SOCIAL MEDIA FOR STEM NONPROFITS

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Science Communications Specialist
Engagement Producer, Science Friday
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Presentation Outline

- Audience, Journey, & Engagement Funnel
- Exercise 1: Who is your primary target audience?
- Content Creation Process
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- Exercise 2: Breakout Group Brainstorm
- Exercise 3: Storytelling for your specific audience
- Make It Feasible
Social media can be overwhelming. Effective social engagement strategy starts with knowing who your primary target audience is and your purpose for building a relationship with them.
Different audiences have different motivations for starting and maintaining a relationship with you.

**Researchers**

**General Public**

**Interest Groups**

Demographic
What are their interests, needs, priorities?
What kind of relationship can they have with you?
What are barriers to engaging?
The Strategic Process

Executive Strategy: Who is your primary target audience?

Audience Research: What do they need, want, enjoy?

Content Sourcing: What do you offer them?

Content Creation: How can you package it in a way that helps them take next steps with you?

Put yourself in their shoes. Build a hypothesis that you can test, measure, learn from, and iterate on.
Audience Engagement Funnel

A strategic framework to help bring together your audience research, your organizational goals, and your production bandwidth.
### What Does It Mean?

**NEW ENCOUNTERS**: In the awareness stage, supporters are just learning about you and your cause. They may be encountering you through social media, events, or word-of-mouth.

**CURIOSITY**: They’ve read or heard a little about you and your work. Like an acquaintance, they are curious about your mission and what you do. They may have even shared information on social media, email, or with friends.

**ONE STEP BEYOND**: They have participated in one of your initiatives (e.g., volunteer, donate). They are interested in learning more about your cause and how they can get involved.

**YOU’RE WORTH MY EXPENDABLE RESOURCES**: They see a relationship with your cause but are not fully committed. They may be looking for ways to help, but they need encouragement to make a commitment.

**RETURN, REPEAT, LOYALTY**: At this point in the Engagement Funnel, they have become a fan of your cause. They are committed to helping you achieve your goals. They may even be building a relationship with you.

**AMBASSADORS**: Your ambassadors are at the very bottom of the funnel. They can help bring in new supporters, grow your cause, and encourage others to get involved.

### What Do We Want As Their Next Action?

**To move onto the next stage of the funnel, they’ll need to take an action that shows their interest in your cause.**

**To get them to move through to the next stage, they’ll need to get involved with your organization.**

**To move from here onto the next level, the supporter wants to give shoutouts, testimonials, and help to expand your audience, bringing in more supporters from their sphere of influence.**

**These are defined by your organization’s strategic goals. What is the biggest risk you’re hoping your most loyal audiences could do for you?**

### Audience Touchpoints Along Engagement Funnel That We Control

**AUDIENCE DISCOVER OR HOURLY TOPIC, STORY, RELEVANCE.**

**TOUCHPOINTS**: Organic reach becomes someone shared your post, strategic boosted posts (boost the algorithmic cross-promotion with similar organizations, tapping into for major days of celebrations). They know as some subset of the trend identity.

**TOUCHPOINTS**: Website, socials, YouTube, live/interactive experience, story syndication, referral from a trusted source.

**TOUCHPOINTS**: They follow us or sign up for something beyond the first encounter. They follow our event attendance or a passive notification, engaged with us, but not necessarily engaged. They may need to secure your mailing list on us to understand why you have patience, less engaged followers and how to activate them or better engage their followers.

**TOUCHPOINTS**: Removing barriers, communities, they engage more regularly with content, have ideas or ideas when they follow-through on your calls to action, e.g., RSVP to event, tell us your story, like us.

**TOUCHPOINTS**: They regularly share our programming, stories, or brand, and recommend us as others.

**TOUCHPOINTS**: Return with more frequency. They are aware of us and engage with our higher-touchpoint experiences, might openly suggest ways for you to better connect with others like them.

