

How can social media extend the conversation?



Guidance on Social Media

PRINT 

Last updated on • Last reviewed on

Updated: 4/24/17

Responsible Person: [Joshua J. Mintz](#), Legal

Overview

Reflecting changes in the way people communicate, MacArthur is increasingly using online and social media platforms to share information about the work of the Foundation, spotlight grantees, and encourage public engagement on issues we view as critical to creating a more just, verdant, and peaceful world. If exempt staff is interested, we encourage you to also use online and social media tools responsibly for similar purposes consistent with this guidance. The Communications Department is available to provide support and advice as you consider when and how to best use social media tools in your work and in furtherance of Foundation communication strategies. The Legal

Why Social Media: Brand or Be Branded





Follow

MacArthur Foundation ✓

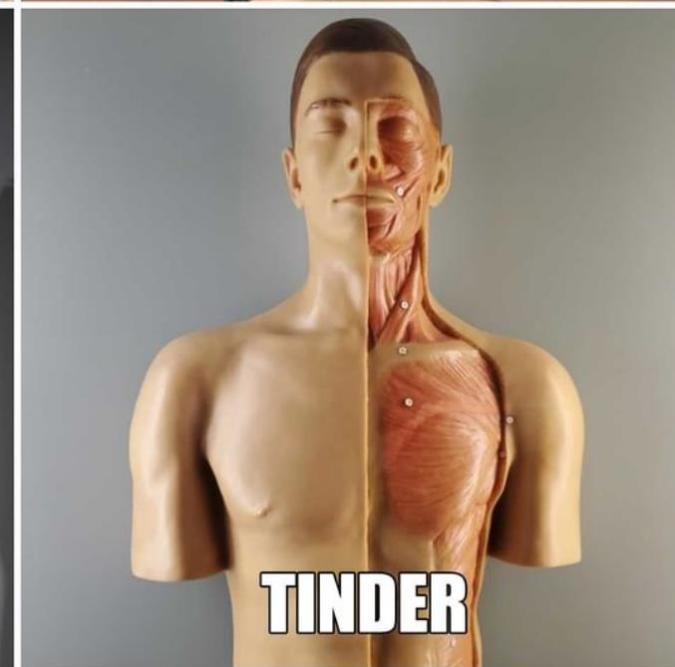
@macfound

We support creative people, effective institutions, and influential networks building a more just, verdant, and peaceful world. ⚖️🌿☮️🌍

📍 Chicago, Illinois 🔗 macfound.org 📅 Joined April 2008

1,516 Following **160.3K** Followers

Social Media Platforms



MacArthur Foundation on Social Media

MacArthur Foundation

Social Media Overview

Our Goals Are To:

- Spotlight grantees
- Draw attention to critical issues and perspectives on those issues
- Be transparent
- Protect and enhance our institutional reputation

OVER THE PAST YEAR:

133.9 MILLION IMPRESSIONS

By the Numbers



A ONE YEAR
SNAPSHOT ACROSS
ALL PLATFORMS:

143.7K

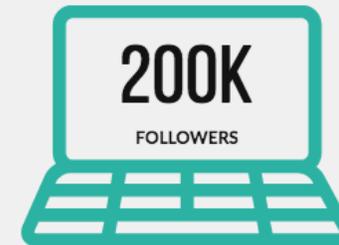
ENGAGEMENTS

200K

FOLLOWERS

610.4K

VIDEO VIEWS



Establishing yourself

- Understand how to use your voice
- Use analytics to chart the course
- Get influencers on board
- Think of constellations of content
- Introduce new types of content

MacArthur Foundation

MacArthur on Social Media

Connect with us on [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), [Instagram](#), [Medium](#), and [GIPHY](#).

Or filter our social media content using the icons below.

The screenshot displays a social media feed for the MacArthur Foundation. At the top, there are navigation icons for home, search, and social media, along with a 'powered by TINT' logo. The feed consists of several posts:

- Post 1:** A photo of three people. Text: "One day away from an @LAOpera debut, MacArthur Fellow (#MacFellow) @aucoincomposer's program note for "Eurydice": We're excited that this production also involves two other Fellows, Sarah Ruhl and Mary Zimmerman!" Includes a link to a tweet and is from about 3 hours ago.
- Post 2:** A photo of a man. Text: "Now in effect in 2020, we're boosting the percentage of overhead costs we cover for our grants to 29 percent. This aims to better account for true costs, and applies to most grantees." Includes a link to a tweet and is from about 13 hours ago.
- Post 3:** A photo of a person at a computer. Text: "The idea that every single photo is correctly tagged with the right identity online is just not a realistic viewpoint." Includes a link to a tweet and is from about 16 hours ago.
- Post 4:** A photo of a group of people. Text: "2 days until nominations". Includes a link to a tweet and is from about 3 hours ago.
- Post 5:** A photo of a person in a room. Text: "Keep an eye out for this award! Learn more about last year's inaugural recipients, 14 remarkable community leaders in Chicago: Register by May 5: https://t.co...". Includes a link to a tweet and is from about 20 hours ago.
- Post 6:** A photo of a person in a striped shirt. Text: "RT @LeverforChange: Thanks, @Philanthropy, for spreading the news about the Larsen Lam ICONIQ Impact Award! Register by May 5: https://t.co...". Includes a link to a tweet and is from about 21 hours ago.
- Post 7:** A photo of a person in a room. Text: "New at the @ChicagoMuseum, an archive of 5 million photographs taken by @Suntimes photographers! Learn more about this new collection that spans 75 years: via @wttw". Includes a link to a tweet and is from about 18 hours ago.
- Post 8:** A photo of a person in a room. Text: "RT @safety_justice: "If America is to put fewer people behind bars, the priority will be fixing its jails. Several states are trying... New...". Includes a link to a tweet and is from about 18 hours ago.

