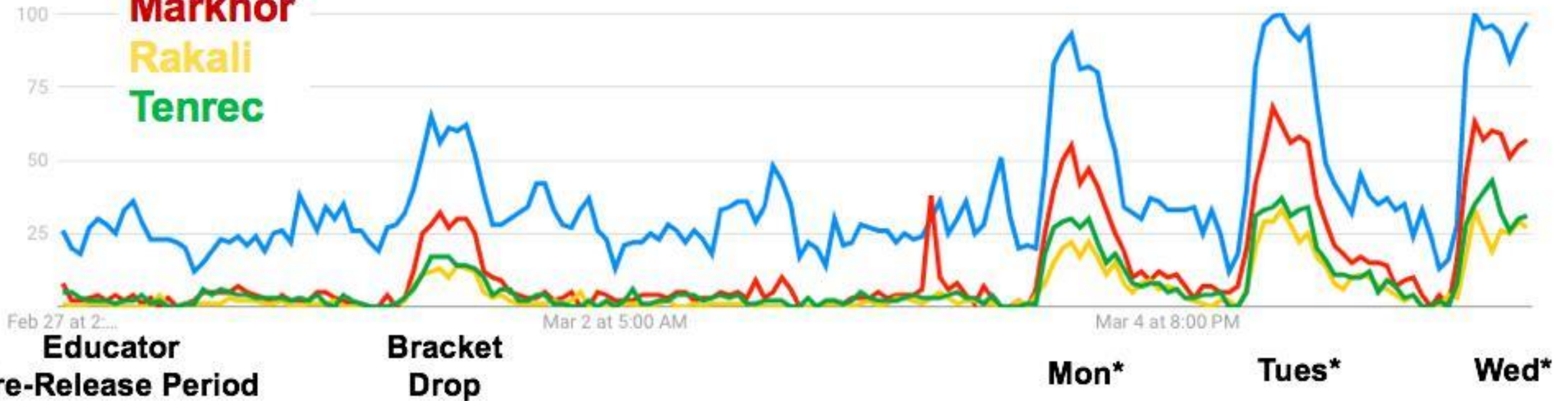
GOOGLE SEARCH ACTIVITY

Serval

Markhor

Rakali

Tenrec



**Educator
Pre-Release Period**

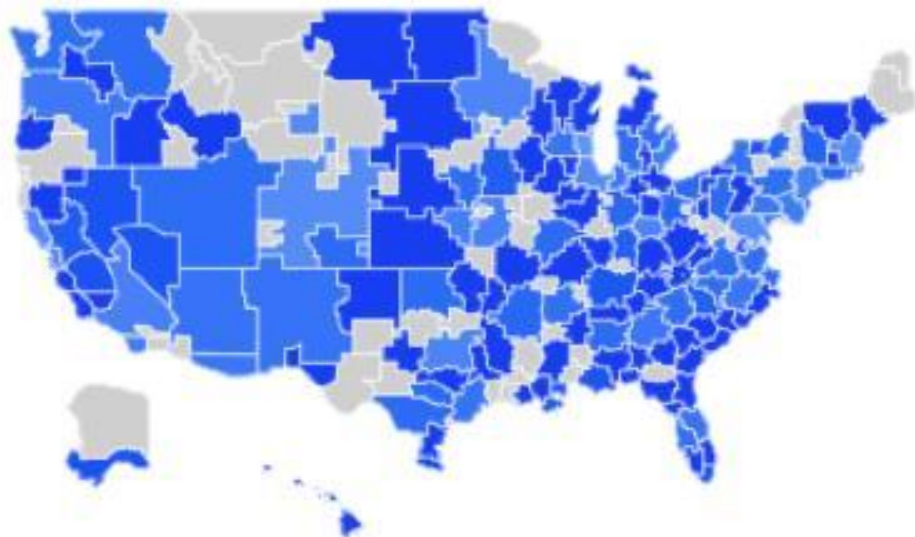
**Bracket
Drop**

Mon*

Tues*

Wed*

***SCHOOL DAY HOURS
7:00-3:00**

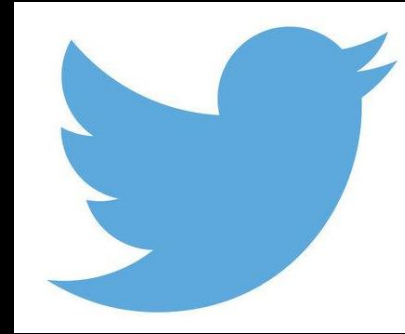


Related Queries:

tiger beetle, rock wallaby facts, stoat facts, springhare facts, rock wallaby habitat, water opossum, aardvark, antlion, stonecat, lowland tapir, trophic level, jackrabbit, spinner dolphin, 9-banded armadillo

Outline

1. Platforms
2. Crafting a post
3. Driving engagement
4. **How often?**
5. Gauging success
6. Third-party apps
7. Example post



Longevity

- how long does a message stay relevant?
- Twitter (1 day) < FB (5 days) < YouTube (forever??)

