



SciComm Series Presents: Social Media Workshop

Hosted by: Bridget Boyle &
Ashley Liautaud

N'Dea Irvin-Choy



**Candidate,
University of Delaware**



Lebaron Agostini, PhD



**Manager,
Precision Oncology Programs
JCLS Alum**



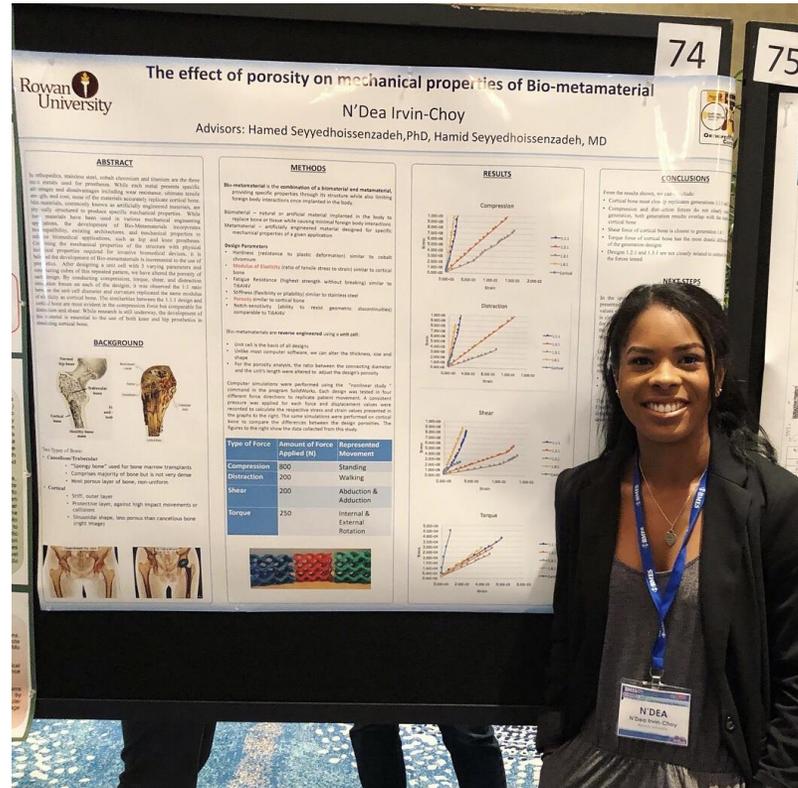
BME Kween

Science Communicator

Sustainability, Graduate School, Lifestyle



- Studying #nanoparticle drug delivery for maternal/ fetal health



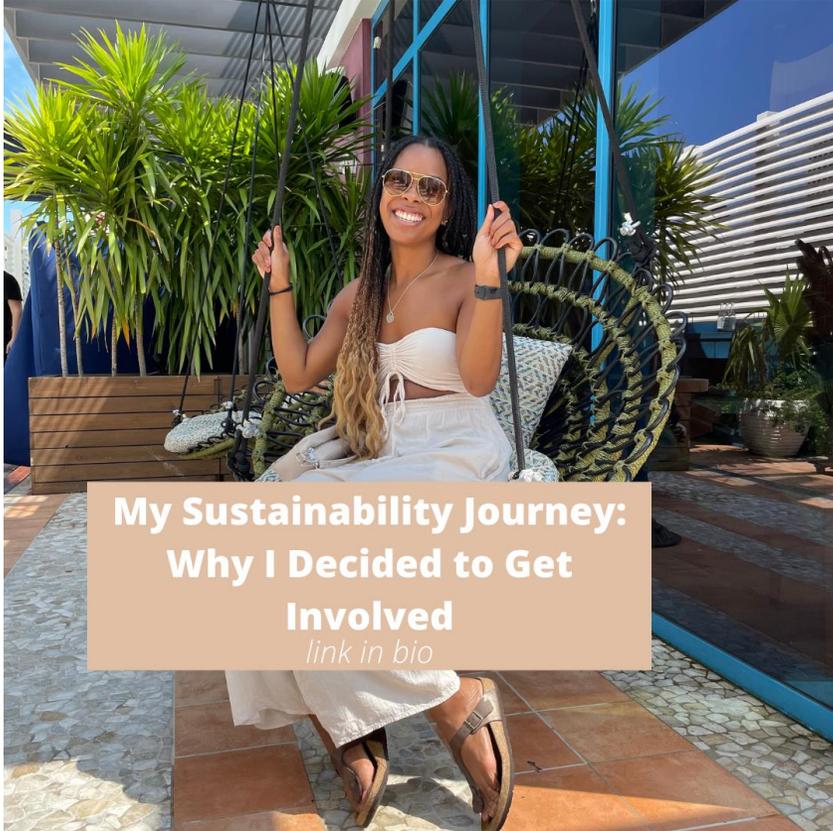
N'Dea Irvin-Choy



BME Kween

Science Communicator

Sustainability, Graduate School, Lifestyle



**My Sustainability Journey:
Why I Decided to Get
Involved**
link in bio



**What "The
Mountain is You"
Taught Me About
Graduate School**
Blog post link in bio



BME Kween

Science Communicator

Sustainability, Graduate School, Lifestyle



Engineering Gala

- The purpose of the Engineering Gala is to raise funds for Black students pursuing engineering degrees.
- Through this event and [partnership with the Minority White Coat Foundation](#), we aim to provide financial support to Black students in an effort to increase representation in the engineering field.