Me on my first day



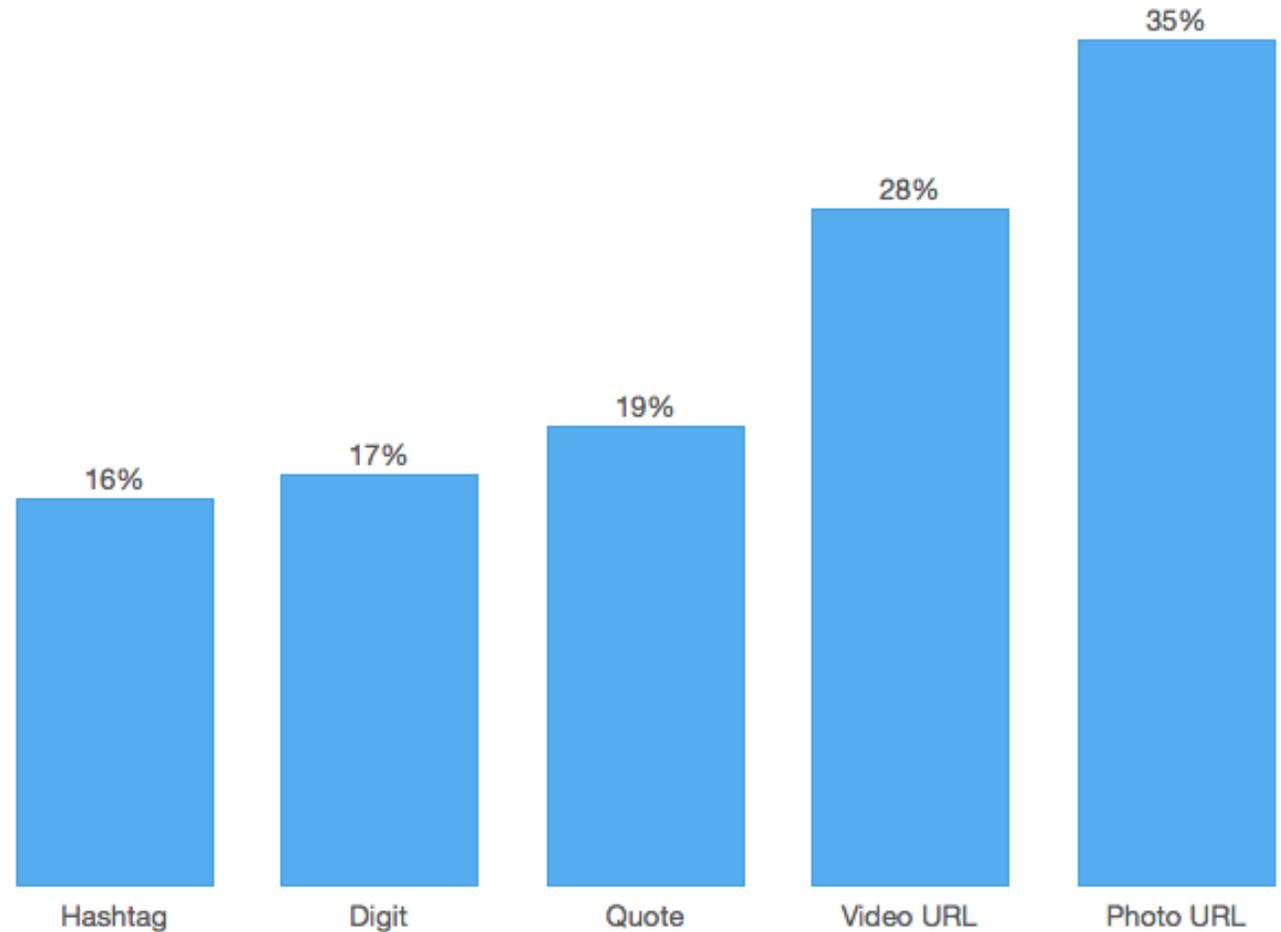
MacArthur Foundation

Use Analytics to Drive Strategic Thinking: Twitter

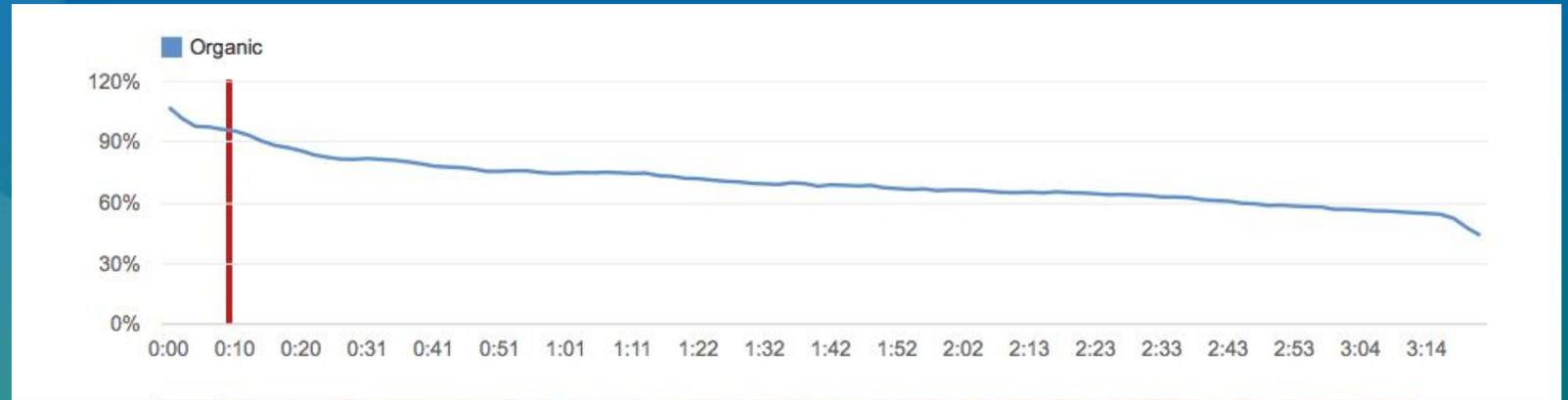
The effect on retweets of...

% change in retweets. So photos give verified users a 35% bump in retweets, compared to what they would get anyway. Click dropdown to see different areas

All areas



Use Analytics to Drive Strategic Thinking: YouTube



Using Influencers



I welcome your questions, your thoughts, your comments,
whatever you want to tell me. I'd love to hear it.

MacArthur Foundation

Using Influencers



Piper Kerman ✓
@Piper

Following

How about "No Bail"? 80% too poor to hire a lawyer. Why bail at all w/ very low level offenses? #FollowTheMoney

MacArthur Foundation ✓ @macfound
NYC tackles its 'warehouse' jail system through @safety_justice network: bit.ly/1dAabXm via @WNYC

Reason	Percentage
Too poor to hire a lawyer	70%
Too poor to pay bail	20%
Too poor to pay legal fees	10%

12:18 PM - 29 May 2015

15 Retweets 17 Likes



MacArthur Foundation



John Legend ✓
@johnlegend

Following

Live on Facebook NOW: @macfound and I are discussing @safety_justice and ways to #RethinkJails: bit.ly/2eq4Unh

TUNE IN
JOHN LEGEND TALKS ABOUT **JAILS IN AMERICA**
WITH THE SAFETY + JUSTICE CHALLENGE

LIVE ON FACEBOOK
11:30AM EST / 8:30AM PST #FREEAMERICA

10:30 AM - 17 Nov 2017

Constellation of Content



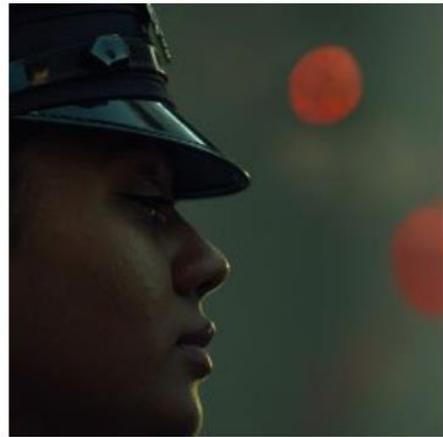
MacArthur Foundation

Constellation of Content

Police and Mass Incarceration

August 14, 2019 | Grantee Publications | Criminal Justice

SHARE THIS STORY 



