


An aerial photograph of the EPFL campus in Lausanne, Switzerland, showing various buildings, a large lake, and mountains in the background under a cloudy sky. A prominent red rectangular box is overlaid on the right side of the image, containing the main title.

# Research visibility Science on social networks

A dark grey rectangular box with white text, centered in the lower middle of the image.

Miriam Petrilli  
EPFL Library

A white rectangular box with black text, located in the bottom right corner of the image.

7.11.2025

# What drives visibility?

Research  
assessment:  
recruitment by  
universities  
Obtain grants  
for further  
research



Find new  
career  
opportunity

Foster new  
collaborations



Colleagues,  
policymakers,  
media, experts



Circle of virtue!

Mark your  
research area

Share your  
knowledge

Broadcast latest  
developments  
on a regular  
basis



Open Science:  
Reach the  
society and  
promote  
science

# What do you expect from visibility?

- What is your objective?
- What is your target audience?
- What are the best channels to reach your audience?
  - Journals (prominence / business model / type)
  - Press
  - Personal webpage / lab webpage
  - Social Networks / Scientific social networks
  - Direct interactions (conferences, training...)
- Adapt your discourse to your target and your channels
  - Don't overshare if you want to patent !






ACADEMIA



# How to be visible outside Bibliometrics & Altmetrics?

# Unique Identifiers : ORCID & more

- Tools to be visible in an **unambiguous** way :

- For people   Scopus 
- For documents (DOI, ISBN, ...)
- For institutions
- Machine-Readable

- Visible in Google and in the institution
  - ✓ You can enrich it with:
    - your social network accounts
    - your ORCID profile
    - your lab web page
    - your personal website
    - ...

## Institutional

- Make the scholarly outputs widely available
- Ensure long term preservation
- Generally, library-run websites
- **Increase visibility**
- Open Access



## Disciplinary

- Give access and visibility to your works prior publication
- Share recent accomplishments and accelerate scientific progress
- **Increase visibility**
- Open Access

## Data



Your academic **website** can:

- Showcase your professional accomplishments
  - teaching
  - researches
  - publications
  - speaking engagements
  - blog articles
- Be linked to your social media accounts
- Increase visibility

A **website** is an ongoing project: it needs **regular updating**

# Make your research visible in the press

## Why?

- Reach a wider audience: politics, industry
- Ensures public accountability for publicly funded research
- Build a positive image that can influence funding and reputation



# Make your research visible in the press. How?

## ■ Institutional Support at EPFL

- EPFL Mediacom: [press@epfl.ch](mailto:press@epfl.ch)
- Press releases, news articles, and institutional magazines




- “*My Thesis in 180 Seconds*” format
  - Organised by the [Science Outreach Department](#)



## ■ Key Principles

- Simplify your message
- Explain why your research is important and original
- Be reactive
- Share on social media, be visual
  - Manage your expectations

# Going on social networks : what impact on research visibility ?

- Be strategic ! Build a coherent and effective social networks strategy
    - What are your objective and target audience?
    - What are the best channels to reach them?
      - Adapt your discourse
- 
- Analyze external factors influencing your adoption of social networks

- Grant proposals: evaluate the impact of your research on society
- Management of project: working with other teams
  - Funding agencies and grant committees require scholars to **increase individual, project and team visibility**
- How?
  - By using a mix of **social and traditional** media



## Funding agencies provide researchers with training on Science communication



### Scientific communication training for researchers



**erc**  
European Research Council  
Established by the European Commission

### Communication tips for ERC grantees

**Why communicate?**

- Promote your research activities
- Trigger new collaborations and opportunities
- Communicate your passion for science
- Make the case for EU investment in research
- Inform public debate
- Comply with the provisions of the grant

**How?**

Select the best tools to reach your audience. These can include:

- Web content, videos, photos
- Press releases
- Social media (your account or your institution's)
- Presentations at events, exhibitions

To address a lay audience, avoid jargon and explain the basics.