BME Kween

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Bmekween



@bmekween

259

Following

55.1K

Followers

1.8M

Likes

Message

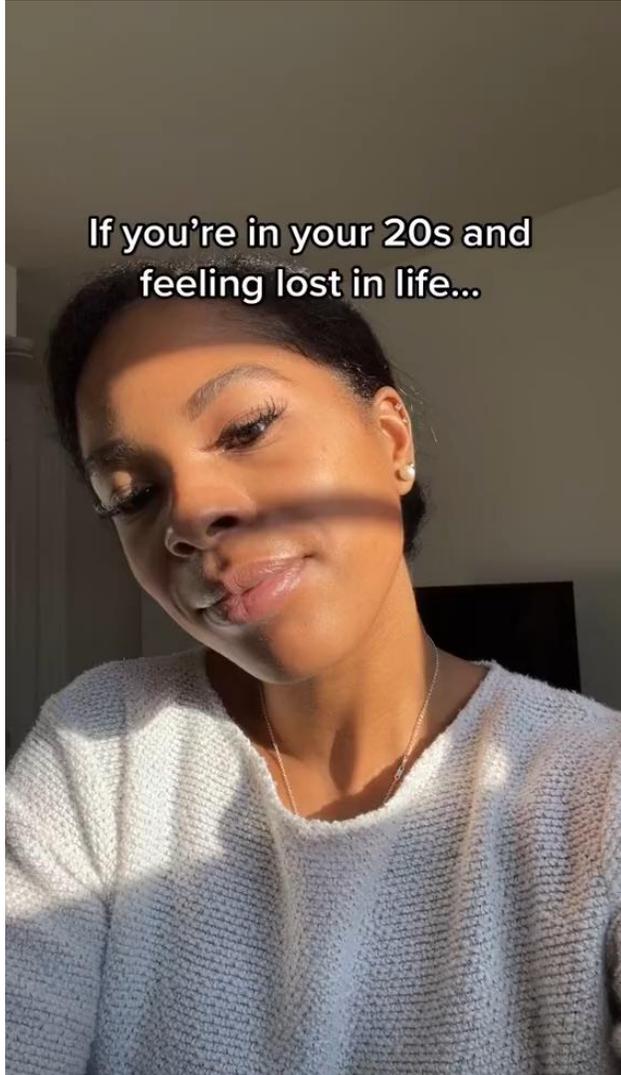


Biomedical Engineer
Engineering, sustainability & books
❤️ bmekween@gmail.com

<https://linktr.ee/bmekween>

Q&A

If you're in your 20s and
feeling lost in life...



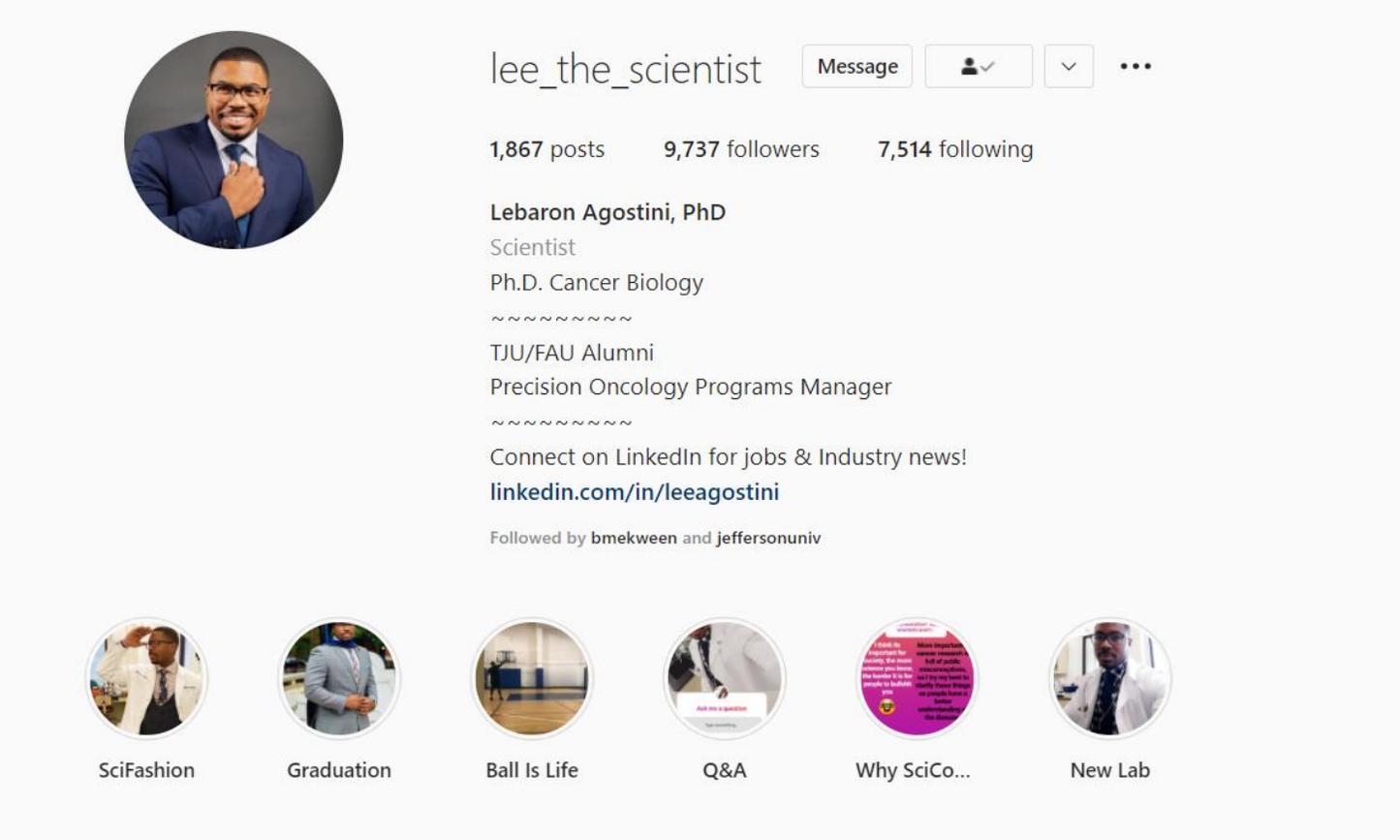
Me showing up to my first
engineering class with no
experience