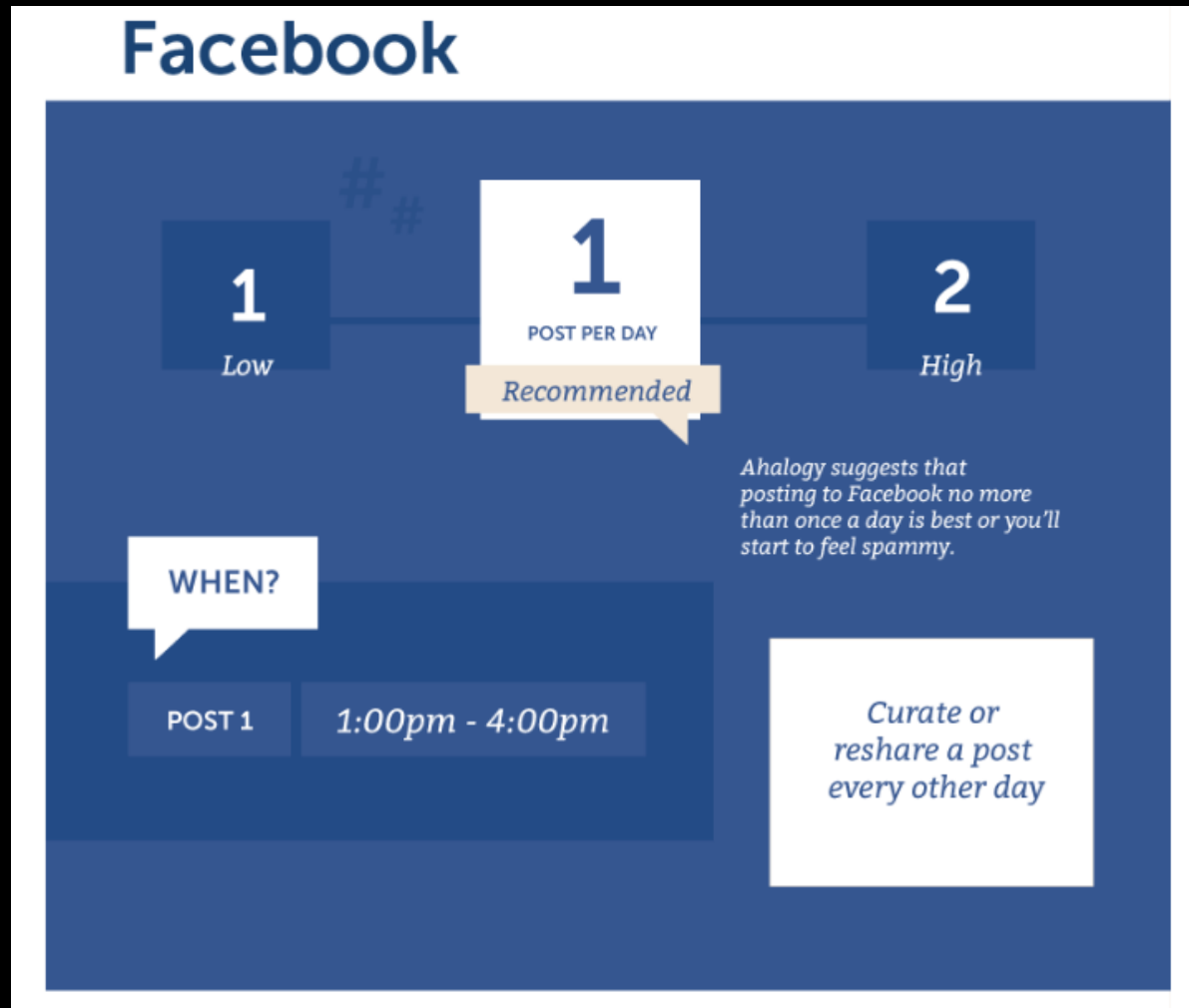
500 million tweets

Number of tweets per day 2016. Every second, on average, around **6,000 tweets** are tweeted on Twitter, which corresponds to over **350,000 tweets** sent per minute, **500 million tweets** per day and around **200 billion tweets** per year. On average, around **6,000 tweets** are tweeted on Twitter every second.

