

# Using Social Media to Pursue and Promote Your Professional Agenda

## Faculty Focus Workshop Series

November 5, 2021



@RodneyRohde  
@txst\_CLS  
@txst\_THR

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UNIVERSITY<sup>®</sup>

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@RodneyRohde  
@txst\_CLS  
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# Contact Information



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**TEDx Speaker & Global Fellow – Global Citizenship Alliance**

*Chair & University Distinguished Professor, Clinical Laboratory Science (CLS)*  
*Regents' Professor, Texas State University System*  
*Associate Director, Translational Health Research Center*  
*Honorary Professor of International Studies*  
*Past President, Texas Association for CLS*

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CLS, ENC 363

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Texas State website: <http://rodneyerohde.wp.txstate.edu/>

# Overview

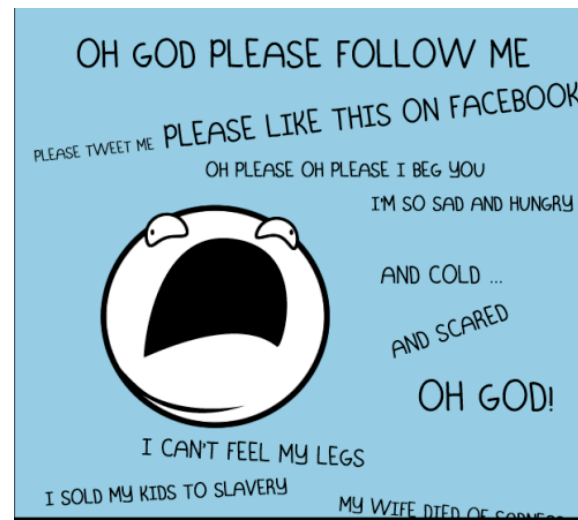


This interactive workshop will explore how social media can be used as a professional means to positively impact your teaching and scholarship as well as the integration of these two areas. There are unique challenges and ethical issues to consider. The presenters will share their knowledge of best practices, their own success stories, and their advice on lessons learned in regard to both conducting research via social media and leveraging social media as a platform to disseminate research to a wider audience.

The speakers will be available after the workshop for consultation.

# Disclaimers

- ❖ I do not consider myself *an expert* of social media and you might notice I am NOT a YOUNG PERSON. 😊
- ❖ I consider myself a “generational hybrid!”
- ❖ Wait, what the heck is that...it’s my definition.





# Why We Use Social Media

- Communication
- Building *relationships*
- Reputation management
- Corporate social responsibility
- Customer service
- Information
- Entertainment
- *BRANDING*



*\*In your teaching & research and for me – as  
Promoter / Advocate of other research via  
@txst\_THR & txst\_CHERR Associate Director  
[ Translational Health Research Center ]*

# Platforms

- LinkedIn
  - Professional network connecting 65+ million members from 170 industries.
- Twitter
  - Microblogging platform with messages in 140 characters or less.
- Facebook
  - Social networking site with 400+ million users.
  - Connects friends, family, business associates.
  - Used by companies to connect with customers.
- Instagram
  - Image-based platform.
  - 200 million monthly active users.
  - Used by individuals and brands alike.



# Platforms

- Snapchat

- As of May 2015, the app's users were sending 2 billion photos and videos per day, while Snapchat Stories content was being viewed 500 million times per day. In November 2015 the number reached 6 billion sent videos per day.
- Valuation of \$10–\$20 billion – in 2016, Snapchat hit 7 billion daily video views.



- YouTube

- **YouTube** is a video-sharing website.
- The service was created by three former PayPal employees in February 2005.
- In 2006, it was bought by Google for \$1.65 billion.
- The site allows users to upload, view, rate, share and comment on videos.



- ResearchGate

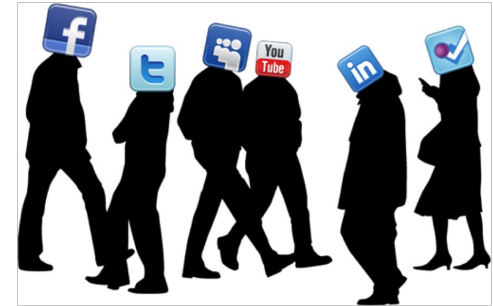
- ResearchGate is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. It is the largest network for scientists, research professionals and affiliated people.
- Academics in the audience?



SO many more..... Tik Tok, etc.

# Know Your Audience

- Facebook is usually about “what happened yesterday, or in the past.”
- Twitter is REAL TIME.
- LinkedIn is a living CV and/or resume that needs to be engaging AND accurate/current.
- Snapchat is for “story-telling” through images and video.
- Understand your intent from both an audience perspective but also “how your choice of social media” is viewed by that audience.





# Build Your/Our Profile



Using Social Media to Build our Brand

# It's about building relationships

- ❖ Building a social media “brand” or following is about relationships
- ❖ Think of a post as a way to influence others’ understanding about our profession
- ❖ When I gain a new follower, I thank them
  - I also check in with them at a later date to see what they are up to
- ❖ When I gain a new follower, I look for opportunities to promote their work – treat #SoMe just like you would “in person” opportunities
- ❖ Listen 1<sup>st</sup>, respond, be personal / show your human side / #TellYourStory

You Retweeted



**Rodney E. Rohde, PhD "Doc R"** @RodneyRohde · Oct 24

Thank you Justin!

What are YOU doing to raise the #Visibility of the #MedicalLaboratory?

#WeSaveLivesEveryday #Lavb4Life #ASCPSoMeTeam #Labucate #Labvocate  
#medlab #Blooducation

#TellYourStory / #TellOurStory



**Justin Hanenberg** @FlyingLabRat · Oct 24

If you haven't heard our latest #Lab4Life podcast episode, check out some of the numbers below 📢. Reasons to become a #labvocate and join the registry! @amandahd7924 takes us behind the scenes on the process of finding that perfect match for patients. #MixedMatch #LabTwitter  
twitter.com/BeTheMatch/sta...



**Rodney E. Rohde, PhD "Doc R"** @RodneyRohde · Oct 25

Thanks Jessica!

What are YOU doing to raise the #Visibility of the #MedicalLaboratory?