**Where to start?**

- What do you want to achieve when you communicate?
- What is your main message?
- Who are you trying to reach?
- What is the best channel to deliver your message?
- When is the right moment?
- Do you have good audiovisual/supporting material?

**Inform the ERC**

The ERC Communication team highlights funded research projects and can relay your news and results throughout and through the European Commission's channels. If you send us material, in consultation with your institution's Press and Communication Offices, we will assess when and how best to make use of it.

Contact: [erc-project.promotion@ec.europa.eu](mailto:erc-project.promotion@ec.europa.eu)



**EUROPEAN UNION**

### COMMUNICATING ABOUT YOUR RESEARCH PROJECT ON SOCIAL MEDIA

**1 Why should you use social media?**

Social media offers you:

- Communication rights free for the cost of your project at the cost.
- Wide reach, visibility, and fast feedback.
- Simple and practical ways to reach your audience.
- Access to a large network of researchers in your field.
- More and more opportunities to collaborate and disseminate.

**2 Ready, set, share! a social media checklist!**

**Select the right platform for your project**

- With a range of social media platforms available, research where your target audience spends their time. Have a look at our country, your field, and your research. Consider the platform that best aligns with your audience's habits and take your messaging and objectives accordingly.
- Check whether to create a new account, leverage a partner organization's existing account, use an institution's general account, or set up a dedicated project or research account.
- Organize who will post. It's best to have one person who coordinates your social media activities.

**Manage your account**

- Set up an editorial calendar to organize the timing of posts and build them in long releases, news, and publications.
- Organize content with your community: research, content, job openings, and research with related projects or publications in hand.
- Monitor the content of your posts to see what works, and what doesn't.

**Learn to 'speak' social media**

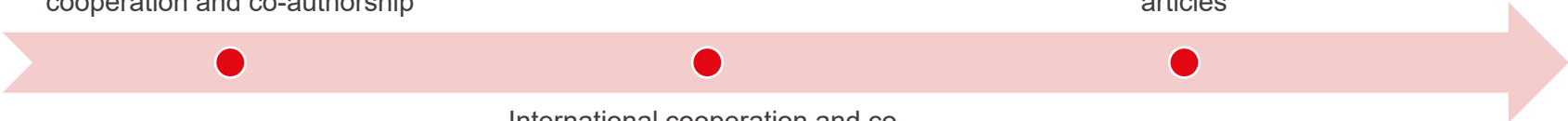
- Keep your message clear, avoid over technical language and jargon.
- Make posts easy to read: post clear and short posts, use the features of the platform, highlight partnerships and previous events.
- Make the most out of your account!
- Post regularly to keep your audience engaged.
- Track likes, such as the comments from the morning or evening, used to work well.
- Use hashtags, relevant parties, and @ mentions to improve your reach.



# Impact on citations

Social media foster international cooperation and co-authorship

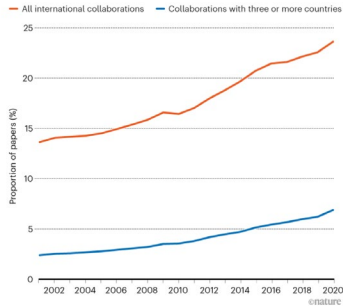
Strategic use of social media fosters indirectly citations of your articles



International cooperation and co-authorship boost article citations

## COLLABORATIONS ON THE RISE

The past few decades have seen a rapid rise in the fraction of papers with authors from more than one country.

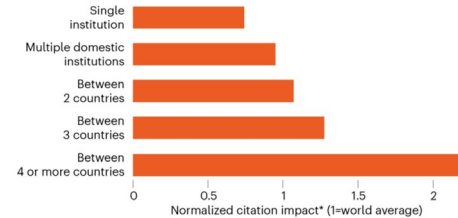


Source: Nature analysis of Dimensions database

Maher, Brendan, and Richard Van Noorden. 2021. 'How the COVID Pandemic Is Changing Global Science Collaborations'. *Nature* 594(7863): 316–19.

