

# Building Your Online Identity: Using Twitter as a Scientist

Laura Jane van Laeren  
@laurajane0103



# The Basics





**Laura van Laeren**

@laurajane0103

Chemistry PhD candidate at Stellenbosch University. Blogger. Red wine addict. Stellenbosch lover. Forever whimsical.

📍 Stellenbosch, South Africa

🌐 [whimsicalscience.com](http://whimsicalscience.com)

🕒 Joined May 2010

📷 866 Photos and videos



TWEETS  
13K

FOLLOWING  
331

FOLLOWERS  
1,069

FAVORITES  
1,047

LISTS  
5

+ Follow

Tweets

Tweets & replies

Photos & videos



**Laura van Laeren** @laurajane0103 · Jun 23

A day in my life [#RealTimeChem](https://www.youtube.com/watch?v=CUdG8s...)  
[youtube.com/watch?v=CUdG8s...](https://www.youtube.com/watch?v=CUdG8s...)



YouTube



New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

You may also like · Refresh



**ChemBark**  
@ChemBark



**Tom Phillips**  
@tomwphillips



**Alex Goldberg**  
@AlexFGoldberg



**IMS**  
@ianms86



**Dr. Jay**  
@Doctor\_Galactic





Laura van Laeren  
@laurajane0103

What I eventually decided on for group meeting: A highly porous medical MOF constructed from curcumin #RealTimeChem  
[rsc.li/1GYWwlf](https://rsc.li/1GYWwlf)



Laura van Laeren  
@laurajane0103

Inorganic chemistry has all the pretty colours! #RealTimeChem



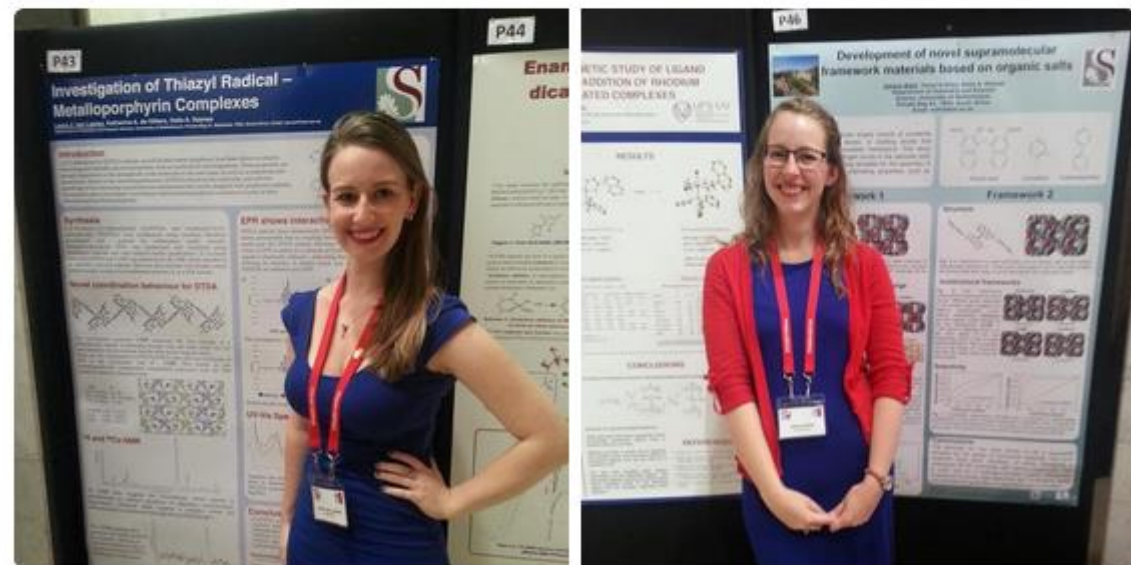
RETWEETS  
8

FAVORITES  
13



Laura van Laeren  
@laurajane0103

The Haynes Group girls unintentionally coordinated #RealTimeChem



Laura van Laeren  
@laurajane0103

Today I moved to a new desk space in the student office and HOLY CRAP I'VE ACCUMULATED FAR TOO MUCH STUFF

# Whimsical Science

Monday, 23 June 2014

## A Day In My Lab

So, after being in the blogging world for quite a while, I figured it's about time I merged my love for blogging with my love for chemistry (and science as a whole). And what better time to start, than #RealTimeChem week? So, in the spirit of #RealTimeChem, let's get started with a peak into what a day in my lab entails!



