

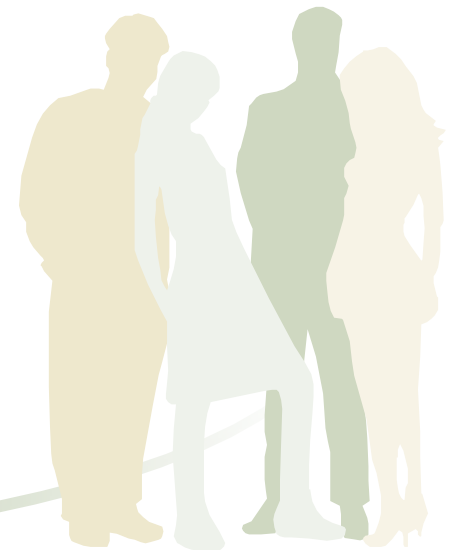


Social Media Marketing for Academic Research

David Altman
Martin Son
Susu Wong

@MassTTC #Social

@TOMO3603





Using Social Media in Technology Licensing Offices

David Altman

Manager

Marketing and Communications

Boston Children's Hospital

Technology and Innovation

Development Office







TIDO at Boston Children's

Step one:

- Who is our target audience?



TIDO at Boston Children's

Step two:

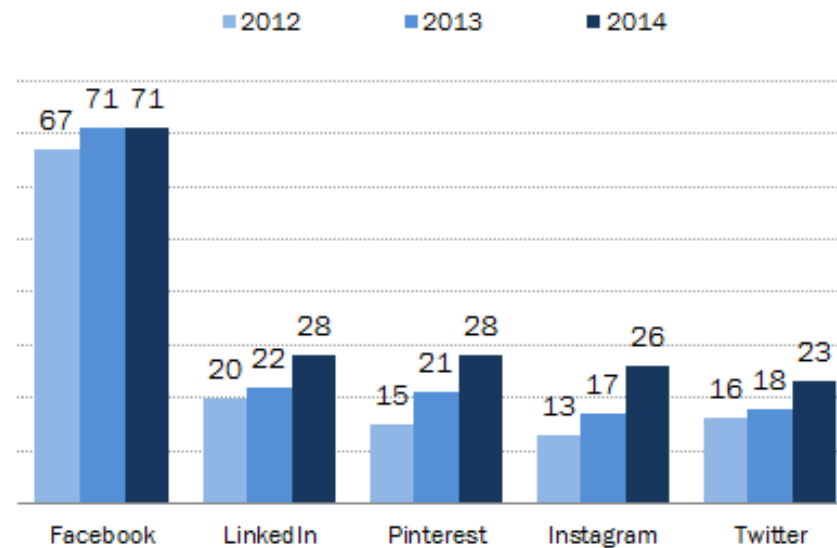
- How is our audience using social media?



Where is Everybody?

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER



Twitter

- Over 1 billion registered users, 288 million actively monthly
- 500 million Tweets per day
- Over 50,000,000 healthcare tweets since inception; over 5,000 comments
- Over 1,000 common healthcare hashtags



TWEETS 1,418 FOLLOWING 627 FOLLOWERS 847 FAVORITES 34 LISTS 4

BCH TIDO

@ChildrensTIDO

Boston Children's Technology & Innovation Development Office (TIDO)- Learn about new technologies, industry trends & events. Disclaimer: bit.ly/chbpol

📍 Boston, MA

🌐 childrensinnovations.org

🕒 Joined May 2010

📷 20 Photos and videos



Tweets Tweets & replies Photos & videos

BCH TIDO retweeted
BCH Innovation News @BCH_Innovation · Mar 11
How can the #PeersInc model be applied to medicine?
on.bchil.org/1GExBGG #mobilehealth #telehealth #populationhealth

BCH TIDO @ChildrensTIDO · Mar 10
Can the collaborative economy be applied to medicine?
on.bchil.org/1B1tFrp #mobilehealth #telehealth

BCH TIDO @ChildrensTIDO · Mar 10
Excellent news! MT @BrianKWalsh:
[@etiometry](#) T3 gets FDA approved. Another step closer to ICU risk, predictive and prevention analytics.

