



Program Mission



*Making rock stars
rock star-ier*

Funded by a 5-year grant from the National Science Foundation, the ADVANCE Program at Brown University seeks to increase the retention and advancement of women faculty in science and engineering by making available those mechanisms that promote career success for all faculty scientists—mechanisms including mentoring, grant-seeking support, and tools for becoming leaders in academic and scientific communities. We also strive to transform the institution by utilizing the social science literature on gender equity in resources provided to department chairs and administrators in order to ensure the retention and advancement of women and minority scientists.

Stay Connected

blog:
advanceatbrown.wordpress.com

email:
Advance_Program@brown.edu

mail:
 Box 1917, Providence, RI 02912

twitter:
 BrownADVANCE

web:
brown.edu/Administration/Provost/Advance

wiki:
wiki.brown.edu/confluence/display/advance

Social Media Resources

2010 NSF ADVANCE PI Meeting



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ADVANCE at Brown



Laying out the Welcome Mat

Social media allows programs like ADVANCE to broadly disseminate research and resources directly to academics, journalists, students, and policy-makers. We developed our social media strategy to promote awareness, share resources, and identify a web-based space where others can comment and discuss relevant issues.

Our blog, [ADVANCE-ing Brown University](#), discusses the dos and don'ts of running an ADVANCE Program.

Our Twitter feed, [@BrownADVANCE](#), provides timely information on topics ranging from work-life balance and faculty mentoring to communicating science and grant writing.

For questions, please contact:

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Maximizing Your Social Media Presence

The following tips are relevant to faculty scientists as well as ADVANCE program administrators:

- **Know Your Audience**
Are you writing for peers or a more general audience?
- **Choose a Theme or Topic**
Discuss your science, what it's like to be a woman faculty member, etc. You don't have to create all the content you post. You can post links to relevant articles or news items.
- **Integrate**
You can easily connect multiple forms of social media. That way you post once, and it is published on all sites so the information reaches your followers. This also helps present a uniform online presence.
- **It's a 2-Way Conversation**
Although at first it may be most interesting to see what others post, it is important to contribute to the conversation.

Blogs We Like

- **Blue Lab Coats**
bluelabcoats.wordpress.com
Written by a tenure-track faculty veterinarian and biologist
- **FemaleScienceProfessor**
science-professor.blogspot.com
Practical advice on career stages from a full professor in the physical sciences
- **Professor in Training**
scientopia.org/blogs/trainingprofessor/
Written by biomedical assistant professor

Tweeps We Like

We follow these Twitter feeds for topics related to faculty development, research, and gender equity in higher education:

- **@anitaborg_org**
Anita Borg Institute for Women and Technology
- **@BoraZ**
Chief Editor and Community Manager of *Scientific American* science blogging network
- **@Clayman_Inst**
Michelle R. Clayman Institute for Gender Research at Stanford University
- **@culturingsci**
A molecular biology lab tech with big dreams
- **@research_inform**
Understanding and promoting the information needs of researchers
- **@ScientopiaBlogs**
Online science blogging community
- **@Socwomen**
Sociologists for Women in Society
- **@STEMinist**
Voices of women in science, tech, engineering and math
- **@Uvenus**
GenX women from around the globe creating solutions via social media
- **@WOCTechnology**
Women of Color Technology magazine
- **@zephoria**
Danah Boyd, social media scholar, Microsoft Research, Harvard Berkman Center