Police are the “gatekeepers” of America’s criminal justice system and can help reduce local jail use, according to a [report](#) from the [Vera Institute of Justice](#). In 2016, 99 percent of arrests led to a jail admission—compared to 70 percent in 1994. Only five percent of those arrests are for serious offenses. The MacArthur-supported report highlights enforcement alternatives that can reduce arrests and incarceration for minor violations, including issuing a warning, cite and release, and community-based treatment.

Constellation of Content

MacArthur Foundation @macfound

New report from @safety_justice finds that policing arrests now almost always lead to jail incarceration, and that there's a need to reshape police culture: bit.ly/2KxGBVF

We've put together a Twitter quiz based on the report, how well will you score? #RethinkJails

Someone arrested today is much more likely to spend time in jail in the United States.

Year	Arrests	Jail Admissions
1994	100	70
2016	100	99

For every **100 arrests**, there were **70 jail admissions**.

For every **100 arrests**, there were **99 jail admissions**.

Vera SAFETY-JUSTICE CHALLENGE

3:10 PM · Aug 13, 2019 · TweetDeck

Facebook Live with Vera Institute Experts on Police's Role in Ending Mass Incarceration

MacArthur Foundation
Aug 22 · 1 min read

This afternoon Vera Institute's researchers Rebecca Neusteter and Ram Subramanian hopped on Facebook Live for a conversation on their recent report "[Gatekeepers: The Role of Police in Ending Mass Incarceration](#)". They discussed the vital role police can play in criminal justice reform, and how we can reshape policing by implementing alternatives to arrest, analyzing policing reforms, and investing in institutional changes:



Posted by Vera Institute of Justice
3,248 Views

LIVE NOW: Join us for a Q&A with Vera experts on how the police can play a vital role in fixing our broken criminal justice system. We will discuss we can reshape policing by implementing alternatives to arrest, analyzing policing reforms, and investing in institutional changes.