BCH TIDO retweeted
BCH Innovation News @BCH_Innovation · Mar 4
Joining us at #SXSWi? A first-timers guide: on.bchil.org/18PO8cZ via @BostInno @EFulwiler

BCH TIDO retweeted
BCH Innovation News @BCH_Innovation · Feb 6
What's your #innovation style? Lion or ant? on.bchil.org/1D14zRD





Why TIDO uses Twitter

- Build our reputation
- Reach people who should know about our technology and research





Why TIDO uses Twitter

- Learn from:
 - Peers
 - Thought leaders
 - Potential partners
 - Academic community
- Industry and market news
- Increased traffic to TIDO website



Bruce Booth @LifeSciVC · Mar 18

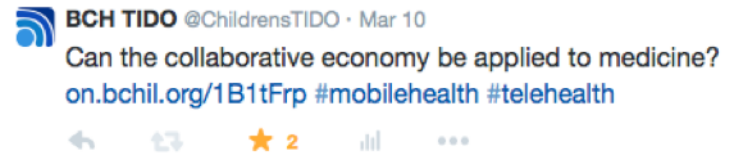
From The Trenches with serial entrepreneur
[@amahadevia](#): "Finding Success In Failing
Early: All About Execution"
lifescivc.com/2015/03/findin...

← ↻ 12 ★ 11 ...



Content We Share

- Stories
 - Thought leadership
 - Startup/licensee company milestones
 - Deals
 - Technology and research developments
- Videos
- Technologies available for license
- Research and inventor profiles
- Events and conferences





Healthcare Hashtag Project



Tweet Chats

TRENDING

1. #HCLDR
2. #homeopathyhour
3. #BCSM
4. #hcsn
5. #HealthcareChat
6. #HITsm
7. #hcsnca
8. #SHCR
9. #BrainTumorThursday
10. #hpm
11. #hpmglobal
12. #AlzChat
13. #LiveFitNOLA
14. #BTSM
15. #gwcancers

NEW

- #NIHVasculitisChat
- #SXSWconcussion
- #digitaleldercare
- #LiveFitNOLA
- #NNMchat

Conferences

TRENDING

1. #ECR2015
2. #FOGM15
3. #SIR15ATL
4. #AAEM15
5. #SAG2015
6. #CEDLSC15
7. #Lown2015
8. #MHVF
9. #AgeingSummit
10. #HIMSS15
11. #EHWK15
12. #anzicsctg15
13. #anzicsshr2015
14. #epicxgm15
15. #MWC15Health

NEW

- #esmarteu
- #DIPconference
- #SGO2015
- #ASAWLC
- #SSO2015

Diseases

TRENDING

1. #MND
2. #BCSM
3. #PCOS
4. #BrainTumorThursday
5. #Ebola
6. #MMAware
7. #BTSM
8. #ColonCancer
9. #Migraine
10. #AFib
11. #mpnsm
12. #EbolaVirus
13. #Alzheimers
14. #Rheum
15. #Diabetes

NEW

- #MBCAware
- #MMAware
- #Carcinoma
- #MetsMonday
- #rdfsisease

Regular

TRENDING

1. #FOAMed
2. #nhschangeday
3. #digitalhealth
4. #CDCwhistleblower
5. #pathologists
6. #SurgTweeting
7. #HelloOURaimis
8. #radpathmatch
9. #RheumJC
10. #ResearchKit
11. #joyofmedicine
12. #nursing
13. #ICPchange
14. #FOAMus
15. #WeSpeechies

NEW

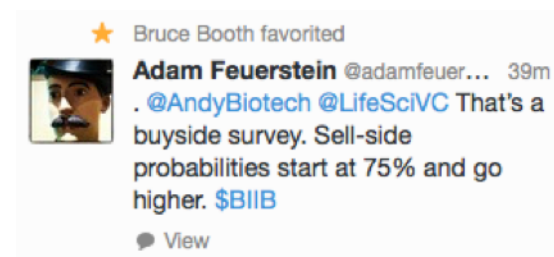
- #ResearchKit
- #HITsecurity
- #WhymHealth
- #RethinkRCM
- #PutData2Work