## CITATION ADVANTAGE

Papers with multiple countries in their author affiliation lists gain more citations than those with only one or two.



\*Each article's citation count divided by average citations for other articles in the same year and subject area. ©nature

Source: Ref. 2

Potter, R. W. K., Szomszor, M. & Adams, J. J. *Informetr.* **14**, 101075 (2020).  
 In Maher, Brendan, and Richard Van Noorden. 2021. 'How the COVID Pandemic Is Changing Global Science Collaborations'. *Nature* 594(7863): 316–19.

# Open Access and Open Science policies

## Open Access policies


- Open Access policies encourage you to have content related to your research that can be used on social network platforms

## Open Science policies

- Open Science policies encourage scientists in using social media for **disseminating** their results and **sharing** them

- Retrieve information
  - About your network
  - About your subject
- Follow and create X Lists
  - By group, topic or interest
- Show your data and competencies via data visualization
- Link your profile to
  - Your webpage
  - Other active accounts



- X also means :
  - Lack of content moderation
  - Data access fees
  - Paying members privileges
    - X Premium 
  
- Some alternatives

Bluesky



Vidal Valero, Myriam. 2023. 'Thousands of Scientists Are Cutting Back on Twitter, Seeding Angst and Uncertainty'. *Nature* 620 (7974): 482–84. <https://doi.org/10.1038/d41586-023-02554-0>.

# TikTok for sharing your research and **disseminate** science

For You

Explore

Following

LIVE

Upload

Profile

More

Company

Program

Terms &amp; Policies

© 2025 TikTok


**noradelbosquee** Nora Del Bosquee



76 Following 1476 Followers 365.9K Likes

4th year Chemistry PhD student at EPFL

Use TikTok only if you like creating visual contents

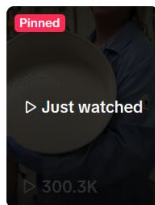
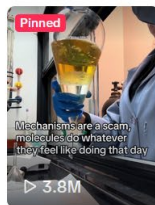



Videos

Reposts

Liked





# TikTok for **sharing** your research and your life a researcher or professor

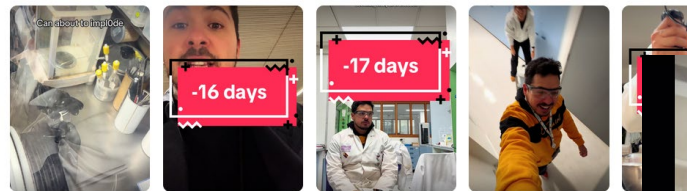
Top Users Videos LIVE

## Users

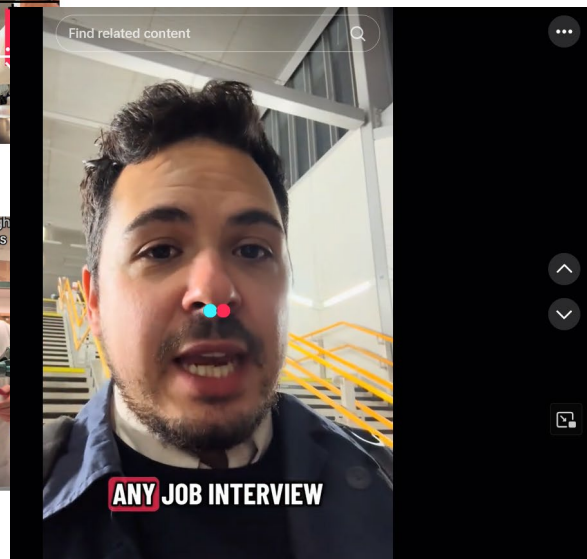
**theschlenkchemist**  
TheSchlenkChemist · 10.4K Followers  
Crazy chemist full time 🤪 Dr in chemistry Postdoc at UCL IG: theschlenkchemist

Follow

<https://www.tiktok.com/@theschlenkchemist>



## Videos



**theschlenkchemist**  
TheSchlenkChemist · 11h ago

Follow

16 days left in the lab #laboratory #chemistry #fyp #jobseekers

original sound - TheSchlenkChemist

London

30 0 1

<https://www.tiktok.com/@theschlenkchemist/video/75...> Copy link

Comments (0) Creator videos

Be the first to comment!