<https://bmekween.com/>

Lebaron Agostini, Ph.D.- Manager - Precision Oncology Programs Manager - Precision Oncology Programs
Caris Life Sciences; TJU Alum: PhD in the Molecular Genetics and Cancer Biology program (2020)

- Instagram: @lee_the_scientist
- Twitter: @leethescientist
- Linked In: <https://www.linkedin.com/in/leeagostini/>



lee_the_scientist Message ✓ ⌵ ⋮

1,867 posts 9,737 followers 7,514 following

Lebaron Agostini, PhD
Scientist
Ph.D. Cancer Biology
~~~~~  
TJU/FAU Alumni  
Precision Oncology Programs Manager  
~~~~~  
Connect on LinkedIn for jobs & Industry news!
[linkedin.com/in/leeagostini](https://www.linkedin.com/in/leeagostini/)
Followed by bmekween and jeffersonuniv

SciFashion Graduation Ball Is Life Q&A Why SciCo... New Lab



Lebaron Agostini, Ph.D. • 2nd

Manager - Precision Oncology Programs at Caris Life Scienc...

1w •

+ Follow ...

Not to be entirely critical, but the control arm was single agent NHA (new hormonal agent), after previous NHA (Abi or Enza), which we know to be a sub-par therapy in this setting.

No difference in OS or PFS, which means there was some minimal activity in the experimental arm, likely due to the PARPi part of the combination imo.

Merck Announces KEYLYNK-010 Trial Evaluating KEYTRUDA® (pembrolizumab) in Combination with LYNPARZA® (olaparib) in Patients with Metastatic...

merck.com • 41 min read

(NYSE: MRK), known as MSD outside the United States and Canada, today



Lebaron Agostini

Life Sciences Consultant | Oncology Ph.D.

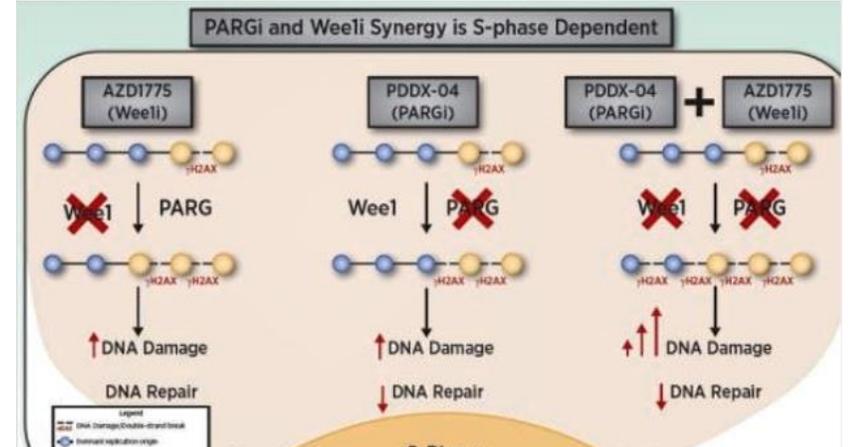
now •

First Author Publication is available on PubMed and MCR OnlineFirst

Agostini et al., Mol Cancer Res, (2020)

Combined targeting of PARG and Wee1 causes decreased cell survival and DNA damage in an S-phase dependent manner

<https://lnkd.in/ebTjtP>



lee_the_scientist I was asked for some study tips recently and these are the 5 things that really helped me. Taking breaks during studying to stay focused, get ahead of the literature (read before class), summarize sections of the chapter into big picture biological concepts (in your own words), drawing pictures, diagrams, and schematics helps commit concepts to memory, always remember the rate limiting steps in pathways and biological process.