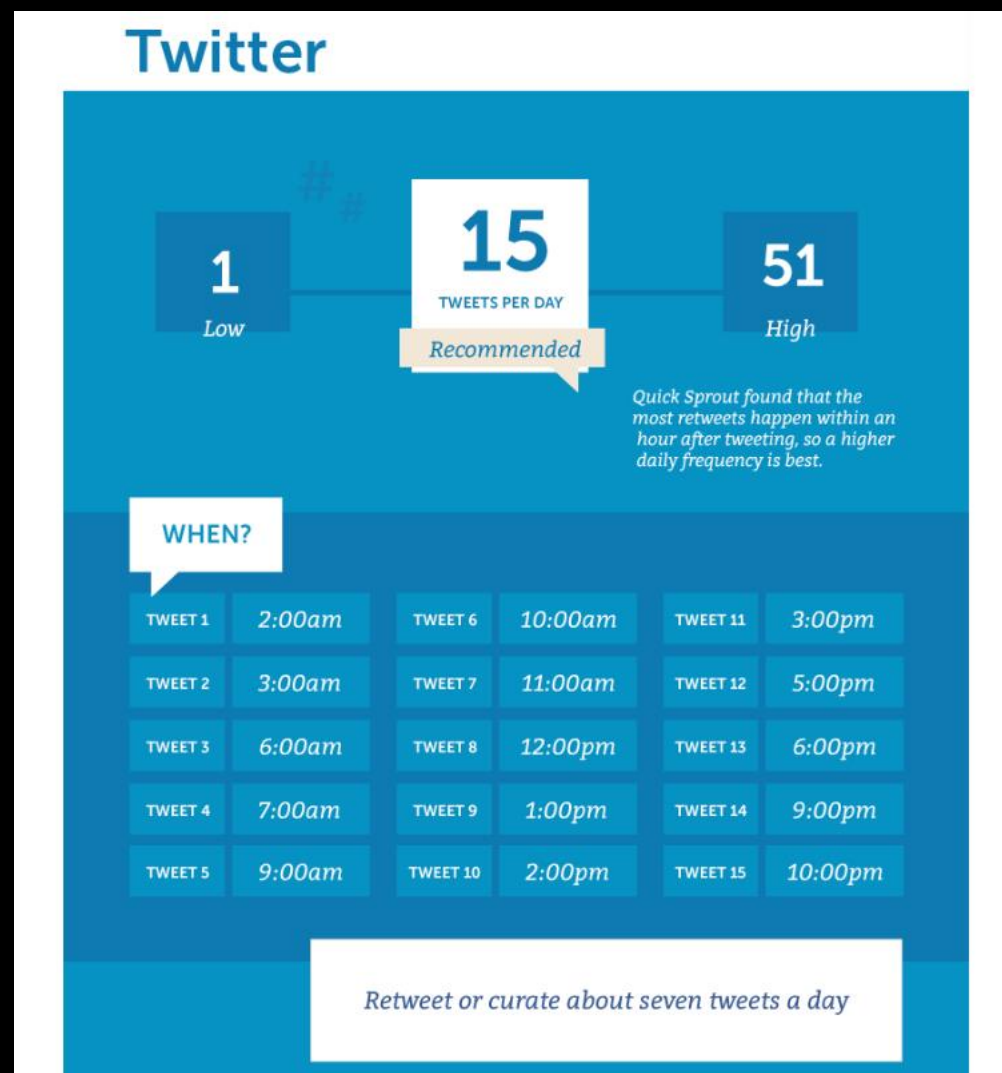
5 billion videos

The total number of people who use YouTube – 1,300,000,000. **300** hours of video are uploaded to YouTube every minute! Almost **5 billion videos** are watched on Youtube every single day. In an average month, 8 out of 10 18-49 year-olds watch YouTube. Jan 5, 2019

Post Frequency: Facebook



Post Frequency: Twitter



Post Frequency: YouTube

Entertainment videos: 1/hr-day

Educational videos: 1/day-week



Marvel Studios' Captain Marvel - Trailer 2

42,625,294 views



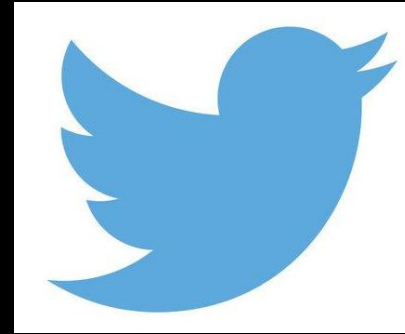
41 DESSERT AND BAKING HACKS

1,322,530 views

16K

Outline

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Success?

Look at likes,
shares/retweets/
analytics

13 Retweets 40 Likes



Impressions	2,102
Total engagements	101
Likes	40
Media engagements	28
Retweets	13
Profile clicks	8
Hashtag clicks	5
Link clicks	3
Replies	2
Detail expands	2



Sarah Winnicki shared a post.

March 14 at 6:10 PM · 🌐

When your R script keeps returning convoluted error messages and you're too lazy to debug



C'mon,
do something...



