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#theBOUblog
Blogging to promote your ornithology

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Blogging is a key tool to communicate your science

1 PUBLISH

Light grazing of saltmarshes is a direct and indirect cause of nest failure in Common Redshank

Elwyn Sharps, Jennifer Smart, Martin W. Skov, Angus Garbutt & Jan G. Hiddink | 2015, *IBIS* DOI: http://10.1111/ibi.12249

2 PLAN

On acceptance the BOU invited me to write about my research paper for #theBOUblog.

The BOU planned a social media campaign around my blog post – I shared their content and added my own voice.

3 BLOG

From my #theBOUblog article, a second blog, WaderTales, wrote about and promoted my research.

Blogs provide a gateway to research, link to your paper and use to promote your work more widely on social media.

4 TWEET

Linked to my #theBOUblog article, the BOU led the Twitter campaign promoting the blog and my paper.

My paper was also promoted on other social media including Facebook.

5 RESULTS

My paper was tweeted 113 times by 64 Twitter users with a following of 172,000 people.

77% of those talking about my research were non-scientists. Twitter accounts for 79% of my paper's almetric score.

Graphic created by Freepik.com

Blogging . . . . . and your paper's Altmetric Attention Score

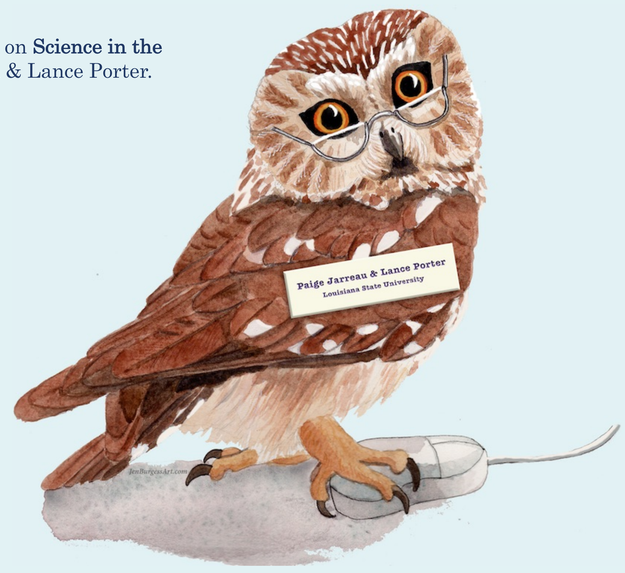
A study of >2,600 papers published (2012 – 2016) in 10 ornithology journals found blogs were the second largest social media contributor (7%) to avian science altmetrics.

	news		
73%	13	7	5

Finch, O'Hanlon & Dudley, 2017. *R. Soc. Open Sci.* DOI: 10.1098/rsos.171371

WHO'S READING SCIENCE BLOGS?

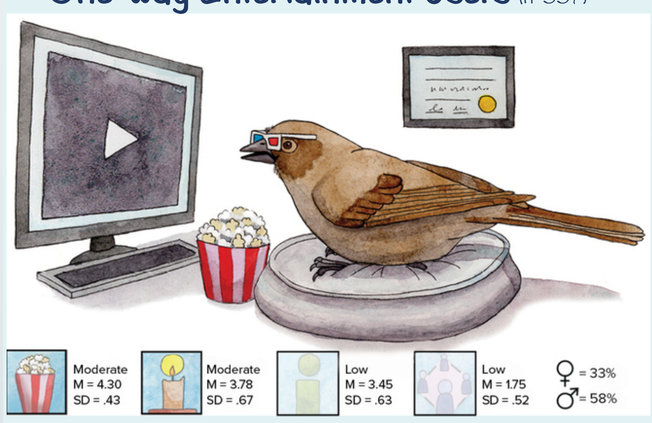
Adapted from poster and blog **Who's Reading Science Blogs** based on **Science in the Social Media Age: Profiles of Science Blog Readers.** Paige Jarreau & Lance Porter. 2017. *Journalism & Mass Communication Quarterly* DOI: 10.1177/1077699016685558



- **Entertainment** and curiosity
- **Ambiance:** author's perspective and writing skills
- **Information:** to learn, keep up with current events, and find unique information
- **Community:** to feel involved, for advice, and to find content for own blogs

n = Number/sample size. M = Mean. SD = Standard Deviation.

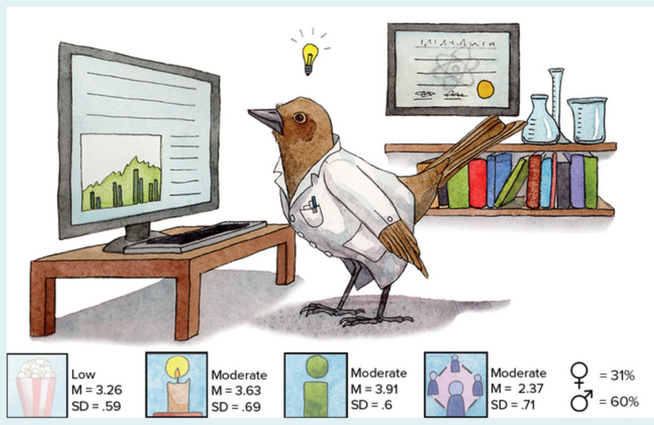
One-way Entertainment Users (n=557)



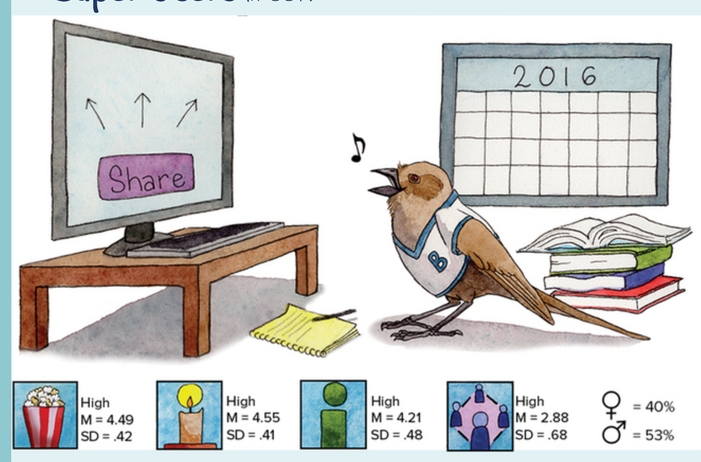
- Highest % of users with non-science degrees (23%).
- Doesn't imply they are less knowledgeable about science.
- Scored highest in general science quiz.
- Least likely to create their own science-related social media content or to share content they read via social media.
- Might fly under the radar of science bloggers who aren't often if ever going to hear from these readers.

Info-Seeking Users (n=650)

- Read science blogs for information they can't find in traditional media venues, to keep up with current events and as educational tools.
- Highest % of users who've already pursued a career in science.
- Science bloggers may cater to these readers by highlighting the uniqueness of the information their blogs offer, and by hyperlinking to more information as an educational resource.



Super Users (n=557)



- Youngest group of readers with highest % of students.
- Highest % of users who've already pursued a career in science.
- Read significantly more science blogs than other two groups.
- Read uniquely out of motivation to be involved in an online community.
- Significantly more likely to create their own scientific content for social media.
- More likely to share content.
- Rate scientists as significantly more trustworthy.
- Cater to this group by highlighting the uniqueness of the information your blog offers, and by linking to more online information as an educational resource.

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Artwork by JenBurgessArt.com from **Who's Reading Science Blogs** by Paige Jarreau & Lance Porter.