Secret sauce #6, test your memort frequently, and study with friends. #scientists #science #biologymajor #biochemistry #epigenetics #genes #genetics #biotechnology #probiotechnology #truth #research #medicine #innovation #cellbiology

5 Advanced Biology Study Tips



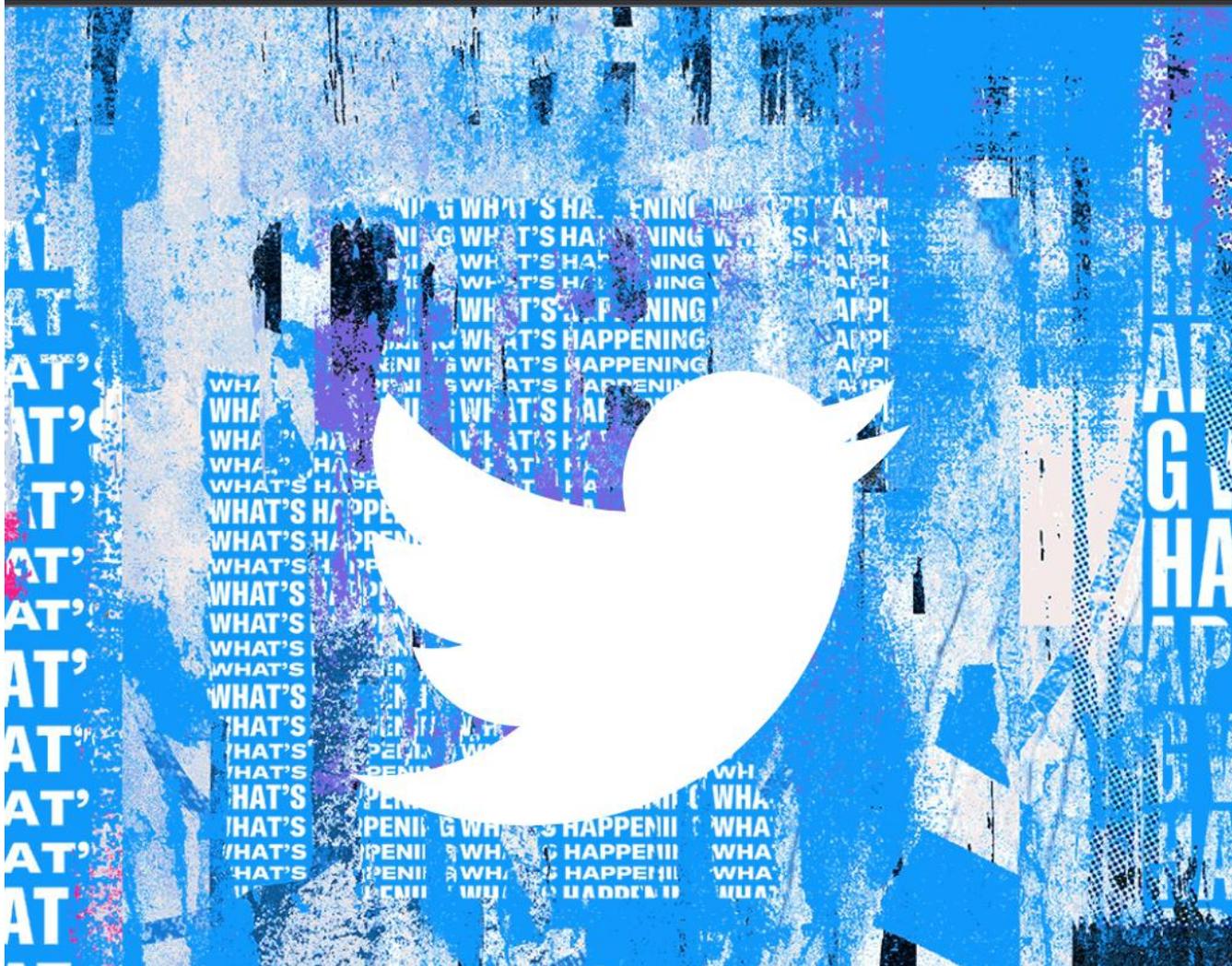
- 1 STUDY IN INTERVALS
- 2 READ THE TEXTBOOK BEFORE CLASSES
- 3 SUMMARIZE SECTIONS INTO BIG PICTURE CONCEPTS
- 4 DRAW DIAGRAMS AND PATHWAYS
- 5 THINK ABOUT RATE LIMITING STEPS IN PATHWAYS, AND ASK "WHY"

Social Media Platforms

- Facebook
- Twitter*
- Instagram*
- Tik Tok*
- LinkedIn*
- Others
 - Pinterest
 - Tumblr
 - WhatsApp
 - Snap Chat
 - Reddit



What is Twitter?



Happening now

Join Twitter today.

 Sign up with Google

 Sign up with Apple

or

Sign up with phone or email

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#).

- Tweets/Threads

- Retweets/Quote Tweets

- Hashtags

- Additional features

- Polls
- Analytics
- GIFs
- Lists



Ashley Liautaud
@AshleyLiautaud

I've always wanted a reaction video of when Ariel found out that people on land do in fact reprimand their daughters

4:17 PM · Jan 1, 2022 · Twitter for Android

- #scicomm
- #sciencepolicy
- #academicchatter
- #genomics
- #clinicalresearch
- #blackresearchers
- #neuroscience
- #wordle



Academic Chatter
@AcademicChatter

Quick poll, I'm curious about the numbers. Which citation manager do you use?



3,220 votes · Final results

2:24 PM · Sep 11, 2019 · Twitter Web App

<https://twitter.com/>

...

You Retweeted



Candace D. @DiaryofaSickGrl · Jan 23

We need a new term for “avoid it like the plague” because apparently people don’t do that

801 27.2K 160.3K

Show this thread

You Retweeted



Kirsten Isabel Verster @kirvers · Jan 6

What does tRNA do when it’s cold?

It puts its codon.