#WeSaveLivesEveryday #Lavb4Life #ASCPSoMeTeam #Labucate #Labvocate  
#medlab #Blooducation

#TellYourStory / #TellOurStory



**Jessica** @jessicabankey · Oct 25

Working with our dinosaur fibrometers today to detect factor deficiencies! Spoiler 📢: All "patients" were deficient! @Bgsumedlabsci  
#CoagulationStation #Lab4Life #Labvocate



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**Texas State** @txst · Jul 15

#TXST's Dr. @RodneyRohde, chair & professor of clinical laboratory science, puts face mask use to the test & shows how important they are in the battle against COVID-19. Bobcats, don't forget to know respect & show respect. #TXSTrespect



0:59 6.7K views

3

105

148



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**Rodney E. Rohde, PhD "Doc R"** @RodneyRohde · Oct 20  
CC @TxStateResearch @txst\_THR @MMVillagran @akroundtree  
@TxStEngineering @TXStateAnthro @txstCS @TXST\_COERO  
@TXSTGradCollege



**Leslie Rissler** @ljrissler · Oct 20

\*Super excited to announce the NEW NSF Mid-Career Advancement (MCA) program with participation across five directorates: BIO, GEO, ENG, EHR, SBE. Solicitation NSF 21-516 with target date of 1 Feb 2021\*  
(1/7 thread)

[nsf.gov/funding/pgm\\_su...](https://www.nsf.gov/funding/pgm_su...)

[Show this thread](#)



2

4



You Retweeted



**TXST News** @txst\_news · Oct 14

#COVID19 testing laboratories are facing staff shortages and are grappling to find solutions to address labor shortages and prevent employee burnout. Dr. @RodneyRohde, @TXST\_CLS professor and chair, comments on the predicament. vis @WSJ



Help Wanted at Covid-19 Testing Labs

The coronavirus pandemic has heightened longstanding labor shortages in America's clinical laboratories.

[wsj.com](https://www.wsj.com)



4

11





# It's about building relationships



#ResearchWithRelevance in a time of need! @txst @txstrrc #resilience #economy #health #research #TXST 🐾🐾

**Community Health and Economic Resiliency Research** @1 · Oct 18

Learning how to increase inclusive tech talent in Central Texas from Mayor Cooper and Nashville business leaders.



# LinkedIn



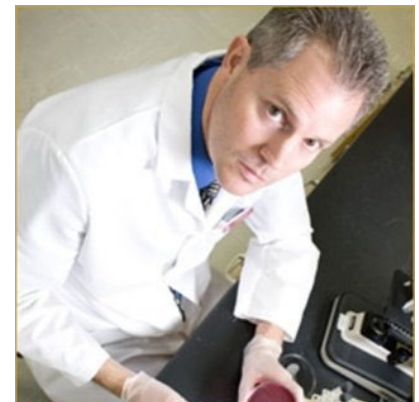
**Strength:** Networking, networking, and networking!

**Tips:**

1. Round out your image by including all of the experience on your resume, relevant keywords and skills, accomplishments and Web links.
2. Establish a professional image by using a career-appropriate headshot photo and a headline
3. Follow companies and organizations you're interested in and join relevant groups

<https://www.linkedin.com/in/rodneyerohde?trk=hp-identity-photo>

- Use appropriate/professional photos
- Sell yourself and/or organization with catchy keywords
- Compelling story about profession
- Engage others with projects / images / video
- Professional skills, projects, credentials, etc.
- Pay attention to similar groups & colleagues







Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Learning

[Advisory Board Openings - These Companies Need Advisors. Click Here to Connect With Them Now.](#) Ad ...



**Dr. Rodney E Rohde, SV,  
SM, MB (ASCP), FACSc,**

Associate Director, Translational  
Health Research Center, Texas State  
University

Who viewed your profile 517

Views of your post 55

Access exclusive tools & insights  
Try Premium Free for 1 Month

Saved items



**Texas State Clinical Labo...**

Page notifications 1

Page visitors 6

See visitor analytics

Recent

- LABORATORY Professionals
- American Society for Clinical ...
- Hospital Infection Control
- Association for Professionals i...
- AIM Infectious Diseases Group



Start a post



Photo



Video



Event



Write article

Sort by: Top



**Seth Frei, Ph.D.** • 1st

Business Communication Expert with a focus on Job Transitions, Training, and ...  
12m •

It was very fun to see [Kuro Tawil](#) present at our TEDxTexasStateUniversity event a few years back. Now he has been named one of Texas State's Young Alumni Rising Stars. Congrats Kuro!  
...see more



**Mr. Kuro Tawil ('12)**

alumni.txstate.edu • 1 min read



1

Happy to help...

Inspiring...

I think this is...

Keep it up...



Like



Comment



Share



Send

## LinkedIn News

- Delta, WestJet deal gets initial OK  
1d ago • 936 readers
- Here's who's hiring right now  
1d ago • 8,753 readers
- Yale endowment boss pushes diversity  
21h ago • 2,404 readers
- US virus cases set new daily record  
5h ago • 11,924 readers
- Construction reckons with racism  
1d ago • 1,930 readers

Special Report: The Road Ahead →

## Promoted



### Advisory Board Openings

These Companies Need  
Advisors. Click Here to  
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### Edd Online. No GRE.

Learn to implement  
change in your org with an  
Edd online from Baylor.

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Privacy & Terms Ad Choices Advertising  
Business Services Get the LinkedIn app  
More

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**Dr. Rodney E Rohde, SV,  
SM, MB (ASCP), FACSc,**

Professor, Chair, and Research Dean;  
Global Fellow; Texas State Honorary  
Professor of International Studies

[View full profile](#)

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**Dr. Rodney E Rohde, SV, SM, MB (ASCP), FACSc,**  
Professor, Chair, and Research Dean; Global Fellow; Texas State Honorary Profes...  
19h • 🌐

#WeSaveLivesEveryday in the #MedicalLaboratory! What are you doing to Raise the  
#Visibility of the #medlab profession? #Lab4Life #IamASCLS #ASCPSoMeTeam



**American Society for Clinical Laboratory Science**

3,200 followers

20h • 🌐

Sign up for an #ASCLS webinar on how to promote the profession through social media. Volunteer for the ASCLS booth at the USA Science Festival in Washington, DC. Apply for the I. Dean Spradling Graduate Research Grant, register for CLEC 2020, and more. Read the latest issue of Society News Now: [https://lnkd.in/e/eva\\_QF](https://lnkd.in/e/eva_QF) #LaboratoryMedicine



