**The Outreach and Dissemination Potential of Social Media**

Krista Hedderich, ADVANCE Program Specialist and Amy Robb, Funding Resources Specialist

**ADVANCE Program at Brown University**

### Broader Impacts

Social media and Web 2.0 technologies allow programs such as ADVANCE to broadly disseminate research and resources directly to academics, journalists, students, and policy-makers. With this in mind, we developed our social media strategy to share ideas, strategies, and experiences with our colleagues and stakeholders in real time through the development of a blog (ADVANCE-ing Brown University) and Twitter feed (@BrownADVANCE).

The scientific discourse occurring through social media “is not separate from traditional academic discourse in published papers, but is intertwined with it” (Groth and Gurney 2010) Social media addresses NSF broader impact criteria by broadening the participation of underrepresented groups, enhancing infrastructure for research and education through networks and partnerships, and enhancing scientific technological understanding. (NSF 2007)

### Social Media Landscape

We began our strategy with an assessment of other ADVANCE IT programs' social media presence. This table shows active programs identified through the ADVANCE Portal and an evaluation of each program’s website for links to a blog, Facebook profile, and/or Twitter feed. (AdvanceVT)

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<th>Program</th>
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### Blogging Institutional Transformation

Our blog, ADVANCE-ing Brown University, offers the dos and don'ts of running an ADVANCE Program. We created the blog with the goal of sharing the lessons we have learned managing our ADVANCE institutional transformation award. We write to promote awareness, strategies, and ideas where others can comment and discuss issues related to faculty success. Recent posts have included examples of how we used internal evaluations of our mentoring programs to improve outreach and our strategies for improving attendance at events.

### Mentoring in 140 Characters or Less

Our Twitter feed provides information on professional development and faculty mentoring topics ranging from work-life balance and gender bias to communicating science and grant proposal writing. We also promote the success of our faculty by announcing their invited talks, published research, and recent grants.

We get content from a few different sources: Twitter feeds that we follow, Google Alerts, and Addict-o-matic, which searches the latest news, blog posts, videos, and images.

### Bibliography


### Stay Connected

blog: advanceatbrown.wordpress.com
e-mail: Advance_Program@brown.edu
twitter: BrownADVANCE
web: brown.edu/Administration/Provost/Advance
wiki: wiki.brown.edu/confluence/display/advance

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