57 1,082 7,527



Ashley Liautaud
@AshleyLiautaud

Excited to be able to tune into this webinar today!
[#scipol](#) [#MakingOurCASE](#)

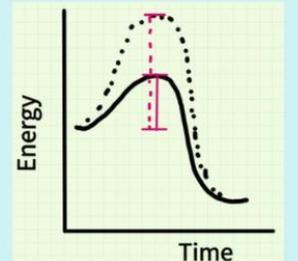
AAAS Gov't Relations @AAAS_GR · Sep 23, 2021

Today's the day! We're looking forward to talking #SciPol with our 2021 Virtual CASE Workshop attendees. #MakingOurCASE

2021 Virtual CASE Workshop
Day 1, Sept. 23

[#MakingOurCASE](#)

Ready to catalyze some science advocacy?



AAAS Catalyzing Advocacy in Science and Engineering

1:10 PM · Sep 23, 2021 · Twitter for Android



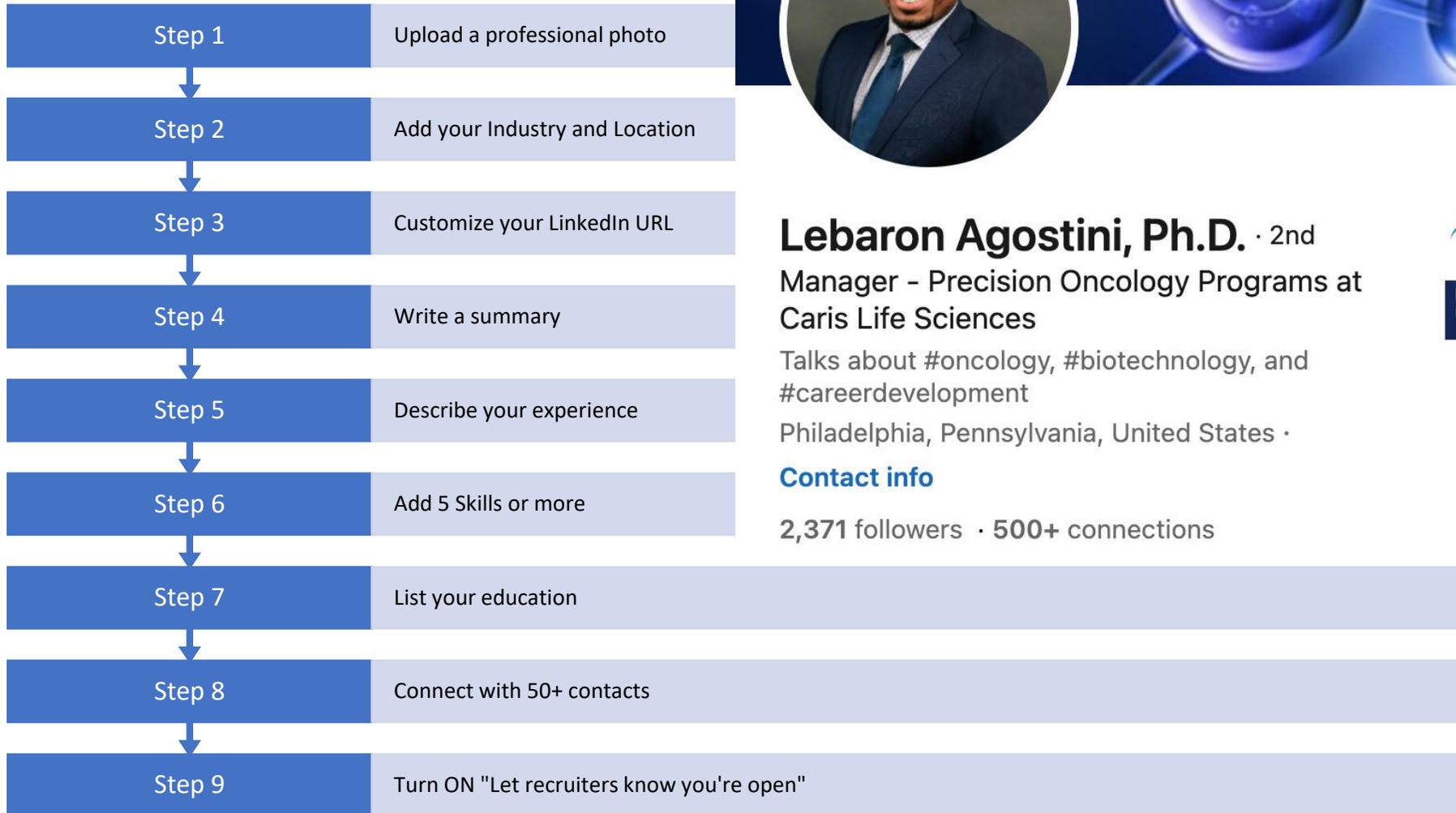
Through introductions
to potential clients,
customers, and colleagues



LinkedIn groups

Make Connections via LinkedIn!