Society News Now - October 2019

[ascls.org](https://ascls.org)

👍 10

Reactions



+2



Like



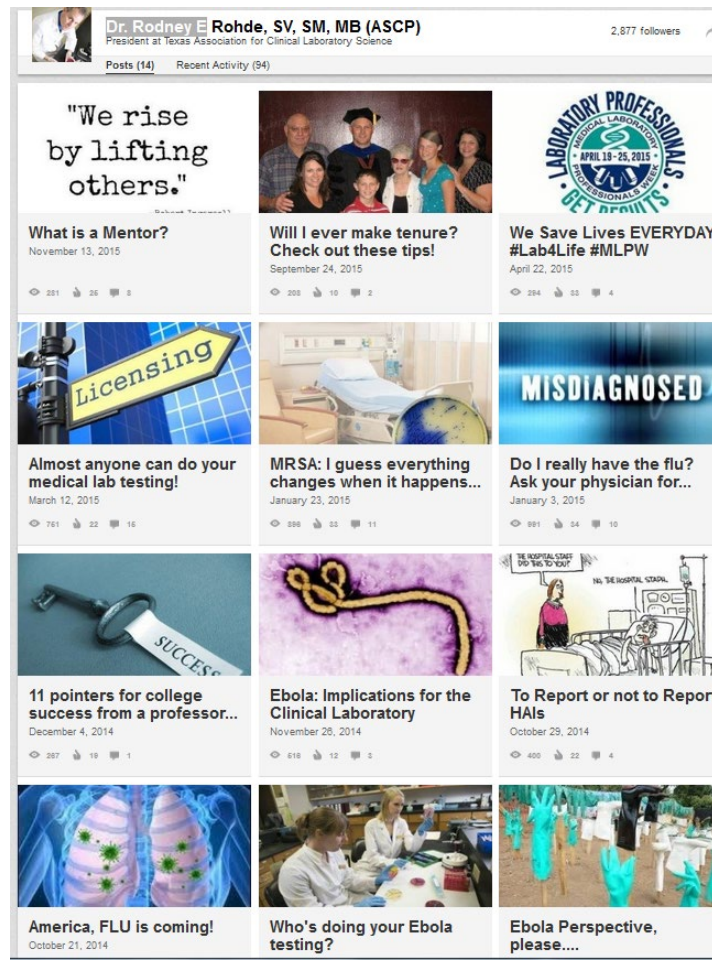
Comment



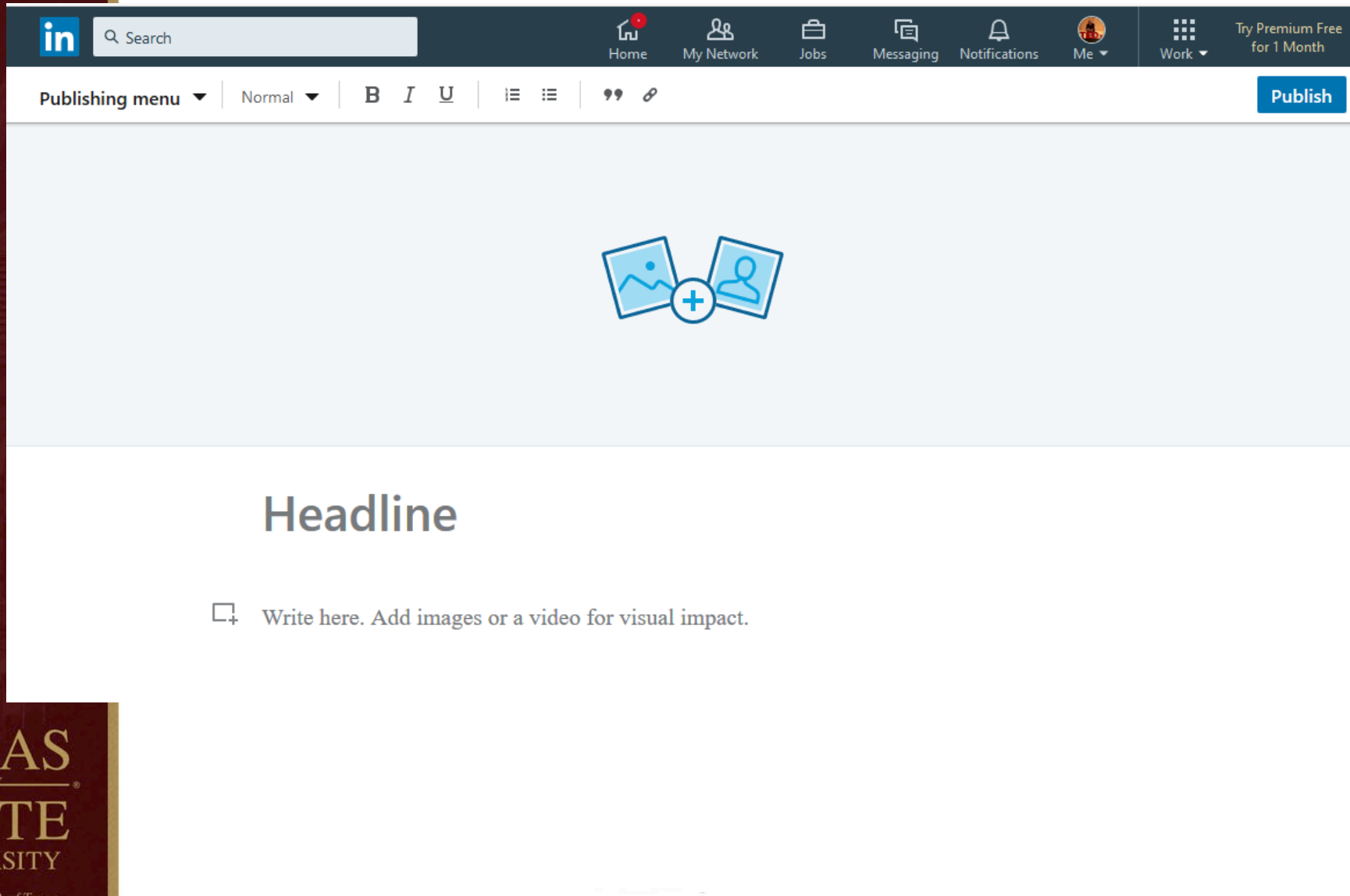
Share

# LinkedIn Publishing

- A way for members to contribute professional insight
- Long-form content becomes part of your profile
- Searchable on and off LinkedIn
- Added to Pulse section (if content is relevant)