Dandy Memes for the Dank Darwinian

March 14 at 3:28 PM · 🌐

👍 Rachel McNemee, Anne Eileen and 4 others

3 Comments



Like

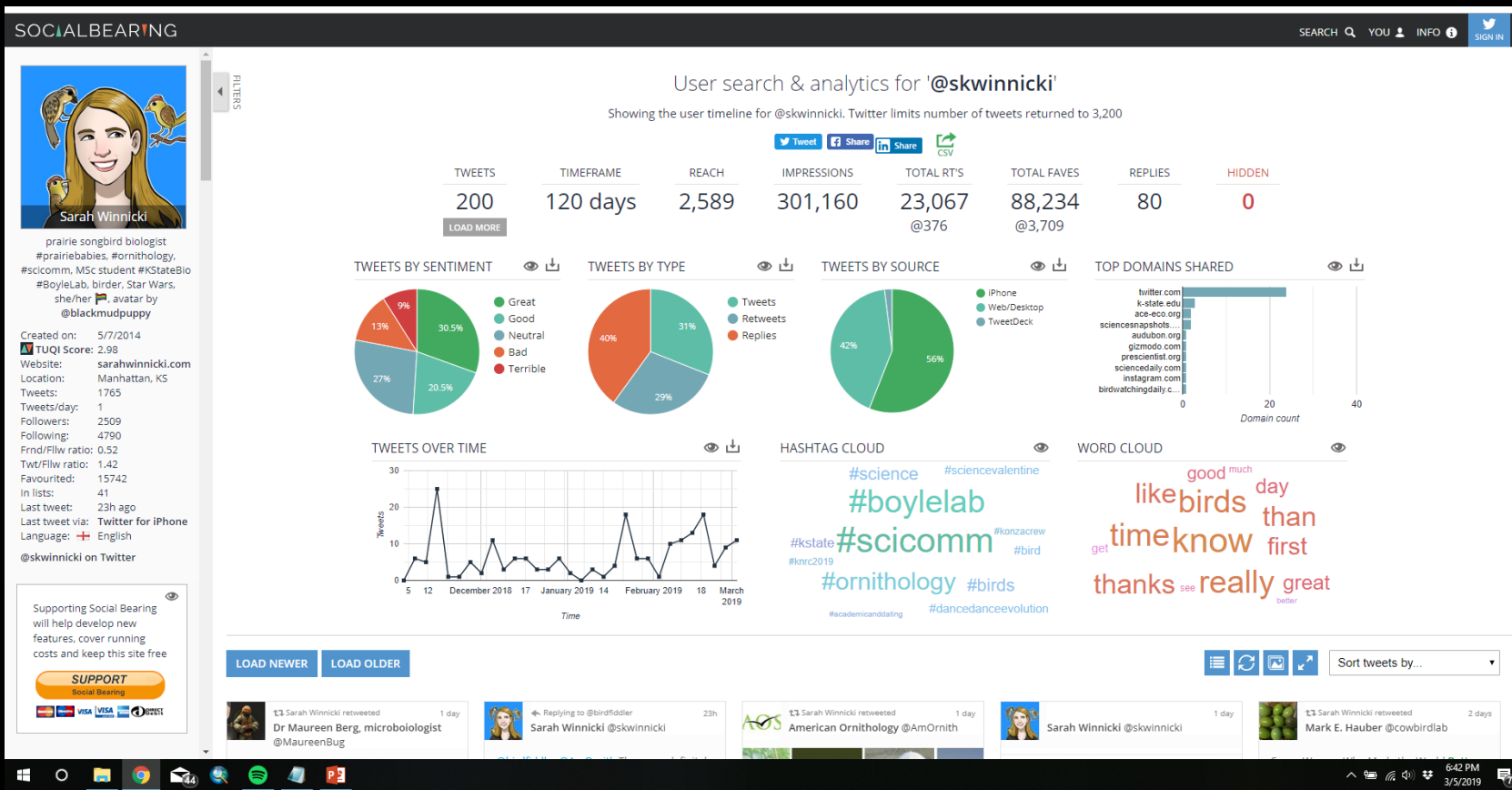


Comment



Share

Success: Twitter



Twitter has a built-in analytic system, or use SocialBearing to learn more than you ever needed about your social media reach

SocialBearing

Created on:

5/7/2014

TUQI Score:

2.98

Website:

sarahwinnicki.com

Location:

Manhattan, KS

Tweets:

1765

Tweets/day:

1

Followers:

2509

Following:

4790

Frnd/Flw ratio:

0.52

Twt/Flw ratio:

1.42

Favourited:

15742

In lists:

41

Last tweet:

23h ago

Last tweet via:

Twitter for iPhone

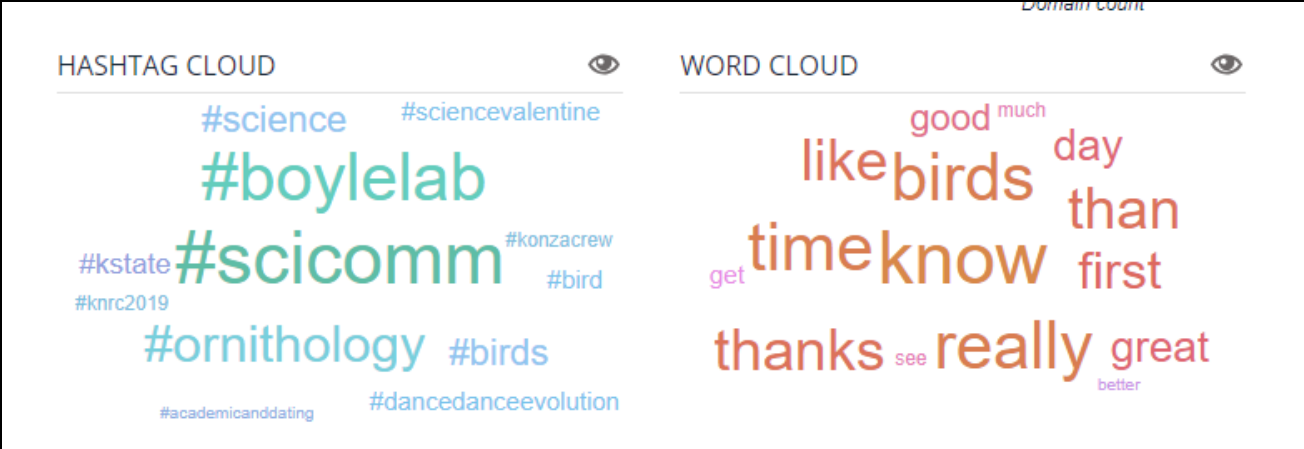
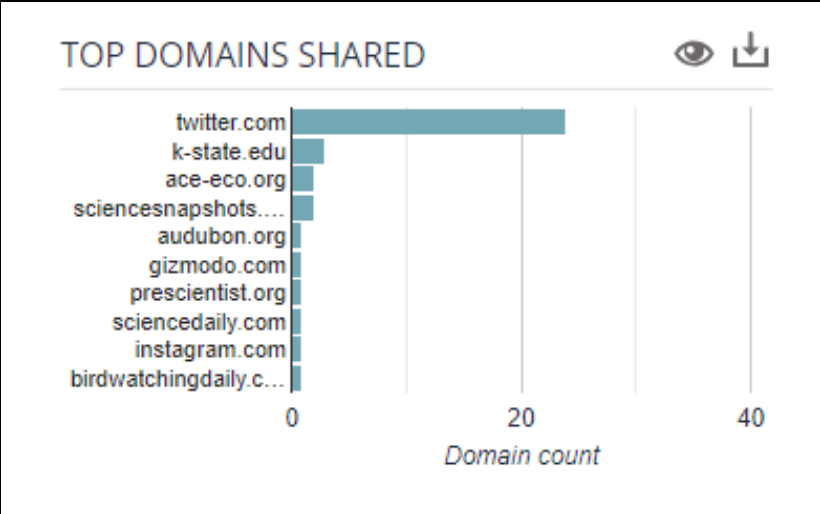
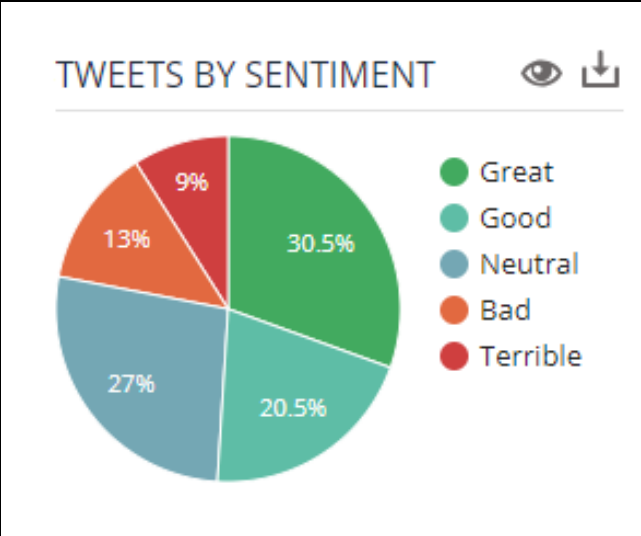
Language:

 English

@skwinnicki on Twitter

Sort tweets by...