Next Steps

- Start following your favorite peers, influencers, companies, contacts, etc.
- Observe
- Join in
- Share articles
- Filter out the noise





Twitter Tips

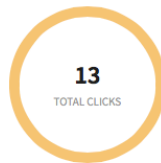
- 50/50 rule
- Tweet live at conferences
- Photos get you more views
- Create lists
- Tweet afternoons and weekends
- Measure your effectiveness





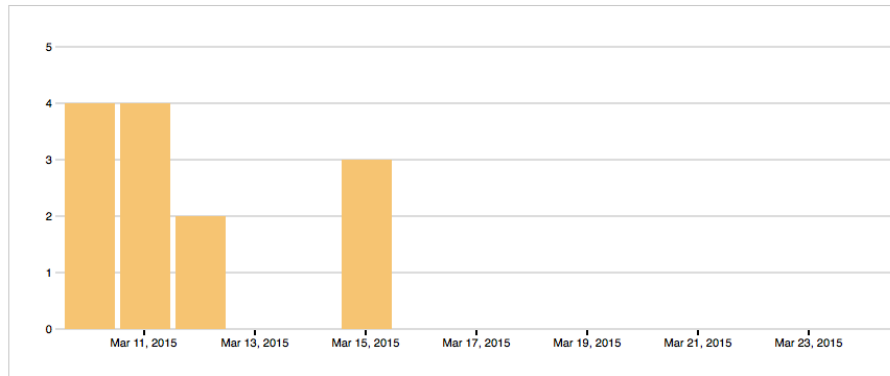
https://bitly.com/1B1tFrp+

TRAFFIC



100% of clicks on this Bitlink

[Sign in](#) or [Sign up](#) to see data for all time, 12 months, 6 weeks, 7 days, 24 hours and the last 60 minutes.





Follow us: **@ChildrensTIDO**

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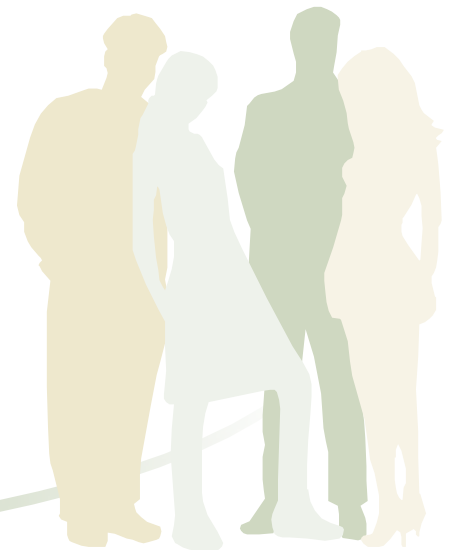


Social Media Marketing for Academic Research

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Creating, Currating, Connecting, and Culture!



Why go Social?

- Informal
- Cost efficient
- Leads generation
- Diverse audience
- Interactive feedback
- SEO





Start with a Marketing Strategy



- Thought leader?
- Listener?
- Communicator?

- Demographics
- Research area
- Companies
- Technologies

- Twitter
- LinkedIn
- YouTube
- Facebook
- Pinterest
- Instagram
- Google+

- Activity metric
- Impact Reach
- Chatter about you
- Leads/Connections
- Google Analytics