Linked In How-to:



Lebaron Agostini, Ph.D. · 2nd
Manager - Precision Oncology Programs at
Caris Life Sciences

Talks about #oncology, #biotechnology, and
#careerdevelopment

Philadelphia, Pennsylvania, United States ·

[Contact info](#)

2,371 followers · 500+ connections



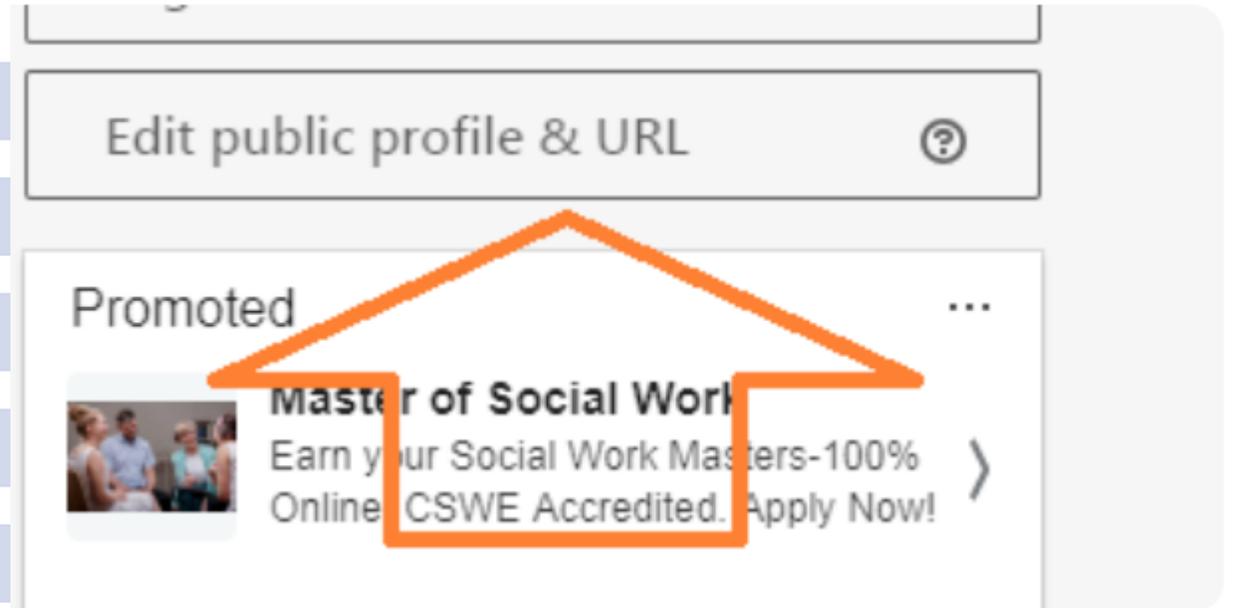
Caris Life Sciences



Thomas Jefferson
University

Linked In How-to: customize your URL

- Step 1 Upload a professional photo
- Step 2 Add your Industry and Location
- Step 3 Customize your LinkedIn URL
- Step 4 Write a summary
- Step 5 Describe your experience
- Step 6 Add 5 Skills or more
- Step 7 List your education
- Step 8 Connect with 50+ contacts
- Step 9 Turn ON "Let recruiters know you're open"