This report is one in a series released by Vera with the Safety and Justice Challenge—the John D. and Catherine T. MacArthur Foundation's initiative to reduce over-incarceration by changing the way Am... [See More](#)

Constellation of Content

 **MacArthur Foundation** ✓
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Replying to @macfound and @safety_justice

How many Americans have been arrested and have a criminal record, according to the FBI? #RethinkJails

70 million	65%
1 million	2%
5 million	20%
200 million	13%

54 votes · Final results

3:11 PM · Aug 13, 2019 · [Twitter Web App](#)

 View Tweet activity

 **MacArthur Foundation** ✓
@macfound

70 million is correct. If everyone with an arrest record held hands, they would circle the globe three times.
#RethinkJails 

 **MacArthur Foundation** ✓ @macfound · Aug 13

How many Americans have been arrested and have a criminal record, according to the FBI? #RethinkJails

[Show this poll](#)

1:23 PM · Aug 21, 2019 · [Twitter Web App](#)

 View Tweet activity

Constellation of Content



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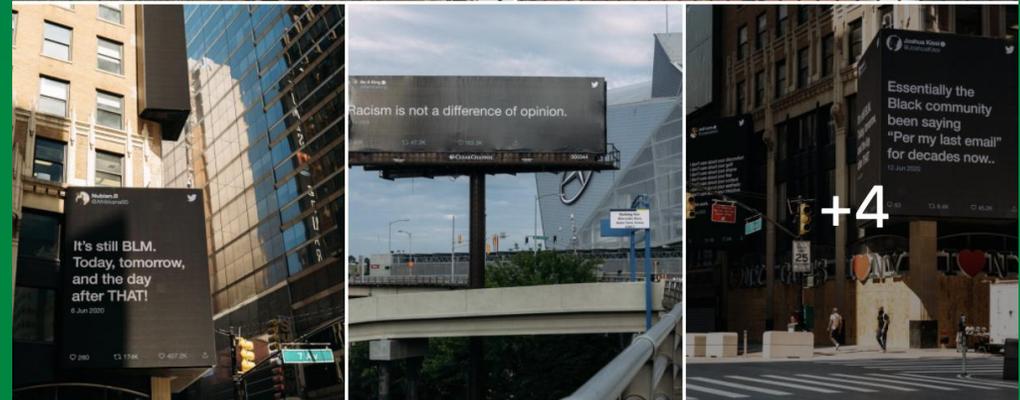
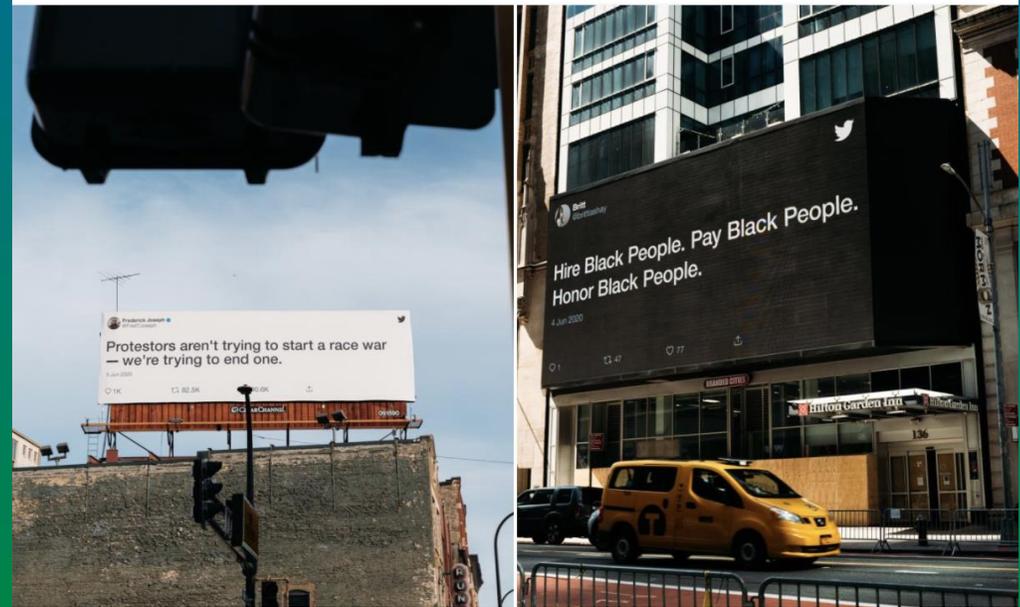
Social Media These Days



 **Thierry Ambrasse** • 2nd
Global Creative Director at Twitter
3w • 🌐

Latest project w/ [Twitter](#) fam
as Creative Director

Atlanta, Chicago, Louisville, Minneapolis, New York City, Los Angeles, Oakland,
and Philadelphia.
[#BlackLivesMatter](#)



Social Media These Days

Treniyah Anderson • 3rd+
First-Generation College Graduate
2mo • Edited • 🌐

From the housing projects of inner-city Philadelphia to Duke University, I am grateful and excited to announce that I became the first person in my family to graduate from college! From a TOP 10 University! I got rejected from ' ...see more



Kalle Kamal Eko likes this

Julius Carter • 2nd
Associate at Dentons US LLP
3w • 🌐

The University of Chicago Law School BLSA Women, Class of 2020!
Congratulations!