TWEETS	TIMEFRAME	REACH	IMPRESSIONS
200	120 days	2,589	301,160
LOAD MORE			




Success: YouTube

YouTube's built-in analytics allow you to see how many people are watching your videos, how long they're watching it, where they found it, etc.

Studio^{beta}

Search across your channel



Channel

Channel

Dashboard

Videos

Analytics

Comments

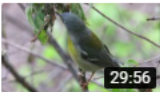



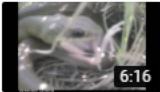

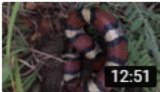

Transcriptions

Other features

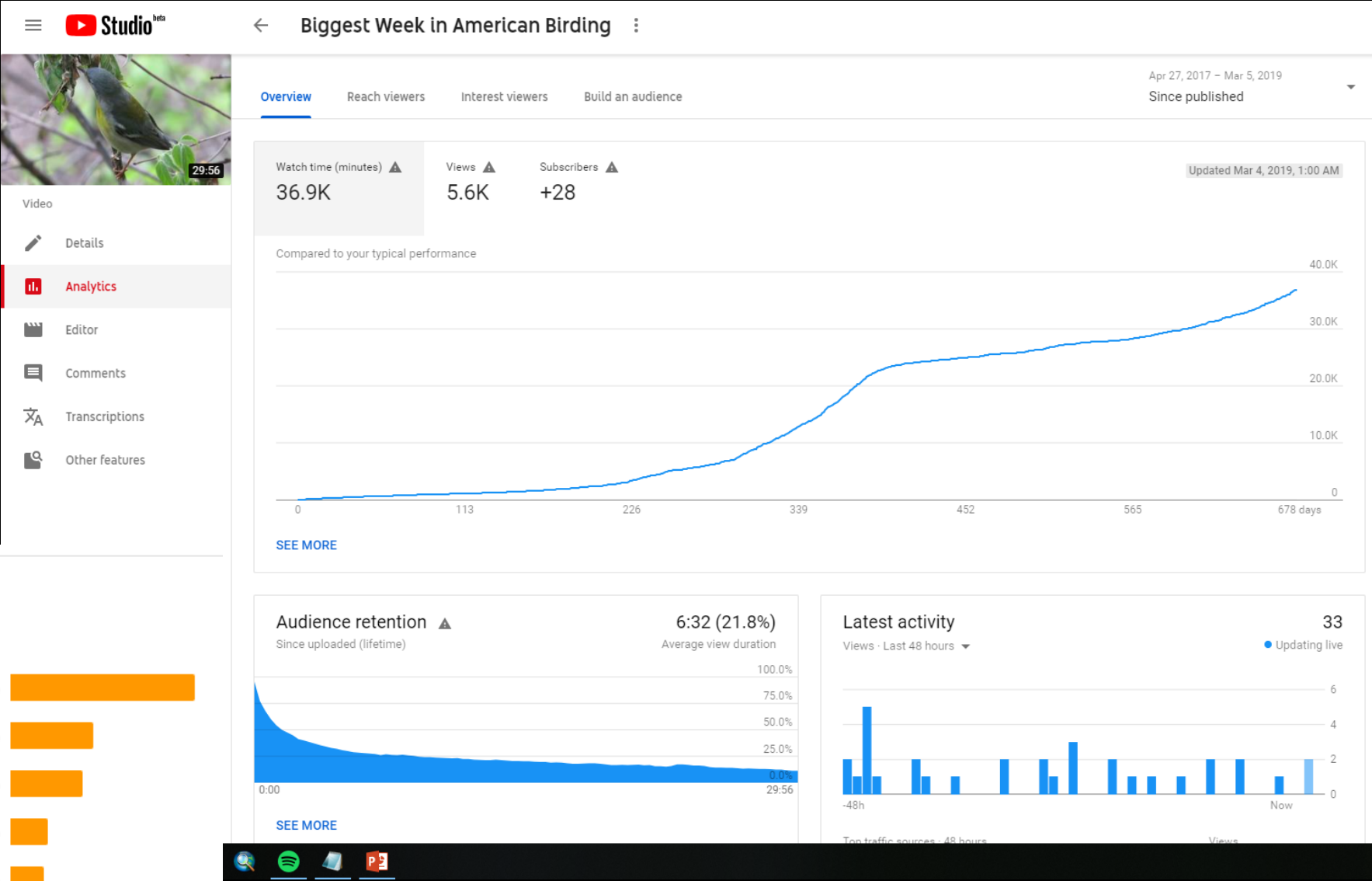
Uploads

Live

Filter

<input type="checkbox"/>	Video	Visibility	Date	Views	Comments	Likes (vs. dislikes)
<input type="checkbox"/>	<div><div>29:56</div></div> <div><div>Biggest Week in American Birding</div><div>Clips of warblers, other birds, herps, and mammals taken at Magee Marsh during the Biggest Week in American Birding, May 2016 stabilized using Premiere Pro</div></div>	 Public	Apr 28, 2017 Published	5,667	8	96.8% 60 likes
<input type="checkbox"/>	<div><div>4:29</div></div> <div><div>Warblerfest: The Biggest Week in American Birding</div><div>Here are some clips I took of warblers at Magee Marsh during the 2016 Biggest Week in American Birding festival. Taken on a Canon Powershot Sx50 HS, stabilized with Adobe...</div></div>	 Public	Apr 28, 2017 Published	2,864	3	100.0% 25 likes
<input type="checkbox"/>	<div><div>6:16</div></div> <div><div>Grasshopper Sparrow nestlings eaten by Yellow-bellied Racer (snake)</div><div>Footage from a low-resolution nest camera shows a Yellow-bellied Racer devouring young Grasshopper Sparrow nestlings in the bison units at the Konza Prairie Biological...</div></div>	 Public	Jun 7, 2017 Published	1,649	2	92.3% 12 likes
<input type="checkbox"/>	<div><div>12:51</div></div> <div><div>Snake predation compilation</div><div>Snakes eating baby birds! Nest camera footage from the Konza Prairie Biological Station</div></div>	 Public	Oct 6, 2017 Published	1,099	0	100.0% 4 likes

Success: YouTube



Success?

All of these articles started as Tweets! Then reporters contacted us....

Audubon

[Take Action](#)[Join](#)[Renew](#)[News](#)[Magazine](#)[Birds](#)[Get Outside](#)[Conservation](#)[A](#)[Science](#)

Is It Okay to Remove Cowbird Eggs From Host Nests?

It can be tempting to interfere with these brood parasites. But there are many reasons—legal and behavioral—to leave tampering to the pros.

ANIMAL ECOLOGY IN FOCUS

News & thought-provoking discussion provided by the Journal of Animal Ecology



Journal of Animal Ecology

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JOURNAL HOMEPAGE

READ THE CURRENT ISSUE

I SET OUT TO TRACK BIRDS, BUT ENDED UP
TRACKING PREDATORS

Search ...

Little Brown Job

A little brown job with an odd song, the Grasshopper Sparrow breeds on prairies and in weedy pastures across much of the ABA Area. This article takes an in-depth look at the breeding ecology and management needs of the species. *Allegheny County, Pennsylvania; May 2013.*
