How can social media extend the conversation?
Guidance on Social Media

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
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

LINKEDIN
FACEBOOK
INSTAGRAM
TINDER
MacArthur Foundation on Social Media

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
Me on my first day
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.

- Hashtag: 16%
- Digit: 17%
- Quote: 19%
- Video URL: 28%
- Photo URL: 35%
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.
Using Influencers

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

MacArthur Foundation

NYC tackles its "warehouse" jail system through @safety_justice network: bit.ly/1dAabXm via @WNYC

MacArthur Foundation
Constellation of Content
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.
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.

<table>
<thead>
<tr>
<th>1994</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 arrests</td>
<td>100 arrests</td>
</tr>
<tr>
<td>70 jail admissions</td>
<td>99 jail admissions</td>
</tr>
</tbody>
</table>

For every 100 arrests, there were 70 jail admissions. For every 100 arrests, there were 99 jail admissions.

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.

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
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
Social Media These Days

Treniyyah 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

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

The University of Chicago Law School BLSA Women, Class of 2020! Congratulations!
Social Media These Days

MacArthur Fellows Speak Up

MacArthur Foundation

Jun 8 - 4 min read

MacArthur Foundation
“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
“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
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/…

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:

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
Thank you @IshmailSaboor we need more champions at every level.

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.

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 @drosphilosophy @AnnaGreka @Datta_Lab

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...
Social Media: Allies

Will Dichtel Retweeted
Matthew R. Culberson @Dr_Culberson

#BlackInOrganic #BlackinChem #OrganicChemist I just wanna be a prof. That's it. That's life. Wouldn't have it any other way.

Jessica Kisunzu @JKisunzu

Hey y'all! #BlackInOrganic chemist/Assistant Prof @ColoradoCollege here. My group studies benzenes/arynes from all different directions. I will always love a hand-run flash column (tho the automated ones are *life-changing*). Psyched to see us all out here! 

6:20 PM · Aug 13, 2020 · Twitter Web App
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.

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.
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?

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.

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.
reddit AMAs

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=0ahUKEwikItaT2L3KAhWFnIMKHXi6C0OQFggmMAE&url=http%3A%2F%2Fttn-cyclon.eu%2Ffiles%2FAnnouncements%22FCyclodextrin%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.

Our CD material is permanently porous, which provides better performance. We directly compare our material to the epichlorohydrin crosslinked cyclodextrin polmyer 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.
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

MacArthur Foundation
Quizzes: Twitter

Kyle David @KyleTheDavid · 11 Aug 2017
Replying to @FieldMuseum
That's a Gomphothere or I'm an Australopithecus' uncle

Rick Spartan @trapmasterick · 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 armebelodont. I don't know which ;-;

Evan @ChevelleSS_1970 · 11 Aug 2017
Replying to @FieldMuseum
platybelodon?
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
Panama
Panama is a great fit for you. The Panamanians are making their World Cup debut. Expect few goals and numerous bookings.
Quizzes: MacArthur

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

Test Your Knowledge of the MacArthur Fellows

10 Questions About 900+ Exceptionally Creative People

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.
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The Fellowship is not a grant.

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The term “genius” is too limiting.

The MacArthur Foundation recently decided to stop trying to measure genius.
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
Social Media: Mission Accomplished

MacArthur Foundation