7,946 • 130 Comments

Like Comment Share Send

Social Media These Days

MacArthur Fellows Speak Up

MacArthur
Foundation

MacArthur Foundation
Jun 8 · 4 min read



Social Media These Days



"I can't believe I'm gonna say this, but I see hope. I see progress right now...there are significant swaths of people and communities that are not black, that to some extent have some perception of what that pain and that suffering is." — Ta-Nehisi Coates, Journalist



"Today my son and I participated in a protest organized by Black Lives Matter DC in solidarity with all those who have lost their lives due to racism and police brutality." — Lisa Cooper, Public Health Physician

Social Media These Days



"We, in this country, want to always say that 'slavery was a long time ago, and what does that have to do with today?' But what we see today is a direct lineage from that idea that Black lives are worth less than white lives, that Black people are innately suspicious, and that you have to use violence in order to control this population." — Nikole Hannah-Jones, Journalist



"It's not just anger over what happened to George Floyd or Breonna Taylor or Ahmaud Arbery. It is anger about continuing to live in a world where there is this presumption of dangerousness and guilt wherever you go...when you have to navigate this presumption of guilt, day in and day out, and when the burden is on you to make the people around you see you as fully human and equal, you get exhausted. You are tired. And I would argue that the black people in the streets are expressing their fatigue, their anger, and their frustration at having to live this menaced life in America." — Bryan Stevenson, Human Rights Lawyer

Social Media: Allies



Betsy Levy Paluck ✓
@betsylevyp

Yes to this whole thread, and [@lvuoma](#) has data to back it up. But every single social psychologist who has ever taught about implicit bias has had this experience. Implicit is more palatable. Audiences push back against the idea of "old fashioned racism"



Ivy Onyeador @lvuoma · Jun 2

I did the dissertation I did because when I was lamenting the murder of Michael Brown, a White friend used implicit bias as an explanation, essentially mitigating Darren Wilson's responsibility for the murder. Anyway, I guess all the more reason I need to keep doing my work. [twitter.com/keanan_joyner/...](https://twitter.com/keanan_joyner/)



Betsy Levy Paluck ✓
@betsylevyp

White academics, please read and keep thinking about this brave woman's experience as you get on your work zooms this coming week.



Nikea Pittman, Ph.D. @nikeapittman · May 29

I paused before posting this, because I'm not sure if #AcademicTwitter is ready. But I realize that most don't have a lot of black mom scientists on your timeline. So if you're interested in learning about my experience right now, here's a (vulnerable) snapshot:

[Show this thread](#)

...for a million times a day. I just hope that's enough. And I pray for her.

As a daughter and sister I should check on extended family and find ways to stay connected. Because all summer/fall/ (christmas?) trips are cancelled right now. I should do this in between my scheduled Zoom meetings and pending deadlines...if only I could setup my calendar exactly the

Social Media: Allies



beth stevens
@stevens1lab



Thank you [@IshmailSaboor](#) we need more champions at every level.



Ishmail Abdus-Saboor @IshmailSaboor · Jun 2

Black academics and trainees are a little more vocal these days on this platform. Are we preaching to the choir, like the women in science events I go to where only women attend? We need our colleagues to take some of these ideas and champion them at the right tables.

12:18 PM · Jun 2, 2020 · Twitter Web App



beth stevens
@stevens1lab



I oppose racism and hate through active allyship, continuous unlearning, learning, and listening. Join me by nominating 5 others to do the same [#BlackLivesMatter](#) 🙌 [#NoJusticeNoPeace](#) @c_eroglu @khats97 @drosophilosophy @AnnaGreka @Datta_Lab



Jonathan Kipnis @jonykipnis · Jun 4

I oppose racism and hate through active allyship, continuous unlearning, learning, and listening. Join me by nominating 5 others to do the same [#BlackLivesMatter](#) 🙌 [#NoJusticeNoPeace](#) @michelle_monje @stevens1lab @VirusesImmunity @JeanneTPaz @ErikMusiek [twitter.com/Pluchinolab/st...](#)

5:37 PM · Jun 4, 2020 · Twitter for iPad

GIFs



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reddit AMAs



I'm David Simon, creator of HBO's The Wire, The Corner, Show Me A Hero, now working on The Deuce. I'm also a 2010 MacArthur Fellow. Go ahead and AMA.

ACTOR / ENTERTAINER submitted 8 months ago * by macfound

ABOUT ME:

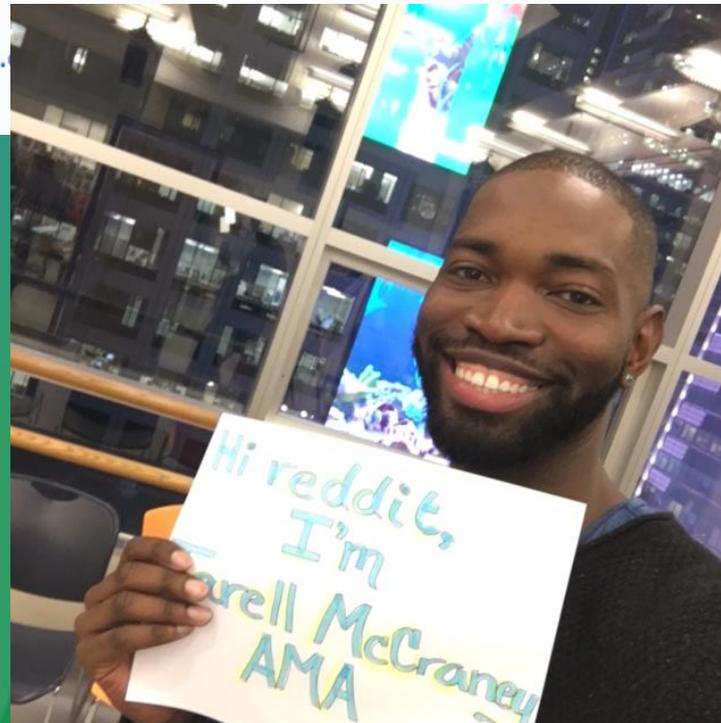
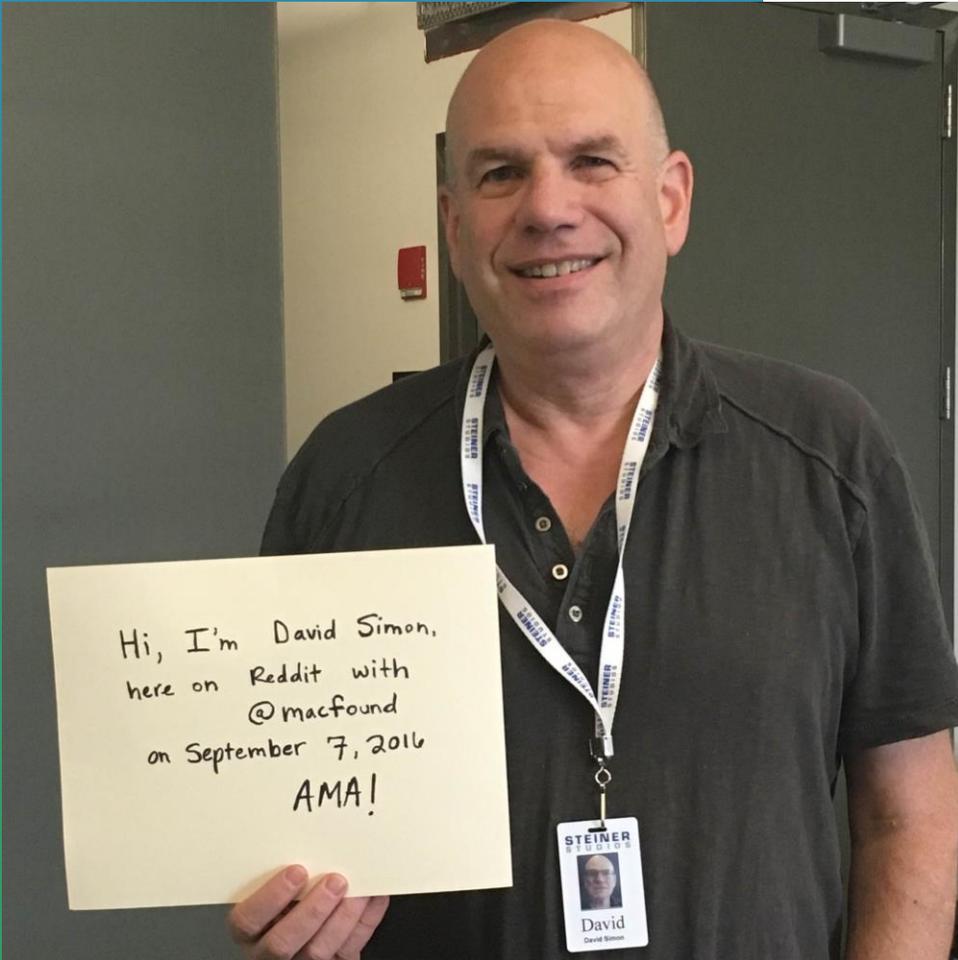
I'm David Simon, a Baltimore-based journalist, author and television producer. I'm a former crime reporter for the Baltimore Sun, and the creator of HBO's The Wire, which depicts the political and socioeconomic fissures in an American city. My other television credits include the NBC drama Homicide and HBO's The Corner, Generation Kill and Treme. My most recent project, Show Me A Hero, an HBO miniseries, depicts the 1987-93 housing desegregation battle that divided Yonkers, N.Y.

I'm currently in production on the upcoming HBO drama, The Deuce, which follows the legalization and subsequent rise of the porn industry in New York from the early 1970s through the mid-1980s. I've also authored two books of narrative non-fiction, "Homicide" and "The Corner," and am a 2010 MacArthur Fellow. AMA.

PROOF:

<http://imgur.com>

EDIT:



reddit AMAs

↑ [-] [scratchinmadman](#) 30 points 8 months ago

↓ Hi David, Thanks for the AMA-- To me one of the most piercing elements of The Wire was the realism that the actors brought to their parts. How did you make the decision to cast the show in the way you did, and were there any casting decisions you feel particularly proud of or alternatively wish you had done differently?

[permalink](#) [embed](#)

↑ [-] [macfound](#) [S] 69 points 8 months ago

↓ We took the best actors we could and credit Alexa Fogle, who has worked with us on The Wire and every project since, for bringing them to our attention. In Baltimore, Pat Moran was brilliant with local and extras casting as well. I am always proud when we incorporate real participants into a professional cast of actors. You can do some of that. Too little and it doesn't lend real gravitas; too much and the overall acting suffers. But it's a neat trick.

[permalink](#) [embed](#) [parent](#)

↑ [-] [probablylamecomment](#) 16 points 8 months ago

↓ When Dominic West , who is from the UK, pretends to be a traveling salesman from the UK it was so Shakespearean. It reminded me of As You Like It when men had to pretend to be women being men. I would really like to ask Dominic West and Idris Elba what their processes was because I didn't find out they were from the UK until after I watched the series.

After which I began to appreciate UK actors and directors, (Armando Iannucci and Daniel Day Lewis.) For me it all started with the wire though.