Social Media Tools #1





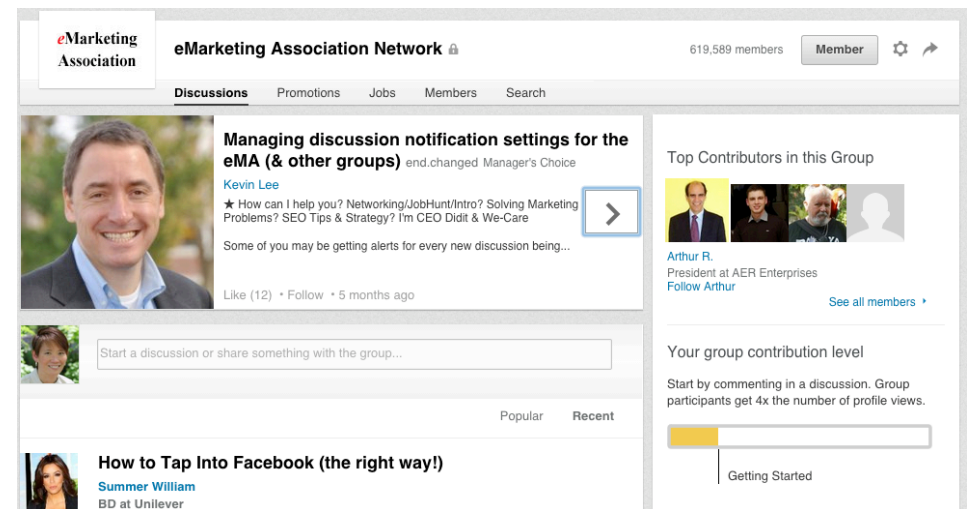
Leverage the Power of LinkedIn!

- Post interesting updates, blogs, events
- Join and connect in groups
- Create your own:
 - Group
 - TTO page
- Showcase your researchers & technologies



Why LinkedIn Group?

- Builds thought leadership
- Connects a thriving community
- Drives traffic to your website
- Leads generator
- Enables Email marketing
- Sends weekly messaging





COLUMBIA
TECHNOLOGY
VENTURES

Columbia Technology Ventures is the tech transfer office of Columbia University. Our core objective is to facilitate the transfer of inventions from academic research to outside organizations for the... [see more](#)

Recent Updates

Columbia Technology Ventures Have a research idea for a drug discovery project? Apply for GlaxoSmithKline's Discovery Fast Track!



Discovery Fast Track Challenge | GSK

ow.ly - The Discovery Fast Track Challenge is your opportunity to win a partnership with GSK—helping to develop new medicines from your innovative ideas. This is an ongoing program designed to encourage partnership between academia and GSK. You supply th...

Like • Comment • Share • 52 minutes ago

Technology Ventures (JHTV) 🔒

Jobs Members Search

ier with Apps, Devices

U Tech Ventures

e is gathering data from records systems and monitoring equipment, and integrating it into an electronic "harms monitor" for the surgical ICU. By tracking tasks that need to be done, it reminds staff members when to perform preventive measures for complications. It alerts them to situations when their patients may be at risk, such as over-sedation that can lead to severe confusion and hallucinations and harm mental function in the long-term.

Read more: <http://www.wsj.com/articles/intensive-care-gets-friendlier-with-apps-devices-1426535128>



Social Media Tools #2

SUBSCRIBE TO OUR
You Tube
CHANNEL

VIDEO MARKETING TRENDS 2015

"It is crucial for marketers to start creating and incorporating video as part of their content strategies."



OF ALL INTERNET TRAFFIC IN 2017 WILL BE VIDEO

74%



B2B AND B2C MARKETERS WORLDWIDE NAME VIDEO AS A

TOP 3

MOST EFFECTIVE SOCIAL MEDIA MARKETING TACTIC

OF MARKETING PROFESSIONALS WORLDWIDE NAME VIDEO AS THE TYPE OF CONTENT WITH BEST ROI

52%

"Marketers can learn about views, how much content was viewed, in what order and geographical locations"



"Video is the preferred communication style for customers. Start converting text-based information into video-based."

65%

OF VIDEO VIEWERS WATCH MORE THAN 3/4 OF A VIDEO



VIDEOS APPEAR TO BE MORE PROMINENT AS THEY CONTAIN AN EYE-CATCHING THUMB-NAIL IMAGE ENCOURAGING MORE CLICKS



93%

OF MARKETERS USE VIDEO FOR ONLINE MARKETING, SALES OR COMMUNICATION



"Video content can create an entirely new communication to reach new audiences faster."