**TOUCHPOINTS**: Long-term, deep investment in your mission, vision, values. They believe that they strongly advocate for your work and impact. They feel a sense of reciprocated investment and appreciate more intense opportunities to connect with your org.

- Touchpoints: The moment an audience member interacts with you (a tweet, an Instagram story, a reposted Facebook link).
- What desired audience actions fit within each stage of the funnel?
- OKRs: How can we measure each of those actions?
- Prioritization: Which of those will have the most meaningful results for your organization?
- Desired: How can we better move our audiences toward those actions?
- Iteration: What improvements can we realistically pursue in terms of those actions? Understanding our limitations for resources, time, personnel – how can we turn this into a sustainable, iterative learning experience with high impact?

Katie Terwilliger (Science Communications Specialist and Engagement Producer at Science Friday) adapted from a variety of content marketing funnels including Wired Insights “Creating & Using A Market Funnel.”
https://www.forbes.com/sites/marketinginsiders/
Executive Strategy: Who is your primary target audience?

Audience Research: What do they need, want, enjoy?

Content Sourcing: What do you offer them?

Content Creation: How can we package this message on social media?

Primary Audience Experience On The Platform/With The Touchpoint
Primary Audience Thought Process OR Motivation for Engaging
How Can This Engagement Be Measured? (Tools, Surveys)
Content Creation Process

Original Content Source:
Web story, long-form video, podcast, event landing page, etc.

Who do I need to see this?:
Define the primary target audience and research how they behave on the platform.

Define your call to action:
Keep it clear. Keep it simple. Remember you have other touchpoints to do more work, so what is the ONE thing you want them to do?

Understand the platform's strengths, limitations, & culture:
Audiences interact differently in each platform. Deep engagement in Facebook happens in community groups and comments. IG is visual storytelling. TikTok is playful entertainment.

Here's what needs to happen. Bandwidth issues? Taking shortcuts (automating scheduled posts, where does fact-checking and gut-checks/sensitivity-checks come in) and reframing the asks for ourselves and our audiences so it's manageable.
The Social Platforms

def., Websites and applications that enable users to create and share content or to participate in social networking.

Commonly used: Facebook, Instagram, Twitter, LinkedIn, WeChat, YouTube
Gained popularity during pandemic: TikTok, Clubhouse, NextDoor
Other powerful spaces: Reddit, Pinterest, Telegram
### Use of online platforms, apps varies – sometimes widely – by demographic group

<table>
<thead>
<tr>
<th>% of U.S. adults in each demographic group who say they ever use ...</th>
<th>YouTube</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Pinterest</th>
<th>LinkedIn</th>
<th>Snapchat</th>
<th>Twitter</th>
<th>WhatsApp</th>
<th>TikTok</th>
<th>Reddit</th>
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<td><strong>Suburban</strong></td>
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Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.


“Social Media Use in 2021”

PEW RESEARCH CENTER
Other Ways To Learn About Your Target Audiences

Who people pay most attention to when using each social network for news

- Mainstream news outlets/mainstream journalists: 37%
- Smaller or alternative news sources: 26%
- Politicians/political activists: 16%
- Internet personalities: 14%
- Ordinary people: 12%
- Other/None of these: 10%

Proportion of news users on each network saying this is their main motivation

- Twitter: Good place to get the very latest news: 27%, Gives me perspectives not available in mainstream media: 18%, Enjoy the debate and comments alongside the news: 14%, Fun and entertaining way to pass the time: 12%, Gives me news that is personally important to me: 10%, Mostly see news while I'm there for other reasons: 8%
- Facebook: Good place to get the very latest news: 26%, Gives me perspectives not available in mainstream media: 16%, Enjoy the debate and comments alongside the news: 14%, Fun and entertaining way to pass the time: 12%, Gives me news that is personally important to me: 10%, Mostly see news while I'm there for other reasons: 8%
- YouTube: Good place to get the very latest news: 26%, Gives me perspectives not available in mainstream media: 16%, Enjoy the debate and comments alongside the news: 14%, Fun and entertaining way to pass the time: 12%, Gives me news that is personally important to me: 10%, Mostly see news while I'm there for other reasons: 8%