www.linkedin.com/in/bridget-boyle-PhD

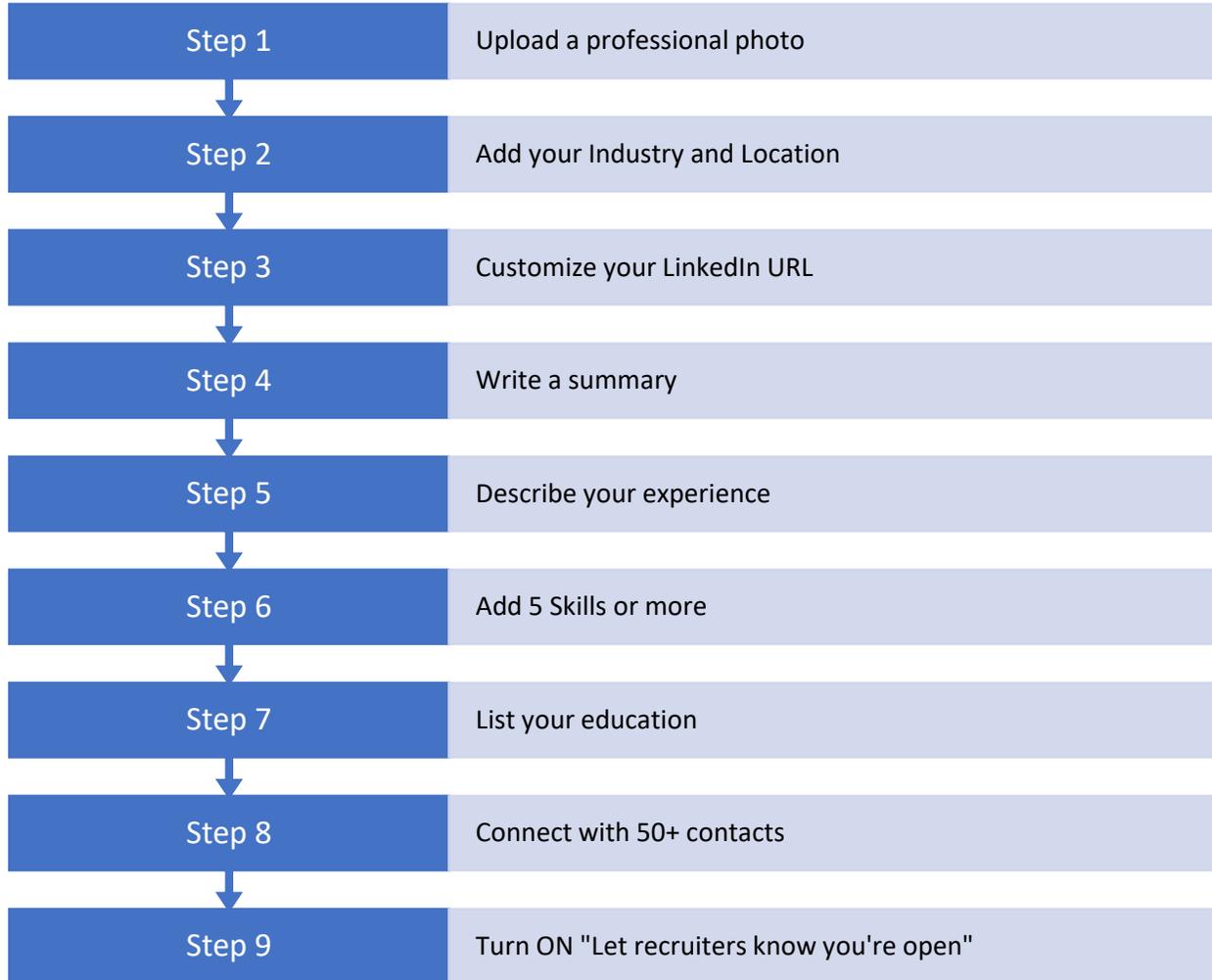
Linked In How-to: Summary/About

- **Lebaron C. Agostini, Ph.D. is currently the Manager** – Precision Oncology Programs at Caris Life Sciences, a precision medicine and molecular profiling company. His role involves building relationships and working with cancer centers to improve their precision oncology programs by leveraging Caris technologies (Whole Exome Seq, Whole Transcriptome Seq, IHC, and Artificial Intelligence capabilities). He also serves as an oncology SME within his core team and manages projects in a matrix environment to improve the efficiency of precision oncology workflows.

Prior to joining Caris Life Sciences, Dr. Agostini was a Life Science Analyst for Axiom Healthcare Strategies, a boutique biopharma life sciences strategy consulting firm. His consulting experience includes market research, opportunity assessments, creating clinical development strategies, and recommending commercial launch strategies in oncology.

Dr. Agostini received his Ph.D. in Genetics, Genomics, and Cancer Biology from Thomas Jefferson University. His research experiences are focused on DNA damage repair mechanisms, synthetic lethality, replication stress, and developing synergistic drug combinations in oncology. He has publications in several AACR journals, including Cancer Research and Molecular Cancer Research.

Linked In How-to: add 5 skills



Featured Skills & Endorsements  [Add a new skill](#) 

Executive Coaching · 99+   Mike Bunch CGA/CPA and 99+ connections have given endorsements for this skill

Career Developme... · 99+  Mike Bunch CGA/CPA and 99+ connections have given endorsements for this skill

Public Speaking · 99+  Mike Bunch CGA/CPA and 99+ connections have given endorsements for this skill

Clifford is also good at...

Career Coaching · 20 **Career Counseling** · 99+ **Workshop Facilita...** · 99+

Immunofluorescence · 2 

Cryosectioning · 2 

Fluorescence Microscopy · 2 

Polymerase Chain Reaction (PCR) · 1 

Gel Electrophoresis · 1 

Micropipette · 1 

ImageJ · 1 

Imaris · 1 

Linked In How-to: add education



Education



Thomas Jefferson University

Doctor of Philosophy (Ph.D.), Molecular Genetics & Cancer Biology

2016 - Jun 2020

Grade: 3.85

Activities and societies: Jefferson BizBio: Business of Biotech Student Organization

[...see more](#)