USING THE WORD "VIDEO" IN EMAIL SUBJECT LINES BOOSTS OPEN RATES

19% CTR RATES BY

65% REDUCE UNSUBSCRIBES

26%

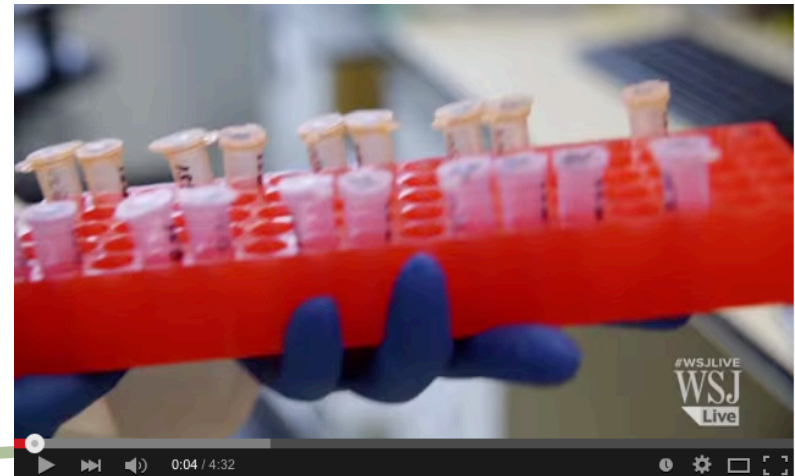


YouTube Best Practices

- Customized YouTube Channel
- Live stream of events
- Showcase your researchers and webcast
- Focus on searchable keywords/tags
- Imbed YouTube on your website



Robotic spider weaves web at MIT Media Lab





Curating Content

- Start with a few faculty/researchers
- Link to their journals, magazines and centers
- Post frequently
- Check on do's and don'ts with MarCom



Social Media Tools





Resources

- <http://www.wikihow.com/Create-an-Account-on-LinkedIn>
- <http://www.ezanga.com/news/2011/10/20/3-ways-to-interact-on-linkedin/>
- <http://blog.hubspot.com/blog/tabid/6307/bid/23454/The-Ultimate-Cheat-Sheet-for-Mastering-LinkedIn.aspx>



Tomo360

Creative Connections to your Customers

Susu Wong

www.tomo360.com

Facebook: www.facebook.com/tomo360

Twitter: www.twitter.com/tomo3603

susu@tomo360.com

978.253.4922

Implementing a Successful Social and Digital Marketing Strategy

Martin Son
Associate Director
Tufts University
MATTO Seminar March 25, 2015

Tufts TECH TRANSFER
techtransfer.tufts.edu



Social Marketing Recap

- Why Use Social Marketing?
- inventor profiles
 - enhance office awareness/reputation
 - available technologies
 - increase audience reach
 - news/events
 - increase traffic to your website
 - success stories
 - generate leads for deals

What Content to Promote?

- thought leadership



Focus #1: Promote Your Brand


Objectives

- Increase name recognition
- Make offerings more well-known
- Inform people how to do business
- Enhance position as industry leader



Tufts TECH TRANSFER

Implementation Examples

- Blog to share key information about office operations
 - Comment on research capabilities or partnership opportunities on LinkedIn
 - Tweet campus events to learn about technologies and research
 - YouTube technology videos
- 




Focus #2: Promote your Technologies

Objectives

- Find licensees
- Identify research partners

Implementation Examples

- Blog about a unique aspect of the technology
 - Tweet when new content is added to web listing
 - Post about available technologies on LinkedIn groups
 - Use Twitter hashtags to reach appropriate audience
- 



Target Your Audience

Internal

- Investigators (new and seasoned)
 - faculty, students, postdocs
- University administration
- Affiliated institutions