# Publish a professional Blog using the “Linkedin” - Write an Article - Tool



The screenshot displays the LinkedIn 'Write an Article' tool interface. At the top, the LinkedIn navigation bar includes the logo, a search bar, and links for Home, My Network, Jobs, Messaging, Notifications, and the user profile. Below this is a publishing toolbar with a 'Publishing menu' dropdown, a 'Normal' text style selector, and formatting options for bold (B), italic (I), underline (U), bulleted list, numbered list, quote, and link. A blue 'Publish' button is located on the right side of the toolbar. The main content area is a large, light blue box with a central icon representing an image and a person, indicating where to add media. Below this box, the word 'Headline' is displayed in a large, bold font. Underneath the headline, there is a text input area with a small icon and the instruction: 'Write here. Add images or a video for visual impact.'





## Our Darkest Hour: Las Vegas Mass Shooting

Published on December 22, 2017 [Edit article](#) | [View stats](#)



Dr. Rodney E Rohde, SV, SM, MB (ASCP), FACSC,  
Professor, Chair, and Research Dean; Global  
Fellow; Texas State Honorary Profess... [See](#)  
[More](#)

21 articles

Published from main article at: <https://infectioncontrol.tips/2017/12/21/our-darkest-hour-las-vegas-mass-shooting/>

### Abstract

In times of tragedy, people have to band together to work towards one cause. In this article, a medical laboratory professional describes her experiences during a recent catastrophic event in Las Vegas that required coordination from not just front-line healthcare workers but also the medical laboratory professionals that helped to coordinate the treatment of the victims. The rigorous training of the laboratory professionals meant that even amidst all of the chaos, everyone was receiving the appropriate treatments, and reducing the 'guess work'.





# Twitter



@RodneyRohde  
@TXST\_CLS

Instantaneous, real-time information without barriers.

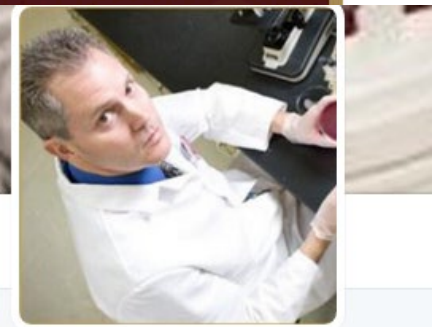
**Strengths:** Short amount of time to influence who/what we are! Connect with your people, follow thought-leaders and organizations, share content you curate or create, linkage to other SM.

<https://twitter.com/RodneyRohde>

## Tips:

1. Show knowledge and interest in your field by tweeting links to relevant articles, infographics, videos and self-published content.
2. RT (retweet), MT (modified), reply & DM to establish connections.
3. Search and follow hashtags relevant to your industry!  
#lab4life
4. Follow leaders in your industry.

- Imagery
- More “followers vs. following”
- #RelevantHashtags
- Analytics



**Rodney E. Rohde, PhD**  
@RodneyRohde

Dad | Husband | Christian | Microbiologist  
| Prof | Mentor | #DallasCowboys |  
#beabobcat | #GoSpursGo | Author |  
#lab4life | @TxSt | #BobcatFamily |  
Tweets mine

📍 Texas State University  
🌐 [rodneyrohde.wp.txstate.edu](http://rodneyrohde.wp.txstate.edu)



Followme!

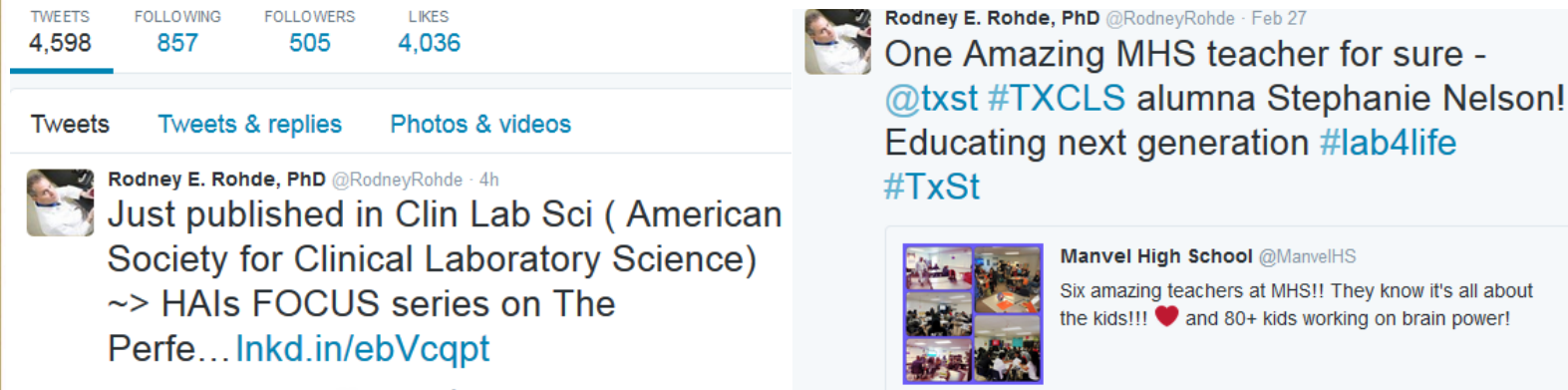
# Getting started – the basics

@RodneyRohde  
@TXST\_CLS

**Table 1. How to Get Started on Twitter**

- 1 Create a profile at [www.twitter.com](http://www.twitter.com).
- 2 Create a short user name; avoid underscores, dashes, and symbols.
- 3 Upload your photo so others can associate your name with your photo.
- 4 Write a short description of yourself. Identify yourself as a physician, pharmacist, nurse, or healthcare provider. Be creative.
- 5 Follow other healthcare providers who have interesting tweets.
- 6 Follow infectious diseases organizations.
- 7 Follow medical journals.
- 8 Send your first tweet.