GOT A BLOG?



Hi, I'm Laura Jane,  
a Chemistry PhD  
student in  
South Africa



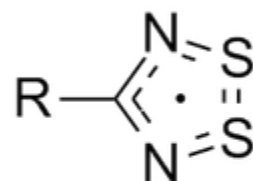


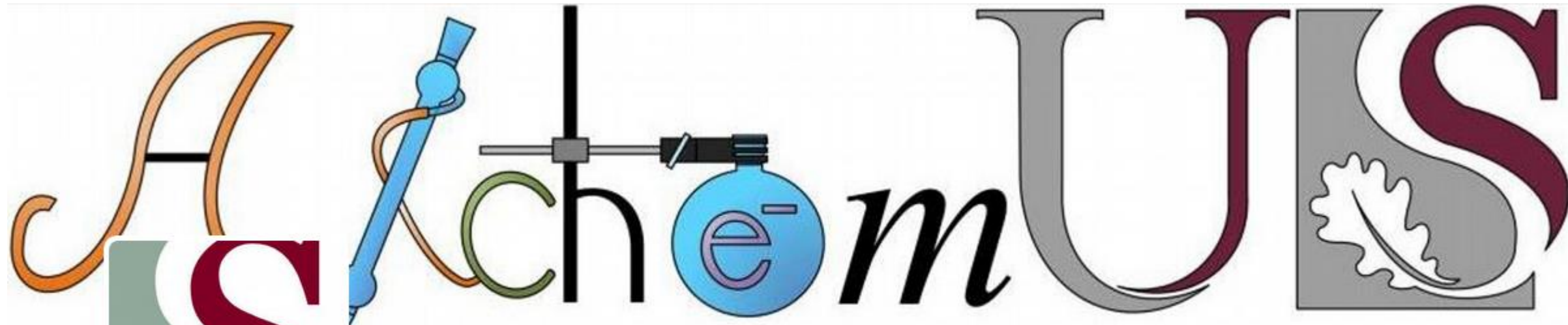
# A week in my life

🕒 March 3 by doctorgalactic

Hello! My name is Laura Jane, and I'm a PhD candidate hailing from Stellenbosch, South Africa, here to show you what a week in my #RealTimeChem life entails!

One of the things our group is working on is a class of molecules called dithiadiazolyls ([see this paper for more](#)). Dithiadiazolyls (or DTDA) are sulphur- and nitrogen-containing heterocycles that exist as neutral radicals. (It is interesting to note that the SOMO, in which the unpaired electron resides, is nodal at the carbon of the DTDA ring, so it is possible to alter the nature of the R-group without significantly altering the nature of the DTDA ring.) Thiazyl radicals have been investigated as potential building blocks for the design of molecular materials with interesting and desirable physical properties, such as conductivity and magnetism. Their magnetic and electrical conducting properties relate directly to their solid state structure. Unfortunately, many DTDAs tend to dimerise in the solid state, which results in spin pairing and, consequently, loss of any magnetic or conductive properties. We therefore look into ways to override this dimerisation and direct the structure of these materials in the solid state. My project involves the use of porphyrins as supramolecular scaffolds to create novel materials.





## AlchemUS Society

@alchemus · **FOLLOWS YOU**

AlchemUS is the Chemistry society for the University of Stellenbosch. Email: [alchemus.society@gmail.com](mailto:alchemus.society@gmail.com)

📍 Stellenbosch University

🌐 [sun.ac.za/chemistry](http://sun.ac.za/chemistry)

🕒 Joined August 2011



Tweet to



Message

👤 31 Followers you know



TWEETS  
414

FOLLOWING  
184

FOLLOWERS  
140

FAVORITES  
10



Following

Tweets

Tweets & replies

Photos & videos



**AlchemUS Society** @alchemus · May 11

Dont forget about our talk TODAY at 13:00!! Join us to find out more about Unilever and how Roxanne went from her... [fb.me/3QdQs3C6V](https://fb.me/3QdQs3C6V)



AlchemUS Society retweeted

**TOMA-Now** @toma\_now · Apr 29

Fun evening at @StellenboschUni tonight. Thanks to @alchemus & @mags\_blackie for the invite

👤 Jaisheila Rajput



Who to follow · Refresh · View all



**Andrew Gill** @AndyMGill



+ Follow



**Jean-Pierre Ternaux** @JP...



+ Follow



**Anna Wood** @Annakwood



Followed by Katherine Haxt...