Rein, B. (2023). Making Science Education More Accessible : A Case Study of TikTok's Utility as a Science Communication Tool. *Neuroscience*, 530, 192-200.

<https://doi.org/10.1016/j.neuroscience.2023.08.021>

<https://bsky.app/profile/skepteis.bsky.social>

**Daniel Probst**  
@skepteis.bsky.social  
3,5 k abonnés · 1,2 k abonnements · 5,7 k posts  
Computer scientist, Bioinformatician, PhD in Chemistry and Molecular Sciences. Working on the above as an Assistant Prof at WUR. Interested in all the sciences. Materialist. Fan of cats, Funk, Rock, and Hockey.

**ProbstLab**  
Computer Science · Natural Sciences

- Home
- Best Thesis Prize for Lucas

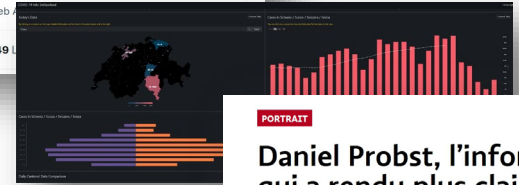
**Daniel Probst**  
@skepteis

Hey @TwitterSupport, how come you block my website (corona-data .ch) where I freely, without adds, with complete transparency aggregate officially released data from cantonal governments in Switzerland?

12:18 AM · Mar 25, 2020 · Twitter Web

81 Retweets 7 Quote Tweets 249

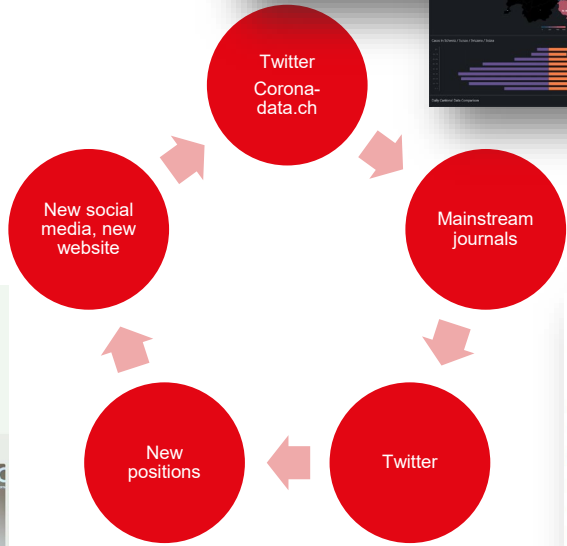
<https://probstlab.science/>



**Portrait**

## Daniel Probst, l'informaticien qui a rendu plus claire la présence du coronavirus en Suisse

Derrière Corona-data, le site web qui informe de nombreux Suisses sur l'évolution pandémique, il y a ce jeune chercheur passionné par les «data», les sciences... et le rock



**Tweet**

**NCCR\_TransCure**  
@NCCR\_TransCure

Daniel Probst @skepteis from @reymondgroup at @DCBunibern - Who has tremendously contributed to @NCCR\_TransCure projects - featured in this nice portrait @LeTemps (Swiss-French newspaper). "The IT expert who challenges the Swiss Gov." [letemps.ch/suisse/linform...](https://letemps.ch/suisse/linform...) via @mfguillaume

- Valorize your competencies and your ability to be useful to citizens
- Celebrate your achievements (new teams, new projects or your participation as expert in academic boards).

- What if your next university only looked at what you published openly when they recruit ?
- Impact on government policies ?