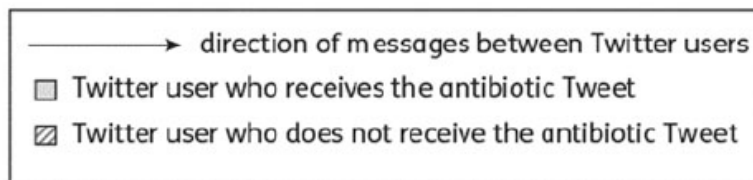
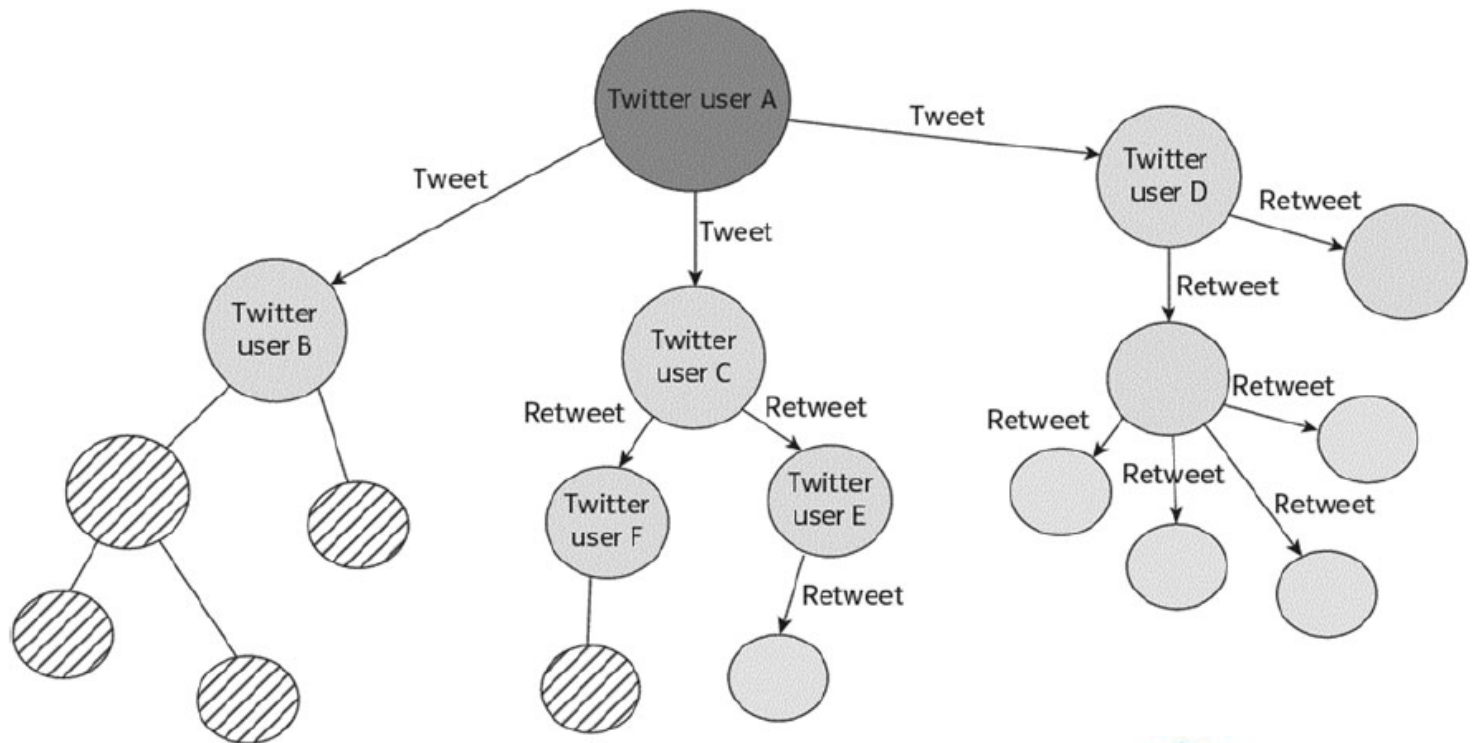
# How to Tweet & RT



The screenshot shows a Twitter profile for Rodney E. Rohde, PhD (@RodneyRohde). The profile statistics are: TWEETS 4,598, FOLLOWING 857, FOLLOWERS 505, and LIKES 4,036. The tweets tab is selected, showing a tweet from 4 hours ago: "Just published in Clin Lab Sci ( American Society for Clinical Laboratory Science) ~> HAIs FOCUS series on The Perfe... [lnkd.in/ebVcqpt](https://lnkd.in/ebVcqpt)". To the right, a tweet from Rodney E. Rohde, PhD (@RodneyRohde) dated Feb 27 is shown: "One Amazing MHS teacher for sure - @txst #TXCLS alumna Stephanie Nelson! Educating next generation #lab4life #TxSt". Below this is a tweet from Manvel High School (@ManvelHS) featuring a 2x2 grid of photos of students and teachers, with the text: "Six amazing teachers at MHS!! They know it's all about the kids!!! ❤️ and 80+ kids working on brain power!".

- You have a 140 (280 for some) Characters (Includes text, spaces, images & web URLS)
  - Twitter will count the characters for you
  - If you go over the limit, try using abbreviations or rephrasing some of your sentences
  - Links & images take up 20 characters
- Twitter's retweet feature allows you to repost other people's tweets so your followers can read them too

# Going “viral” is a real thing – it’s not just for science!



Followme!