+ Follow

Find friends

Cape Town Trends · Change

#NairobiFloods

# Why use Twitter?







**Laura van Laeren**

@laurajane0103

#RealTimeChem folks, I need your help!  
Please tell me why YOU love using Twitter!  
Preparing a presentation on "twitter for  
scientists"



RETWEETS

12

FAVORITES

4



8:48 AM - 11 May 2015

6,404 impressions

number of times users saw the Tweet on Twitter

152 engagements

number of times users interacted with the Tweet



**Alex Goldberg**

@AlexFGoldberg



Following

@laurajane0103 Because you can get amazing random people from the internet to help you with your presentations!



**Jason Hoshikawa**

@chemistinjapan



Following

@laurajane0103 (3/?) One can, like you did, pose a question and get an answer from a wide range of people with a wide range of experiences.



**Mark Lorch**

@Sci\_ents

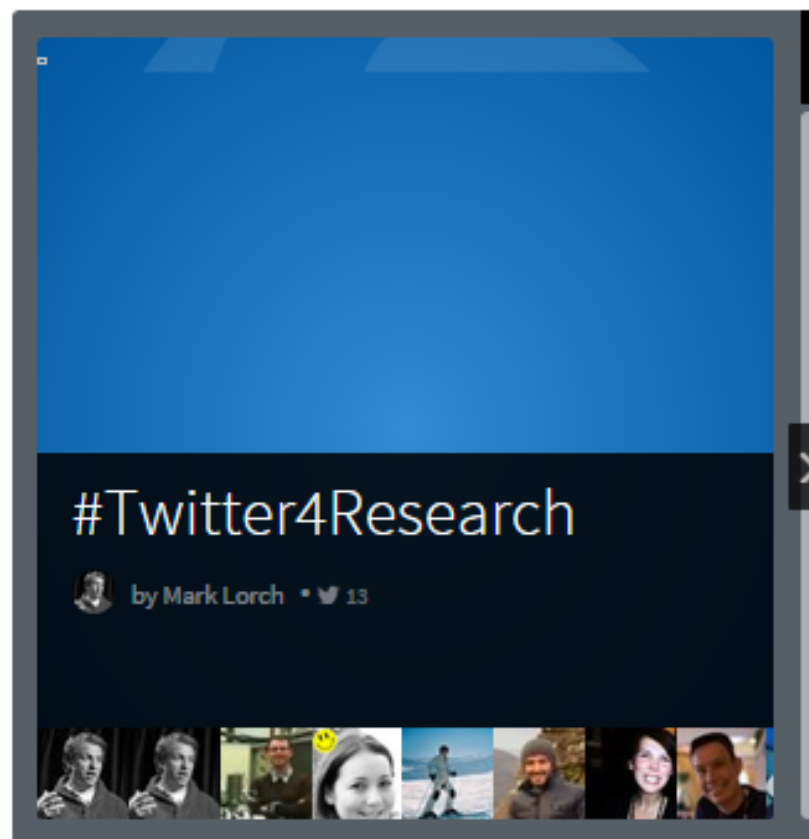


Following

@laurajane0103 @NatureChemistry Ask nicely & tweeps will write UR presentations for U. eg [storify.com/Sci\\_ents/how-t...](http://storify.com/Sci_ents/how-t...) & [storify.com/Sci\\_ents/twitt...](http://storify.com/Sci_ents/twitt...)



Storify





Harding Group

@GroupHarding



+ Follow

@laurajane0103 @NatureChemistry Twitter is great for promoting our work and keeping up with the latest research.



Christopher H Hendon

@chhendon



Following

@laurajane0103 serious answer 2/2: i can publicise my papers through yet another form of free advertising. #beyourownbrand



Sylvain Deville

@DevilleSy



+ Follow

@laurajane0103 get pre-publication peer-review of my papers :)

### Acknowledgements

We acknowledge Stuart Cantrill (@stuartcantrill), Alexis Verger (@Alexis\_Verger), and Benjamin Abecassis (@b\_abk6) for the pre-publication peer-review of the paper through twitter. The research leading to these results has received funding from the



B.R.S.M.