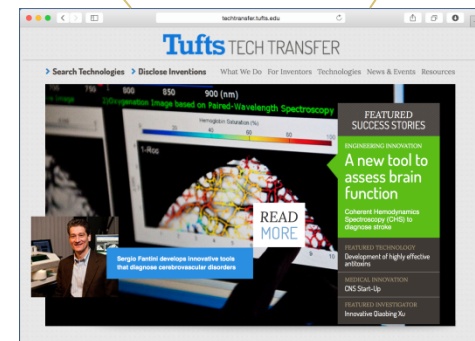
- Entrepreneurs
- Industry partners
- TLO peers

External

- Investors
 - VCs, angel groups

Make the Most of Your Website

- Website as central repository for content
 - Available technologies (searchable,
 - Featured articles
 - innovators, technologies, success stories
 - News and events
 - Blog postings
 - Connections to social media presences
 - Youtube videos, LinkedIn group, Twitter feed
- Reuse, extend, repurpose your content





Available Technologies

Medical Devices
Licensing Opportunities

TUFTS TECH TRANSFER
Staff
Get to know us better.

[CLICK HERE](#)

tufts.technologypublisher.com

Search Results - silk

20 Results

Sort By:

[Novel Silk-Calcium Phosphate Processing Methods to Fabricate Porous Calcium Phosphate Ceramics for Bone Tissue Engineering](#)

Silk-based injectable ceramic materials have been created. Due to their excellent biocompatibility and mechanical properties, they show great promise as injectable ceramic materials for orthopedic applications. Download a detailed description of the technology here

Published: Jun 11, 2014

Inventor(s): [David Kaplan](#), [Stephanie McNamara](#), [Tim Jia-Ching Lo](#)

Keywords(s):

Category(s): [Healthcare](#), [Materials: ceramics](#)

[Electrogelation of Silk and Devices for Silk Electrogelation and Delivery](#)

Silk based hydrogels made through electrogelation (e-gels) are excellent biocompatible adhesives. Once formed, these e-gels can be reversible which makes them excellent candidates for on-demand reversible blood clotting devices. Download a detailed description of all of our silk bleeding control technologies here

Published: Jun 11, 2014

Inventor(s): [David Kaplan](#), [Gary Leisk](#), [Tim Jia-Ching Lo](#)



Featured Articles

The screenshot shows a web browser window with the URL `techtransfer.tufts.edu`. The page header features the **Tufts** logo and the text **TECH TRANSFER**. Below the header is a navigation menu with the following items: **Search Technologies**, **Disclose Inventions**, **What We Do**, **For Inventors**, **Technologies**, **News & Events**, and **Resources**.

The main content area displays a featured article. The article's title is **A new tool to assess brain function**, categorized under **ENGINEERING INNOVATION**. The subtitle is **Coherent Hemodynamics Spectroscopy (CHS) to diagnose stroke**. A **READ MORE** button is positioned over the article image. The article image shows a computer monitor displaying a **Hemoglobin Saturation (%)** scale from 0 to 100, with a corresponding color gradient from blue to red. Below the scale is a 3D visualization of a brain's vascular network. A small inset photo of Sergio Fantini is shown in the bottom left of the article area.

FEATURED SUCCESS STORIES

- ENGINEERING INNOVATION**
A new tool to assess brain function
Coherent Hemodynamics Spectroscopy (CHS) to diagnose stroke
- FEATURED TECHNOLOGY**
Development of highly effective antitoxins
- MEDICAL INNOVATION**
CNS Start-Up
- FEATURED INVESTIGATOR**
Innovative Qiaobing Xu

Sergio Fantini develops innovative tools that diagnose cerebrovascular disorders



News/Events, Blog Posts, Videos, Etc.

The screenshot shows a web browser window with the URL `techtransfer.tufts.edu`. The page features a header with a navigation menu and a main content area. On the left, there is a large image of a mechanical device with wires. To the right, under the heading "MORE NEWS & EVENTS", there is a list of three news items:

- ▶ Tufts Tech Transfer spring seminar schedule announced
- ▶ GliaCure Successfully Completes \$5.8 million Financing
- ▶ Letter from Vice Provost for Research

Below this list is a button labeled "VIEW ALL NEWS & EVENTS".