Photo by © Geoff Malosh.

an effort to deepen my knowledge about sparrows, I've embarked on a creative writing project, a series of essays investigating the lives of various Emberizidae species.

The project has led me to the Flint Hills of eastern Kansas.

Sparrows and the Land

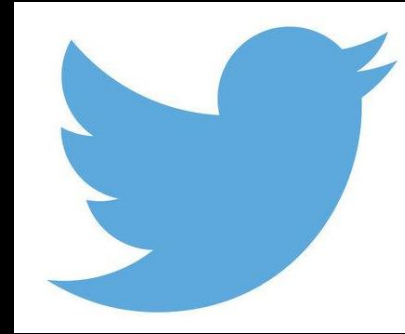
Zoom in on the landscape, focus on a single tall blade of grass, and you might find a sparrow perched thereon, its head thrown back at a sharp angle as it releases a buzzy song. The bird is decorated in fine patterns of gray and brown; a sliver of yellow traces the upper edge of either wing. This is a Grasshopper Sparrow. A member of the genus *Ammodramus*, this species has a characteristically flat forehead, stumpy neck, and short tail. Although grasshoppers are among its primary prey, the sparrow derives its name from the hissing, insect-like quality of its voice and not from its food source.

The range of the Grasshopper Sparrow stretches across much of the contiguous U.S. in summer, with wintering and resident populations along the southern edge, extending into Mexico. An extensive range, however, is not necessarily an indicator of a species' health. Grasshopper Sparrows are what biologists call habi-



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Third-Party Apps: TweetDeck

Schedule tweets!

Home @skwinnicki


Katy Greenwald Retweeted

Dr. Rebecca Tarvin @frogsicles

1h

Something tells me that this isn't going to work out for either party.

Hyliola sierra + Taricha torosa <3
Briones Park, CA
#IB104




3 14 60

Nancy Miorelli @SciBugs

now

Missed these in the theater so \$1 DVD movie night!



1 1 1

RARELA @RarelaDPV

now

Who's playing Racist Bingo while scrolling through these screenshots? Everyone cross out the "I don't have a racist bone in my body" square!

And also, someone remind her that her heart isn't a bone.

BlackAzizNaNasi @Freey...

Replying to @Freeyourmindkid

We did it everybody! We red pillled her!!!!

the way i have been treated by

Notifications @skwinnicki

Alice Boyle @birdfiddler

17m

I need a break from grading...
@skwinnicki, how are the #Boylelab #MarchMammalMadness brackets faring???

@katy_silbird @e_shogren @inkliizii @AustinRoe12

1 2

American Ornithology liked

8h

Sarah Winnicki @skwinnicki

23h

Replying to @birdfiddler @AmOrnith
There are definitely worse things to be a poster-child for than @AmOrnith! I am very proud to be a part of a society with such inclusive diversity campaigns!

1 6

American Ornithology liked

8h

a Tweet you were mentioned in

Alice Boyle @birdfiddler

23h

Replying to @AmOrnith
ooh look! there is @skwinnicki being a poster-child again!

1 7

Alice Boyle liked

9h

Sarah Winnicki @skwinnicki

23h

Replying to @birdfiddler @AmOrnith
There are definitely worse things to be a poster-child for than @AmOrnith! I am very proud to be a part of a society with such inclusive diversity campaigns!