@RodneyRohde  
@TXST\_CLS



# Twitter Shorthand

- RT – Retweet; MT – Modified Tweet
- # - Hashtag
- @ - Tweet directed to specific user
- .@ - Tweet directed to specific user that your followers can see
- Twitter chat

























# METRICS for leverage!

## The #ASCP2021 Influencers











### Top 10 Influential

	@ASCP_Chicago	100
	@KMirza	94
	@RodneyRohde	76
	@odie0222	74
	@cullen_lilley	72
	@NicoleJacksonMD	70
	@KGolabMLS	69
	@ThatLabChick	68
	@MelissaUpton7	68
	@Klowsanford1027	67

### Prolific Tweeters

	@KMirza	619
	@RodneyRohde	577
	@ASCP_Chicago	317
	@MelissaUpton7	220
	@KGolabMLS	207
	@damilnermd	166
	@RitchaSaxena	159
	@ThatLabChick	142
	@odie0222	131
	@MelissaHoganMD	125

### Highest Impressions

	@KMirza	9.4M
	@ASCP_Chicago	5.9M
	@RitchaSaxena	2.3M
	@RodneyRohde	2.0M
	@MelissaUpton7	746.6K
	@cullen_lilley	308.0K
	@KGolabMLS	260.8K
	@smlungpathguy	245.4K
	@ThatLabChick	245.3K
	@DrFNA	217.0K

## The Numbers

25.897M Impressions

4,799 Tweets

524 Participants

7 Avg Tweets/Hour

9 Avg Tweets/Participant

 Tweet

Twitter data from the #ASCP2021 hashtag from Thu, September 30th 2021, 12:05PM to Sat, October 30th 2021, 12:05PM (America/New\_York) – Symplur.

• • •  
symplur

# METRICS for leverage!

Kamran M. Mirza, MD, PhD (he/him) Retweeted

Rodney E. Rohde, PhD "Doc R" @RodneyRohde · Oct 31

Our #ASCPSoMeTeam is an outstanding & dedicated group of professionals! I'm so Honored to be on this All-Star Team!

We are already looking forward to #ASCP2022 in Chicago @ASCP\_Chicago for the #ASCP100 year Celebration!

Let's shoot for 30M+ Impressions! #StrongerTogether

Kamran M. Mirza, MD, PhD (he/him) @KMirza · Oct 30

That's a wrap! An amazing #ASCP2021 with tremendous #socialmedia engagement - kudos to the #ASCPSoMeTeam for >25M impressions and almost 5000 tweets! Lets continue the #strongertogether conversations as we great up for #ASCP2022 #ASCP100

cc: @damilnermd @Blair\_Holladay

[Show this thread](#)

**The #ASCP2021 Influencers**

Top 10 Influential	Prolific Tweeters	Highest Impressions
@ASCP_Chicago 100	@KMirza 619	@KMirza 9.4M
@KMirza 94	@RodneyRohde 577	@ASCP_Chicago 5.9M
@RodneyRohde 79	@ASCP_Chicago 317	@RitshaSaxena 2.3M
@bodie0222 74	@MelissaUpton7 220	@RodneyRohde 2.0M
@Coulten_Illey 72	@KGolabMLS 207	@MelissaUpton7 1.4M
@NicoleJacksonMQ 70	@damilnermd 166	@Coulten_Illey 1.0M
@KGolabMLS 69	@RitshaSaxena 159	@KGolabMLS 900.8K
@ThatLabChick 68	@ThatLabChick 142	@samjungpathguy 245.4K
@MelissaUpton7 68	@bodie0222 131	@ThatLabChick 245.3K
@Klowsanford1027 67	@MelissaHoganMQ 125	@DrFNA 217.0K

**The Numbers**

25.897M Impressions

4,799 Tweets

524 Participants

7 Avg Tweets/Hour

9 Avg Tweets/Participant

[Tweet](#)

Twitter data from the #ASCP2021 hashtag from Thu, September 30th 2021, 12:05PM to Sat, October 30th 2021, 12:05PM (America/New\_York) - Symplur.

[Home](#) / [Healthcare Hashtags](#) / [#MedLabChat](#) / [Analytics](#)

## The #MedLabChat Influencers

### Top 10 Influential

- @medlabmaria 100
- @RodneyRohde 77
- @ASCLS 70
- @ASCP\_Chicago 70
- @CockettJonathan 59
- @mediabcommunity 59
- @wallacemls 55
- @richdavisphd 53
- @melmillerphd 49
- @CarlosdelRio7 49

[Tweet](#)

### Prolific Tweeters

- @RodneyRohde 67
- @medlabmaria 27
- @TXST\_CLS 8
- @CockettJonathan 7
- @mediabcommunity 4
- @ClaudeRector 4
- @KGRodinoPhD 3
- @OVOScientist 3
- @B0tSci 3
- @melmillerphd 3

[Tweet](#)

### Highest Impressions

- @RodneyRohde 212.8K
- @medlabmaria 46.0K
- @richdavisphd 18.7K
- @ASCLS 16.7K
- @pembeoltulu 9.2K
- @APHL 7.7K
- @ASP\_Chat 6.5K
- @melmillerphd 5.8K
- @TXST\_CLS 5.2K
- @IghodaroOsawaru 4.9K

[Tweet](#)

Top 10 Influencers is determined by the [SymplurRank](#) algorithm.

## The Numbers

376.537K Impressions

170 Tweets

43 Participants

1 Avg Tweets/Hour

4 Avg Tweets/Participant

[Tweet](#)

Twitter data from the #MedLabChat hashtag from Mon, May 10th 2021, 9:05AM to Wed, May 19th 2021, 9:05AM (America/Chicago) - Symplur.

• • •  
symplur

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## TIPS & TRICKS FOR A PERFECT TWEET

Dedicate few more moments to the **WRITING**, with perfect spelling and grammar your **TWEET** will be more readable and more influential.

**CALL TO ACTION**  
Motivate your readers to engage with your content

Feel free to put **EMPHASIS** on certain keywords by using square brackets "[ ]"

**TIP:** Avoid capitalizing words, unless you want to look as if you're shouting.

100 CHARACTERS

Instagram Video Vs. Vine **#Infographic** **Discover** the most interesting Facts & Figures <http://goo.gl/tUvSy> **[Blog]**

**HASHTAG** will introduce your tweet in the realm of potential followers, so choose them wisely

**TIP:** Use maximum 2 hashtags per tweet, more than that will be considered spam

For more elegant looking tweets try to **SAVE SPACE** as much as possible, for example you can replace "and" with "&"

**TIP:** Avoid slang and abbreviations. You can simply say "I think..." instead of AFAIK that stands for "As Far as I Know"

20 CHARACTERS

Link your tweet to a source – website, blog, social media and make sure it's worth a click

**TIP:** Use link shortening services [e.g. goo.gl or bit.ly] to create better looking links, by keeping the length under 20 characters

20 characters **BETWEEN SPACE**

To make your tweet more retweetable **LEAVE EMPTY SPACE, AROUND 20 CHARACTERS** that can be used for additional content or mention

# Facebook



**Strength:** Stay current with friends and family but can also be used for professional networking and brand building. Average of ~ 1 billion daily active users ~83% actually outside of the US and Canada.