@BRSM\_blog



Following

This paper from Angewandte has made my day:

[onlinelibrary.wiley.com/doi/10.1002/anie.201412204](https://onlinelibrary.wiley.com/doi/10.1002/anie.201412204)



Communications

Optogenetic Therapy



**A Synthetic Erectile Optogenetic Stimulator Enabling Blue-Light-Inducible Penile Erection**

Taeuk Kim, Marc Folcher, Marie Doaud-EI Baba and Prof. Martin Fussenegger  
Article first published online: 18 MAR 2015 | DOI: 10.1002/anie.201412204



**A bolt from the blue:** A synthetic designer guanylate cyclase producing a blue-light-inducible surge of the second messenger cyclic guanosine monophosphate (cGMP) in mammalian cells was used as an erectile optogenetic stimulator (EROS). Blue-light-dependent penile erection associated with occasional ejaculation was triggered in male rats by simple illumination of EROS-transfected *corpus cavernosum* with a portable commercial light-therapy device.

[Abstract](#) | [Full Article \(HTML\)](#) | [Enhanced Article \(HTML\)](#) | [PDF\(2035K\)](#)

[References](#) | [Supporting Information](#) | [Request Permissions](#)

RETWEETS

23

FAVORITES

9







**Martin Stoermer**  
@MartinStoermer



Following

@laurajane0103 Things like #RealTimeChem are great for building a sense of community. The immediacy is great for breaking news if... 1/2

@laurajane0103 ...the news sources you choose to follow don't jump the gun too much. You learn to judge sources PDQ 2/2



**singhsuresh**  
@zingzhu



Follow

@laurajane0103 @NatureChemistry A great news Aggregator! One place to get all the news and views from people and sites I follow.



**Debbie Mitchell**  
@heydebigale



Following

@laurajane0103 Twitter helps me keep informed on current events in science. It helps me stay relevant as both an instructor and researcher.



**BioTools**  
@biotools



Follow

@laurajane0103 @NatureChemistry fastest way to get Science news without going to every publication...



**Christopher H Hendon**  
@chhendons



Following

@laurajane0103 serious answer 1/2: I can premake friends at conferences so i have beer buddies for when i arrive.



**Jonathan Tasseroul**  
@JTasseroul



Following

@laurajane0103 Because you can get help, fun, relief, support, ideas, discussions all at the same place !



**Henrik Pedersen**  
@hacp81



Following

@laurajane0103 connecting with scientist over the world, finding new results, discussions with colleges, easy contact with (some) editors



**Larissa Peixoto**  
@seriescollector



+ Follow

@laurajane0103 I've been trading experiences and ideas, finding people I would never meet otherwise. There's a lot of support here. (2/2)



**Jason Hoshikawa**  
@chemistinjapan



Following

@laurajane0103 (4/?) I love looking at all the pictures and videos. I love celebrating other's successes, and commiserating in failure.



**Jason Hoshikawa**  
@chemistinjapan



Following

@laurajane0103 (5/5) All the #RealTimeChem people are just awesome people in general. A real community.



**Timothy**  
@NotHF



Following

@laurajane0103 Because I can talk to people all over the world about chemistry in real time. Like a giant cocktail lounge.



**Ethan Cagle**  
@eccagle



Following

@laurajane0103 I would say something about collective knowledge. I've had lots of questions answered labmates and I were stumped on.



**Debbie Mitchell**  
@heydebigale



Following

.@laurajane0103 Twitter also helps me connect to other scientists with similar interests.



**Jimmy Branch**  
@gammaStretch



Following

@laurajane0103 Scope! In 5 mins I get a little taste of life for grad students, undergrads, and profs in all kinds of fields.



# Using Twitter Efficiently



# Things to remember

- Find your community
  - Use **relevant** hashtags to see what is being said about topics you are interested in
- Interact, don't just share
  - Remember to **comment** on tweets you find interesting and to **reply** to those directed at you
  - **Interactions** are the most important part of Twitter
- Be selective about the accounts you follow
  - Make sure that the tweets you read in your timeline are those that you **want** to read
- Photographs make your tweets more **visible**
- Don't tweet anything that you wouldn't say in person
  - Remember: once it's online, it's there **forever**

Thank you for your time  
Are there any questions?