1 6

Kenn Kaufman liked

11h

Sarah Winnicki @skwinnicki

23h

Replying to @birdfiddler @AmOrnith
There are definitely worse things to be a poster-child for than

Activity @skwinnicki

Colin L. liked

43m

Chris // Punk @PunkrawkBob

43m

Thank fucking Buddha. All 90 Lucky Emblems done. Gimme dat secret ending now!

1 2

Melissa Fumero liked

2h

Ryan Schwartz @RyanSchwartz

2h

#Brooklyn99's @melissafumero Tees Up @Lin_Manuel Miranda's 'Surreal' Debut — Watch an Exclusive Sneak Peek!
tvline.com/2019/03/05/bro...
#BrookLIN99

1 6 22

Dr Ilona Naujokaitis-Lewis liked

Feb 10

LithuaniaConsulateLA @LTcoo...








Feb 10

On the 16th of February we will celebrate the Day of Restoration of #Lithuania's Independence. We'll remember Act of Independence, signed in 1918, and Partisans (Minaičiai) Declaration, signed 70 years ago. Both documents embody #Freedom as our highest value.
#LTFreedomFighters

1 1 9


Scheduled All accounts

No recent Tweets.
New Tweets will appear here.



New Tweet

From



Tweet

What's happening?

Tweet

Add images or video

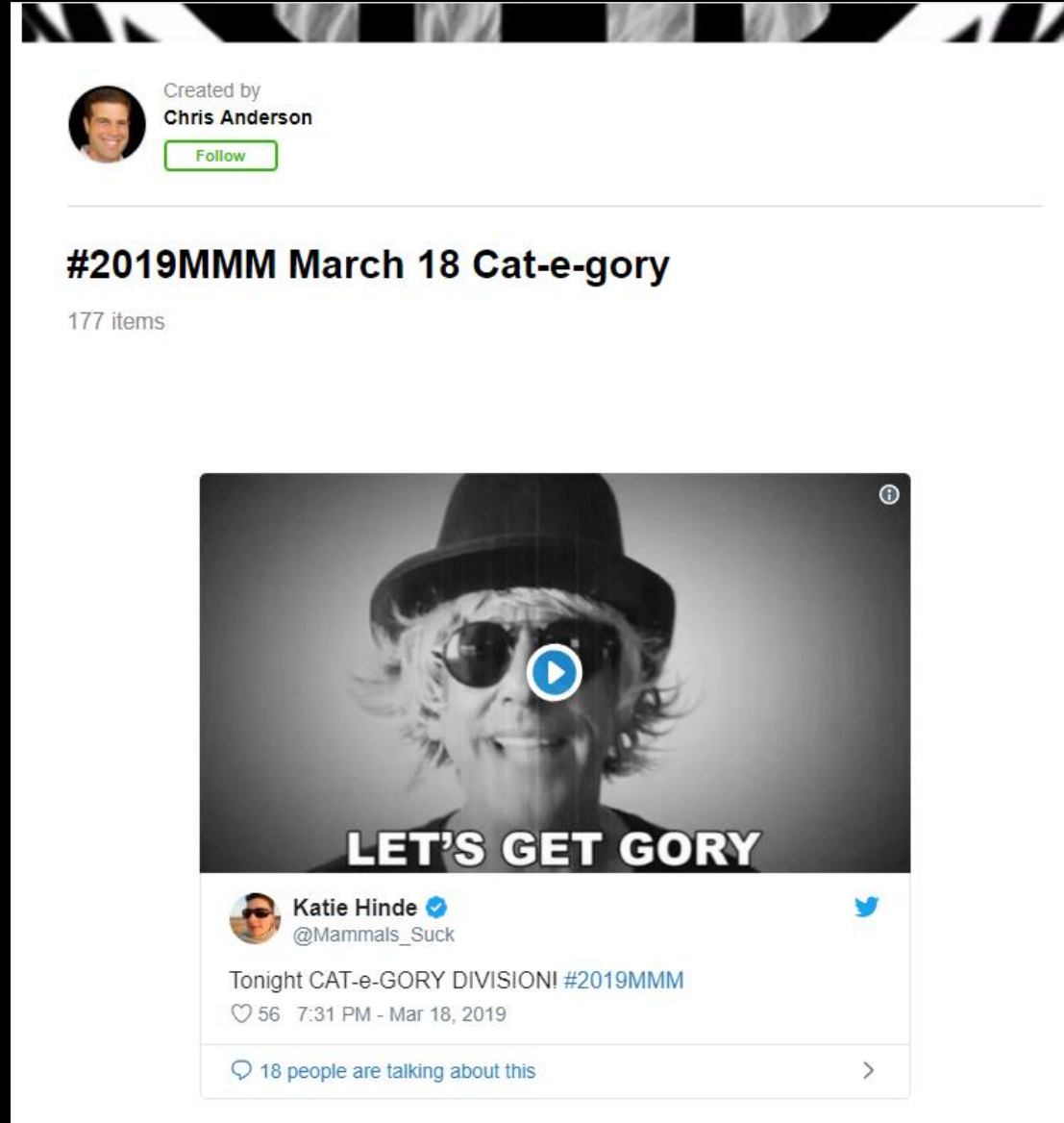
Schedule Tweet

Direct message

Third-Party Apps: Wakelet

The logo for Wakelet, featuring the word "wakelet" in a blue, lowercase, sans-serif font. A white, stylized line resembling a wake or a path starts under the 'w' and extends towards the 't'.

Collect tweets/FB posts/YouTube videos into one long narrative, and share it as a standalone URL for someone to get the full story off of social media!