**Tips:**

1. Do you have a private, personal account? Maybe start a separate professional account that is public.
2. Network by “liking” Facebook professional and alumni organizational pages, and request to join relevant groups.

<https://www.facebook.com/txstate.cls/>

At a recent Social Media presentation I attended, the speaker said “FB is for what happens yesterday, Twitter is for Right Now.”



# YouTube & Powtoon



**Strength:** Allows one (or an entity) to share engaging content via video. Tells a story in a way characters on a webpage, etc. just can't do.

## **Tips:**

1. Anyone can promote our profession! You can upload school videos, student projects, and other appropriate content.
2. Create contests or other venues for professionals or students to be creative and use those Smartphones!
3. Don't forget that industry, university and other stakeholders may have great video to share that has been produced professionally – but, get permission!

<https://www.youtube.com/watch?v=jnpdmHi50rc>

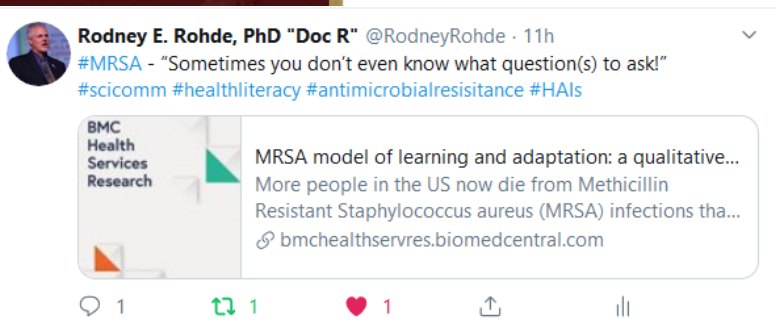
**Powtoon has been used effectively by our faculty for telling “who we are, what #WeDo” and why #WeMatter to general audiences.**

<https://www.youtube.com/watch?v=Tn-fAs52MbQ&feature=youtu.be>



# Blogging, and other things...

Find **YOUR VOICE** by Blogging, #Podcasts, #Videocasts, Institutional Expert for a #MedicalLaboratory topic (e.g. #Rabies, #MRSA, for me) or writing articles! #Visibility



- ❖ Elsevier Connect - <https://www.elsevier.com/connect/the-hidden-profession-that-saves-lives>
- ❖ #MLPW Podcast - <http://outbreaknewstoday.com/medical-laboratory-professionals-lab-week-2019-rodney-rohde-phd-32119/>
- ❖ Outbreak News Podcast- <http://outbreaknewstoday.com/doctorate-clinical-laboratory-science-dcls-dr-rodney-rohde-91657/>
- ❖ Be a Contributor – ASCLS Today or <http://infectioncontrol.tips/2016/01/14/zika-cases-confirmed-in-north-america-time-to-panic/>
- ❖ <https://www.elsevier.com/connect/8-things-you-may-not-know-about-rabies-but-should>
  - MAJOR viral story – Led to a book invitation via Elsevier
- ❖ [https://www.researchgate.net/profile/Rodney\\_Rohde](https://www.researchgate.net/profile/Rodney_Rohde)
- ❖ **Don't underestimate great webpages! They are still important in Social Media!**

<http://www.health.txstate.edu/clc/>  
<http://rodneyrohde.wp.txstate.edu/>

# SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR SQUARE THIS IS WHERE  
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE  
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE  
WHO EATS DONUTS.

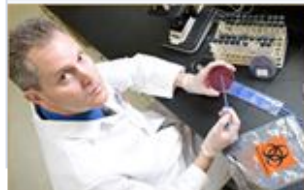




Elsevier shared a link.

8 hours ago

Don't take forever to finish your PhD — or join the ranks of ABDs. Here's advice from a professor who did his in four years while on the faculty of [Texas State University](#).



#### 10 tips to finishing your PhD faster

[www.elsevier.com](http://www.elsevier.com)

What they don't always tell you before you sign up for graduate school

Like · Comment · Share

31



Sameh Morad, Rose Alinda Alias, Pungky Nanda Pratama and 40 others like this.



He met an incredibly difficult challenge, but it clearly paid off! Thanks for sharing his advice!

6 hours ago · Unlike · 1



**Juan Pablo Tapia** Azucena Arellano !! 😊

4 hours ago via mobile · Like



Elsevier Thank you, AcademicPub!

4 minutes ago · Like



Write a comment...



3,770 people saw this post

Boost Post



Elsevier shared a link.

23 hours ago

If you're studying science and want to work in a hospital or medical lab, this course of study may be your ticket. Prof. Rodney Rohde of [Texas State University](#) writes about Medical Laboratory Science — also called [#ClinicalLaboratoryScience](#). The job prospects are great, according to the US Labor Department.

With advice from Prof. Mary Ann McLane of the University of Delaware.



#### The hidden profession that saves lives

[www.elsevier.com](http://www.elsevier.com)

Medical Laboratory Science (also called Clinical Laboratory Science) is one of the most under-recognized health professions — with excellent job prospects

Unlike · Comment · Share

25



Elsevier, Tu Wimon Punkong, Dante Elia Rana, Vishwa Deepak Mybd and 78 others like this.



Write a comment...



**Rodney E. Rohde, PhD** @RodneyRohde · Feb 26

And, the medical lab matters in regards to [#EIDs](#) first line diagnostics & dgx ~> [elsevier.com/connect/the-hi...](http://elsevier.com/connect/the-hi...) [#lab4life](#)



**CDC NCEZID** @CDC\_NCEZID

New! Read CDC Public Health Matters blog posts about emerging [#infectiousdisease](#) [go.usa.gov/cVFhd](http://go.usa.gov/cVFhd)



Gene Bourgeois @TXSTProvost · 53m

...