[permalink](#) [embed](#) [parent](#)

↑ [-] [havfunonline](#) 5 points 8 months ago

reddit AMAs

↑ [-] **Zetavu** 2 points 1 year ago

↓ So a couple of questions regarding your cyclodextrin work. First, how is this different from other crosslinked cyclodextrin polymers using epichlorohydrin, etc. these have been explored for years. Ex: https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=0ahUKEwikItaT2L3KAhWFnIMKHxi6C00QFggmMAE&url=http%3A%2F%2Fitn-cyclon.eu%2Ffiles%2FAnnouncements%2FCyclodextrin%2520News_December_2011.pdf&usg=AFQjCNHwrWQwpggalFK0L_klkqCZWLjHoA&bvm=bv.112454388,d.amc&cad=rja

Secondly, what distinguishes this chemistry as nano? Typical nano applications are microemulsion with particle size in the nano scale, yet most of these polymers are well below that as individual molecules. I've seen a lot of rebranding of polymer solutions as nano when the term does not really apply.

[permalink](#) [embed](#)

↑ [-] **Will_Dichtel** Professor of Chemistry | Cornell University [S] 2 points 1 year ago

↓ Our CD material is permanently porous, which provides better performance. We directly compare our material to the epichlorohydrin crosslinked cyclodextrin polymer in the Nature article.

On "nano" versus "chemistry" - I would say that all chemistry is "nano" (or smaller if you are talking individual molecules). Nanotechnology has many different definitions. One of the unfortunate things about "nano" catching so much public attention and hype is that it has taken away from a public appreciation of chemistry.

[permalink](#) [embed](#) [parent](#)

Digital Q&As



DIGITAL ENGAGEMENT OPPORTUNITIES

Mondays at 2PM ET

SEPTEMBER 21: Project ECHO

SEPTEMBER 28: Clinton Health Access
Initiative & Murdoch Children's
Research Institute

OCTOBER 5: Community Solutions

OCTOBER 12: World Mosquito Program

OCTOBER 19: National Geographic
Pristine Seas

OCTOBER 26: Report for America



Quizzes: Twitter



Kyle David @KyleTheDavid · 11 Aug 2017

Replying to @FieldMuseum

That's a Gomphothere or I'm an Australopithecus' uncle



Rick Spartan 🍷 @trapmasterrick · 11 Aug 2017

Replying to @FieldMuseum

Shovel-Tusk Elephant

🌐 Translate from Danish



Covfefe Nye 🍰 @CNyeScienceGuy · 11 Aug 2017

Replying to @FieldMuseum

It's some kind of amebelodont. I don't know which ;-;



Evan 🌴 @ChevelleSS_1970 · 11 Aug 2017

Replying to @FieldMuseum

platybelodon?



The Field Museum ✓

@FieldMuseum

Following

A #FossilFriday quiz: can you ID this animal with four tusks?



10:23 AM - 11 Aug 2017

Quizzes: Five Thirty Eight

PUBLISHED NOV. 30, 2017 AT 1:00 PM

Which World Cup Team Should You Root For?

With the U.S. out of the running, take our quiz to find the best team for you.

Start



Quizzes: Five Thirty Eight

1. Team strength

I want a team that ...

Is an underdog

Could make some
noise

Is a soccer
powerhouse

2. Star power

How important is teamwork to you?

I don't mind a one-man army.

I'm all about squad goals.

3. Offense vs. defense

Do you want a team that's stronger on offense or stronger on defense?

I want a lot of
goals or I'm going
to fall asleep.

Why not both?

I love a good 0-0
draw.

2 of 7 questions completed

Quizzes: Five Thirty Eight

7. Goal?

Panama

Panama is a great fit for you. The Panamanians are making their World Cup debut. Expect few goals and numerous bookings.

Share on Facebook

Share on Twitter



Quizzes: MacArthur

MacArthur Foundation **MacArthur Foundation** @macfound

Why doesn't the MacArthur Foundation use the term "genius grants"? #FellowsQuiz

- 24% It isn't a grant
- 11% Legal reasons
- 42% "Genius" is too limiting
- 23% We stopped gauging genius

38 votes • 22 hours left

RETWEETS 2 LIKES 4



QUIZ

Test Your Knowledge of the MacArthur Fellows

Published September 17, 2016



The MacArthur Fellowship celebrates the creative potential of inspiring individuals through no-strings-attached fellowships. Test your knowledge about the 900+ MacArthur Fellows in the quiz below.

1. Why doesn't the MacArthur Foundation use the term "genius grants"?

The Fellowship is not a grant.

The term is legally protected.

The term "genius" is too limiting.

The MacArthur Foundation recently decided to stop trying to measure genius.

Quizzes: MacArthur

1. Why doesn't the MacArthur Foundation use the term "genius grants"?

The Fellowship is not a grant.

The term is legally protected.

The term "genius" is too limiting.

The MacArthur Foundation recently decided to stop trying to measure genius.

Quizzes: MacArthur

1. Why doesn't the MacArthur Foundation use the term "genius grants"?

The Fellowship is not a grant. The Fellowship comes with a no-strings attached grant of \$625,000 paid out over five years.

The term is legally protected. The term was coined by the media; no organization "owns" it.

The term "genius" is too limiting. – Correct

"Genius" connotes a singular characteristic of intellectual prowess. The Fellowship seeks to support individuals who are exceptionally creative, show promise for important future advances based on significant accomplishment, and have the potential for the fellowship to facilitate subsequent creative work.