A screenshot of a Wakelet collection page. At the top, it says "Created by Chris Anderson" with a profile picture and a "Follow" button. Below this is the title "#2019MMM March 18 Cat-e-gory" and "177 items". The main content is a video player showing a man in a top hat and sunglasses with the text "LET'S GET GORY" at the bottom. Below the video is a tweet from Katie Hinde (@Mammals_Suck) that says "Tonight CAT-e-GORY DIVISION! #2019MMM". The tweet has 56 likes and was posted at 7:31 PM on Mar 18, 2019. At the bottom, it says "18 people are talking about this" with a right arrow.

Other useful applications:



Hootsuite®

<- Like TweetDeck, but for everything

Make big Twitter threads into URLs:

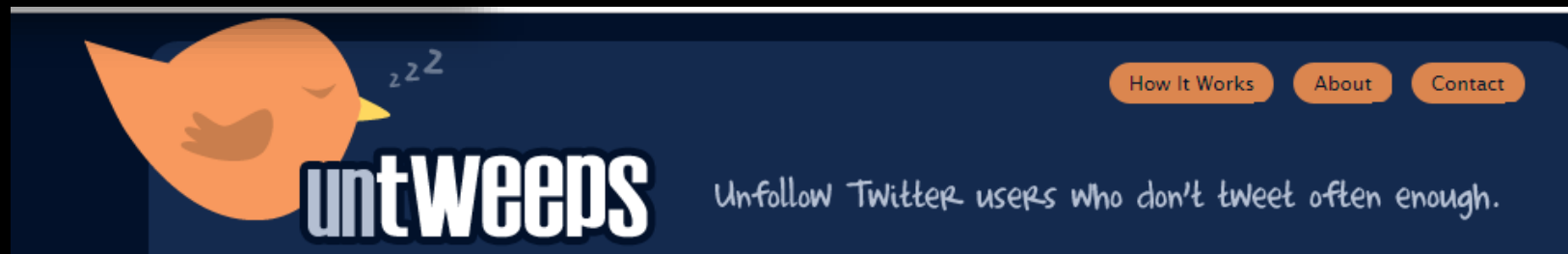


Thread Reader App
@threadreaderapp



I'm @ThreadReaderApp a Twitter bot here to help you read threads more easily. To trigger me, you just have to reply to (or quote) any tweet of the thread you want to unroll and mention me with the "unroll" keyword and I'll send you a link back on Twitter 😊

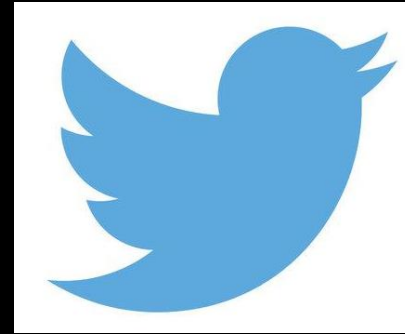
♥ 3,414 5:04 PM - Nov 25, 2017



You can only follow 5000 accounts but following encourages engagement (folks will follow back!), so use this to remove the folks that you follow who aren't active anymore

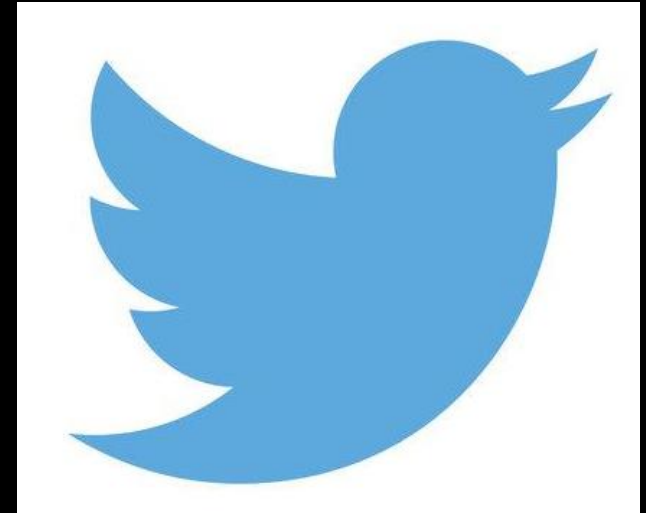
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Twitter #SciComm

- what does an ideal sci-comm tweet look like?
- (captioned) visual media
- short (280 characters)
- jargon-free message
- relevant hashtags
- game/engagement tactic

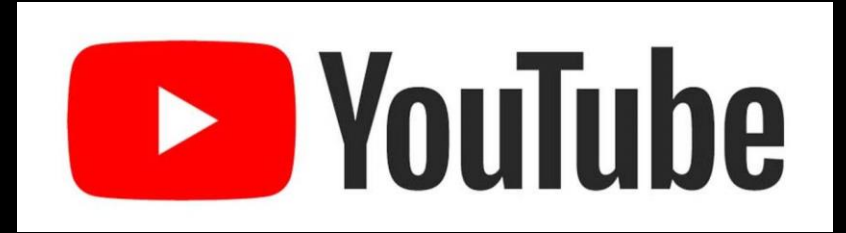


Facebook: Ohio Audubon Group

- what does an ideal FB sci-comm post look like?
- captioned visual media
- longer message, but punchline up front!
- links to other media (because you can)
- targeted within a particular group



YouTube: Best Science Communication Ever!



- catchy, descriptive title
- good thumbnail (upload your own if you don't have one but beware disappointment)
- CC and high quality settings
- tagged to reach larger audiences
- nestled in a playlist so folks can find more of your work
- well-captioned with links to other accounts

Conclusions about Sci-Comm and Social Media

- use it!
- target the different audiences on the different sites
- be aware of media accessibility and plan accordingly
- foster an identity through hashtags and simple handles, link accounts but not posts!
- engage through lists, groups, games, etc.
- let third party apps make it easy for you
- tag folks and share the love
- promote social media off of social media
- remember to continue targeting other audiences