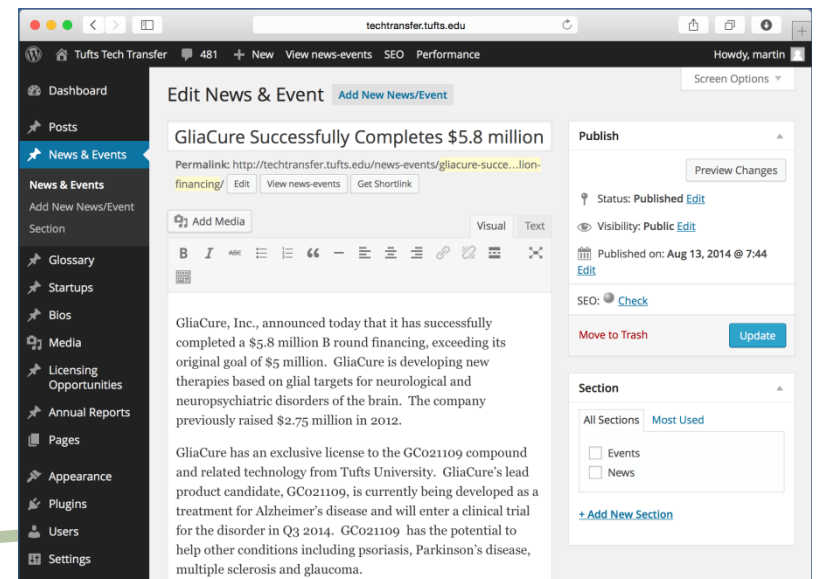
The main content area is divided into two sections. The left section is titled "FROM THE BLOG" and features a post titled "Enhancing Global Impact". The post text reads: "Tufts Tech Transfer visits Universidad de Valparaiso (Chile) to provide training on intellectual property management and licensing." Below the text is a "READ MORE" link. To the left of the text is a small image of three people sitting at a table with a banner that says "DIRECCION DE INVESTIGACION Universidad Valparaiso".

The right section is titled "Inventor Video: Ira Herman and Woun..." and features a video player showing a person working in a laboratory setting.

At the bottom of the page, there is a footer with the text "TUFTS UNIVERSITY OFFICE FOR TECHNOLOGY TRANSFER AND INDUSTRY COLLABORATION" and social media icons for Facebook, Twitter, and YouTube. Below this is the copyright notice "© 2014 Tufts University".


Consider a Website Content Management System (CMS)

- Many popular open-source website CMS platforms
 - WordPress, Joomla, Drupal
- Large, established developer communities
 - New modules/features created
 - Support for customization
- Direct user account based access
 - WYSISYG editing
 - HTML knowledge not needed
 - Ongoing direct access to web server not required





Make the Most of your Database

- Automate uploading/updating of available technologies on your website
 - Third party database embedded functionality (e.g., Inteum Technology Publisher)
 - Webhost based capability (e.g., Perl scripts/cgi-bins)
 - Website CMS based capability
 - Standardize your data feed
 - MATTO/AUTM XML schema
- 