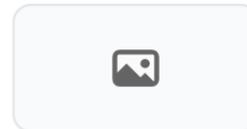


Florida Atlantic University

Bachelor's Degree, Cellular and Molecular Biology

2012 - 2015

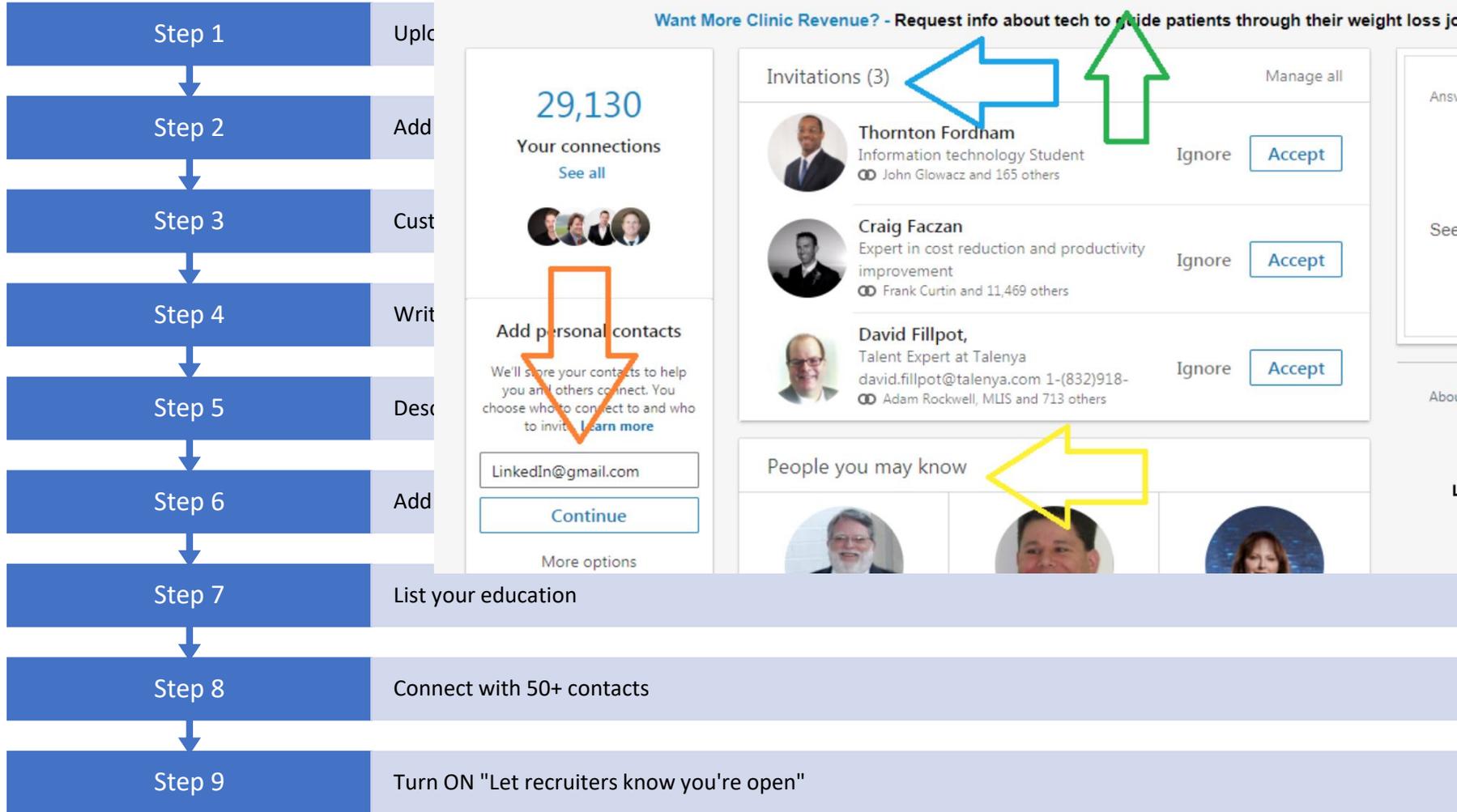
Studied Molecular and Cell Biology with extended coursework in genetics. Undergraduate research, involving Population Genetics, Molecular Biol [...see more](#)



FAU Student Honored by Florida Association of Colleges and Employers

It is because of his outstanding achievements and his passion for his field of study that Lebaron was chosen as the 2015...

Linked In How-to: make connections!



Want More Clinic Revenue? - Request info about tech to guide patients through their weight loss journey Ad ...

29,130 Your connections See all

Add personal contacts

We'll store your contacts to help you and others connect. You choose who to connect to and who to invite. [Learn more](#)

LinkedIn@gmail.com

Continue

More options

Invitations (3) Manage all

Thornton Fordham Information technology Student John Glowacz and 165 others Ignore Accept

Craig Faczan Expert in cost reduction and productivity improvement Frank Curtin and 11,469 others Ignore Accept

David Fillpot, Talent Expert at Talenya david.fillpot@talenya.com 1-(832)918- Adam Rockwell, MLIS and 713 others Ignore Accept

People you may know

About Help Center Privacy & Terms Advertising Business Services Get the LinkedIn app More

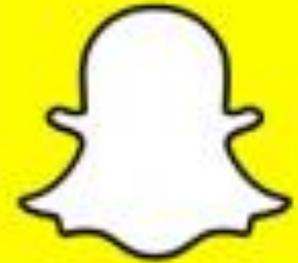
LinkedIn LinkedIn Corporation © 2018

Time to start
up your social
media
accounts!

Tube



in



What kind of community do you want to cultivate?

- Why?
 - Engage with others
 - Meet new friends
 - Learn new things, including the perspective of others
 - Share your story to a larger audience
- How?
 - Engage- reply to posts/reshare/like/etc with posts related to your brand
 - Make meaningful posts
 - Follow trends
 - Post consistently
 - Keep a friendly and opening tone

What tone do you want to convey with your posts?

- Tone is important to help with your brand
 - Adds emotions to your posts
- Builds trust and community
- Be authentic, consistent, and positive
- Easier on Instagram/TikTok through videos
- Try to follow trends and make it relevant to your brand



#WhyIStayed You had pizza.

9/8/14, 11:11 PM



National Human Genome Research Institute
@genome_gov



Sigh. You've disappointed Miranda Priestly. Looks like you're not going to Paris this year.



11:07 AM · Mar 23, 2022





What are your goals?

- Short-term goals?
 - Gain a small following
 - Start connecting
- Long-term goals?
 - Develop an impact in your field
 - Involved in planning events
 - Career options

What platforms will you focus on?

- Favorite way/most feasible way to communicate your science?
- Will you be posting graphical abstracts?
 - Instagram/Twitter
- Demo videos for methods/techniques
 - Youtube/Tiktok
- Lab/Life updates in the science world
 - Twitter
- Conversation thread?
 - Reddit/Twitter



Panelist Q&A

- Do's and don'ts of social media from your perspective?

Panelist Q&A

- Best ways you found to network with people in your field of interest / build community?

Panelist Q&A

- How do you use social media for peer support
 - How has building your community helped support you in your career or support others in their careers?

Panelist Q&A

- How/why did you get started in social media and science?

Panelist Q&A

- What challenges have they faced?

Panelist Q&A

- Would you ever want to fully focus on science social media as a full-time job? Why/why not?

Panelist Q&A

- Which social media do they focus on/is their favorite for their community?