We've all heard the phrase "herd immunity," but what does it really mean, especially in reference to COVID-19? #TXST's @RodneyRohde and a colleague from the University of North Carolina discuss the basics of herd immunity and why it matters:



theconversation.com

What is herd immunity? A public health expert and a medical laborato...  
Vaccination campaigns like the ones that eventually eliminated polio and measles in the United States required decades of education and ...



1



3



4







Rodney Rohde

April 23 · 🌐

...

It's not everyday this happens...

As a longtime [#PublicHealth](#) / [#MedicalLaboratory](#) professional and advocate....this one is Special!

Former [CDC](#) Director, Tom Frieden Giving our Profession and Professionals some Awesome Recognition with a shout out and link to my recent [Forbes](#) article! Thank you Sir and Thank YOU for all you do for our professions!

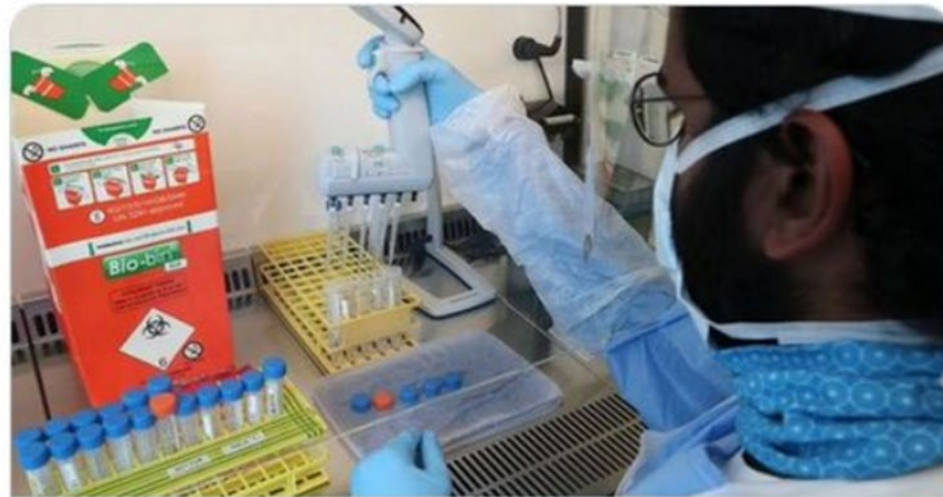
[#WeSaveLivesEveryday](#) in the [#MedicalLaboratory](#) [#MLMP](#) [#LabWeek](#) [#ASCPSoMeTeam](#) [#Lab4Life](#) [#Labucate](#) [#ASPCMLPW21](#) [#IamASCLS](#) American Society for Clinical Laboratory Science ASCP American Society for Microbiology APHL Off the Bench Association of Public Health Laboratories (APHL) American Medical Technologists - AMT



Dr. Tom Frieden  @DrTomFrieden · 20h

...

In the US, medical laboratory professionals have done more than 400 million Covid tests—that's on top of all the other lab tests they provide every day. This week, we recognize these important health workers. [#LabWeek](#)  
[@RodneyRohde](#)



Who is doing all those COVID-19 tests? Why you should care about me...  
The pandemic is placing strain not just on doctors and nurses but the medical laboratory professionals who conduct the billions of medical ...  
[theconversation.com](#)

6

77

221



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The rising STAR of Texas

# Who's Really Using Social Media?



- Since the start of the global pandemic....
  - 25 invited articles
  - 160+ interviews (articles, podcasts, video podcasts, Facebook "live" shows)
  - 15 invited webinars, presentations, Keynotes

martha stewart

▪ **National / International Subject Matter Expert – R. Rohde > #1 TXST media placements (# of stories) and Reach / Visibility**

THE WALL STREET JOURNAL.

Prevention.



healthline



Women'sHealth

# Final thoughts....



@RodneyRohde

@TXST\_CLS

@txst\_THR

- ❖ As you build your #SoMe profile....
  - Be consistent in messaging
  - Be consistent in hashtags - #IamASCLS  
#WeSaveLivesEveryday #Lab4Life #Labucate #Labvocate  
#ASCPSoMeTeam
  - Be willing to cross-fertilize with other #MedicalLaboratory professionals – I interact with #pharmacy / #PublicHealth b/c of my interest in #AntibioticResistant #HAIs.
  - Use your Twitter handle, LinkedIn, Facebook addresses on **your professional presentations** (like I did in this webinar), *your business cards*, your *email signatures*, and elsewhere so others can follow you (and don't forget to follow back and thank them)
  - Be professional but have fun! It's okay to be provocative with questions, etc...HIGHLIGHT the #Visibility of our profession, your institution, etc....SYNERGY!!
  - Interact with others in our @ASCLS and other medical professionals (and related) organizations! – YOUR ORGS!
  - HAVE FUN!
  - Check out our RESOURCES





# Resources

@RodneyRohde

@TXST\_CLS

@txst\_THR|

1. Bert A. How to use social media for science — 3 views. Tips from science and journalism pros at the American Association for the Advancement of Science (AAAS) annual meeting. Feb 25, 2014. <https://www.elsevier.com/connect/how-to-use-social-media-for-science>
2. Goff DA, et al. Review of Twitter for Infectious Diseases Clinicians: Useful or a Waste of Time? CID 2015:60 (15 May).
3. Mashable's Twitter Guide Book – This comprehensive (although dated) guide gives you a full understanding of Twitter's features and trends. While you'll get a good perspective on most issues, it leaves out some of the most up-to-date features. [Download PDF](#) or [Web version](#).
4. [Moz's Guide to Twitter](#) – Moz has a great guide to social media, including a chapter that's all about Twitter. It provides some fun trivia about Twitter, and then walks you through strategies and tactics.
5. [MakeUseOf, The Complete Twitter Guide](#) – If you want to dive in deeper, MakeUseOf has a helpful guide to Twitter. It's 40 pages long, so you'll get a lot of information.
6. [Twitter, Getting Started with Twitter](#) – There's no better source from which to learn Twitter than Twitter itself. It has a helpful Getting Started Guide.
7. Piwowar H. Social media and research impact.  
<http://libguides.library.qut.edu.au/c.php?g=427625&p=2924558>
8. Tachibana C. A scientist's guide to social media. Feb 28, 2014.  
<https://www.sciencemag.org/features/2014/02/scientists-guide-social-media>

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