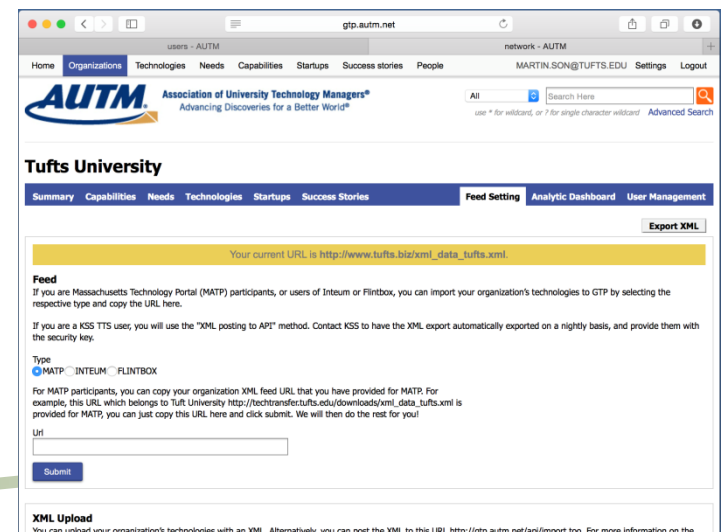
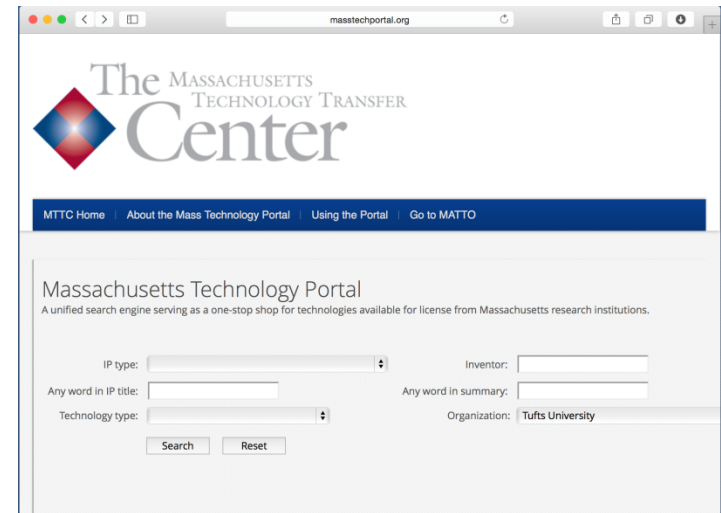
Measure Your Progress

- Platform-specific analytics
 - Facebook Insights, Twitter, YouTube, LinkedIn
- Website user analytics
 - Google Analytics
- URL shorteners with built-in tracking
 - bit.ly, ow.ly, TinyURL
- Social media “influence”
 - Klout



Utilize Technology Portals

- Mass Tech Portal
- AUTM Global Technology Portal
- Third Party Portals, IP exchanges
 - iBridge Network
 - techtransferonline.com





Layman's Guide to Using the AUTM GTP

Using the AUTM Global Technology Portal (GTP) API for Bulk Technology Uploads

Background

AUTM created the GTP to actively facilitate networking, partnership, and licensing deals among corporations and universities. The GTP is a one-stop shop for corporations to find university technologies available for licensing, as well as for all its members (universities, corporations, and government labs) to find each other for collaborative research projects. The AUTM GTP resides on the Internet at <http://gtp.autm.net>. A general overview of the GTP may be found in the help center section of the site at <http://gtp.autm.net/help>.

AUTM has made available several options to post and update your organization's available technologies in bulk and even automatically. They all require that the dataset capturing your organization's available technologies be presented to the GTP in a specific XML based format (the API). XML is a simple and versatile markup language used ubiquitously on the Internet.

The AUTM GTP API specification may be found here:
<http://gtp.autm.net/files/Global%20Technology%20Portal%20API.pdf>.

Setting up on the AUTM GTP site

In order to log into and set up automatic bulk uploads of your available technologies onto the AUTM GTP, you must: (1) be an AUTM member or a GTP-only subscriber; and (2) have "organizational super editor", "organizational administrator", or "nonmember/GTP paid subscriber access" user access.

First, navigate to your organization's "Feed Setting" page as follows:

1. Log into the AUTM GTP at <http://gtp.autm.net>.
2. Go to your organization page either by:
 - searching for your organization in the search box on the upper right corner of the site, or
 - clicking on the "Settings" button on the upper right corner of the site and clicking on the "Organizations" tab to see your organization.
3. Once on your organization page, click on the "Management" button, then click on the "Feed Setting" tab. (Note, the "Management" button will not be present if you do not have the appropriate user access.)

Second, choose from among the bulk upload options provided by the AUTM GTP:

1. Automatic Feed.



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Questions?