The MacArthur Foundation recently decided to stop trying to measure genius. The Foundation does not assess IQ or "genius," but seeks to recognize, support, and inspire creativity.

Quizzes: A Recap

- It's not organic chemistry, keep it simple
- Update users on progress
- Make it shareable
- Make it evergreen



A Recap

- Understand how to use your voice
- Master the basics and analytics
- Build your constellations
- Use influencers in your orbit
- Think creatively about content
- Don't forget about email
- Turn to peers or consultants

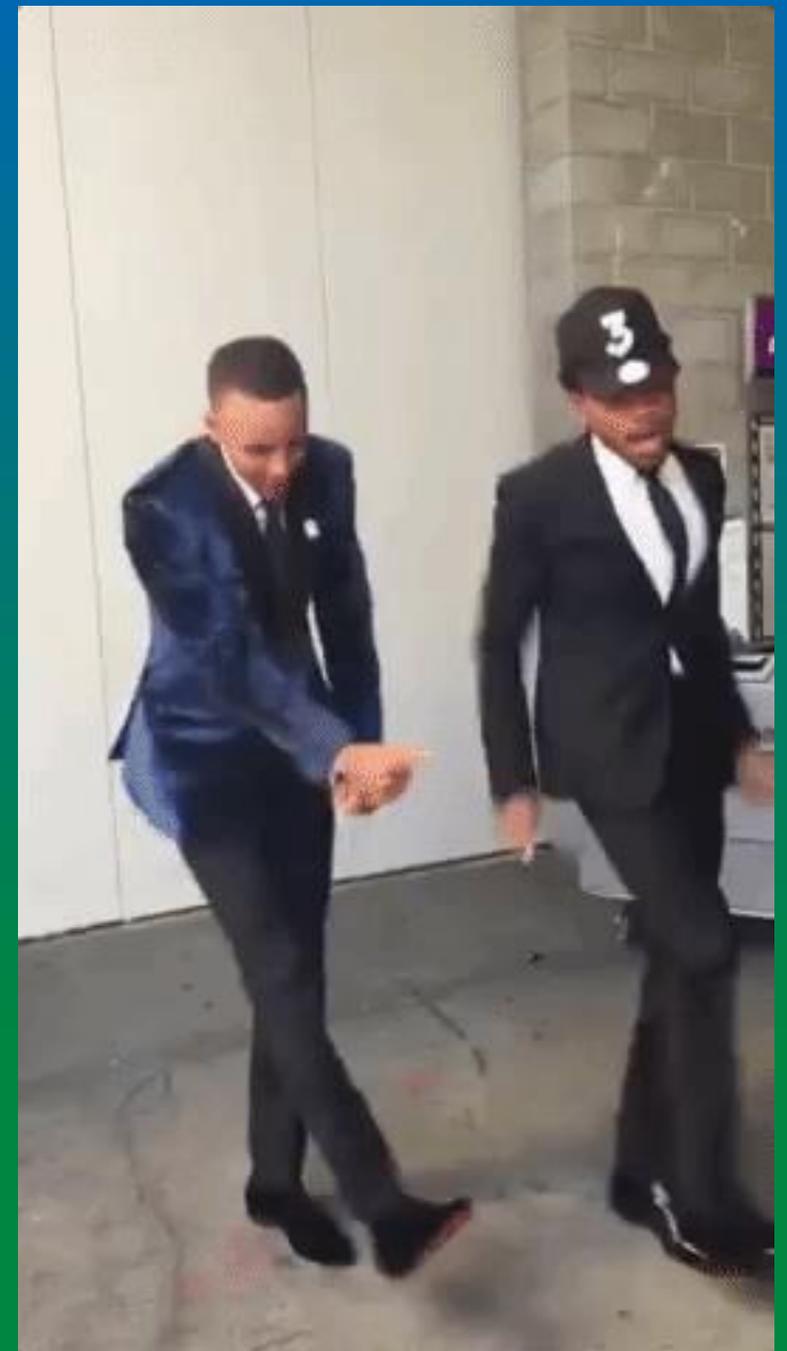
MacArthur Foundation

MacArthur on Social Media

The collage features various social media content from the MacArthur Foundation:

- Top Left:** A tweet with a long text block about racial inequality and the presumption of guilt, accompanied by a comic strip illustration.
- Top Middle:** A tweet about a movie on the dangers of nuclear weapons, titled "Tuesday on @netflix, 'the bomb'".
- Top Right:** A tweet with a video player and text: "We're looking to hire an Associate to the President here at MacArthur. Take a look at the opening and pass it along: macfound.org/jobs...".
- Middle Left:** A tweet mentioning Bryan Stevenson of @eji.org and his work on slavery and lynchings, with a link to a video.
- Middle Middle:** A tweet about the #HumanTollOfJail, a series on incarceration in America, with a link to a video.
- Middle Right:** A tweet about Chicago's civic culture, titled "Chicago is a city with a strong civic culture, and our home. Learn why we have an unwavering #ChicagoCommitment: macfound.org/programs/chicago...".
- Bottom Left:** A tweet about the top 200 submissions in #100andChange, with a link to a press release.
- Bottom Middle:** A tweet about a movie on Tuesday titled "the bomb", with a link to a trailer.
- Bottom Right:** A tweet about an obscure number theorist, with a link to a news article.

Social Media: Mission Accomplished



MacArthur Foundation