- San Francisco Declaration on Research Assessment (2012) <https://sfdora.org/>

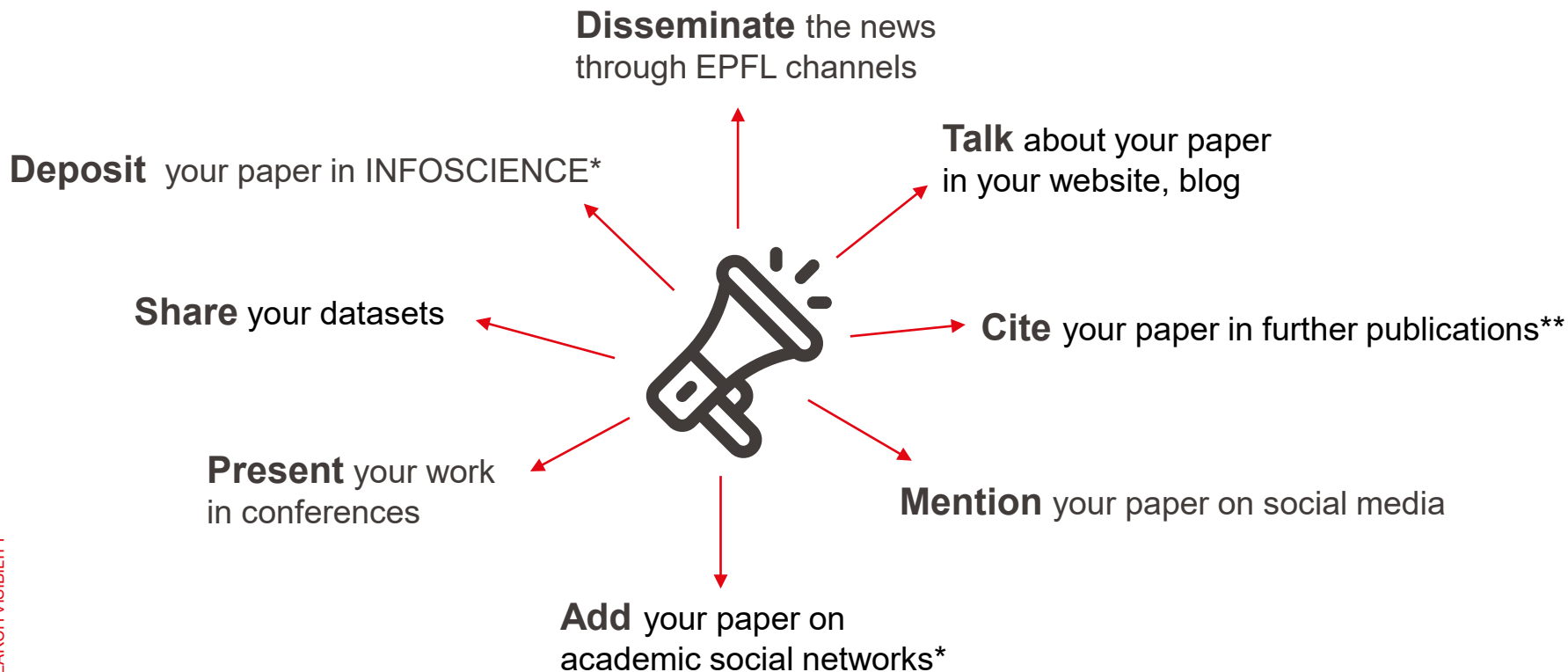
- Quantity VS Quality

- Coalition for Advancing Research Assessment (2022) <https://coara.eu/>

- SNSF Evaluation procedure <https://www.snf.ch/en/6cs2wnfJtcfFDL6o/page/evaluation-procedure>



# How could you (ethically) increase the visibility of your paper ?





Next  
ORCID



[formations.bib@epfl.ch](mailto:formations.bib@epfl.ch)  
[publishsupport@epfl.ch](mailto:publishsupport@epfl.ch)



[library.epfl.ch](http://library.epfl.ch)  
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