PLOS ONE

Testing how different narrative perspectives achieve communication objectives and goals in online natural science videos

Salina A. Rudd, Nicole M. Lee, Adrian A. Smith

Published: October 13, 2021 • https://doi.org/10.1371/journal.pone.0257866

On social media, Gen Z and Millennial adults interact more with climate change content than older generations

By Cary Lynne Thibden and Alec Tyson

Gen Z and Millennial social media users are more likely than older generations online to engage with climate change content on social media and to express a range of emotions when they see climate-related content there – including anxiety about the future and anger that not enough is being done, according to a new Pew Research Center survey.
New to this? Where to start:

**Organization or stakeholder buy-in:**
Start with your bottom-line goals, pair it with industry research, and discuss what you lose by not engaging. Connect with your first-adopters.

**Try it out, keep it low stakes:**
Sign up, lurk □ & □. Find organizations and people who inspire you. If it’s not the right fit, it’s okay to let it go.

**A/B test the same piece of content:**
Send out the same core piece of content. Use different visuals, maybe tone. Try a longer blurb or just one sentence. Failures and mistakes are opportunities.

**Learn when to ask for help or pass the baton:**
Social media management tools, apprenticeship programs, partner with storytellers, rotating curation, get a template designer.

Sharing your social good through social media matters. Make it feasible by setting up quarterly or project-specific bite sized goals that allow you to learn. Use and repurpose content that exists, batchwork and create a weekly or monthly calendar. Create or commission reusable templates. Make space to try and fail safely.
Breakout Group Exercise (10m):
Brainstorm Sharing With Your Audience

1) Who is your organization's primary target audience? What action do you want them to take with your organization?

2) What part of this malaria vaccine news story could make them think about your organization's mission, vision, values, or latest offering?
Spotlight Sharing (2 volunteers please):
Social Storytelling For Your Audience

**Executive Strategy:**
Who is your primary target audience?

**Audience Research:**
What do they need, want, enjoy?

**Content Sourcing:**
What do you offer them?

**Content Creation:**
How can we package this message on social media?

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**The RTS,S Malaria Vaccine**
A WHO recommended vaccine for added protection against malaria to improve child health, save lives and strengthen malaria control in Africa and in other regions with moderate to high malaria transmission.

**Malaria: An enduring health challenge**
Malaria remains a primary cause of childhood illness and death in Africa and holds back prosperity in the region.

| 400K+ DEATHS per year | 260K+ CHILD DEATHS PER YEAR |

**The RTS,S/AS01 malaria vaccine pilots in Africa**
Significantly reduces malaria and life-threatening severe malaria. Since 2019, delivered in childhood vaccination in 3 country-led pilots.

**IN 2+ YEARS**
2.3 Million+ DOSES

**800K+ CHILDREN VACCINATED**
Estimated to be cost-effective in areas of moderate to high malaria transmission.

30 YEARS
The result of 30 years of research & development

---

1) Who is your organization's primary target audience? What action do you want them to take with your organization?

2) What part of this malaria vaccine news story could make them think about your organization's mission, vision, values, or latest offering?
Tools for Content Creation

“...We’re losing generations. We have to pay attention now because if you’re out of the first decade of life and think life is not worth pursuing, that’s a signal to say something is going really wrong.”

-Sean Joe, national expert on Black suicide, professor at Washington University in St. Louis

Giphy or GIF Brewery
Powerpoint, Keynote, Google Slides
Tools for Content Management

30 Days of Social Media Post Ideas

<table>
<thead>
<tr>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
<th>SAT</th>
<th>SUN</th>
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<tbody>
<tr>
<td>Infographics</td>
<td>Question of the Day</td>
<td>Quick Tips</td>
<td>Branded Graphics</td>
<td>Your Blog Post</td>
<td>Inspirational Quote</td>
<td>Content Game</td>
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<td>Your New Blog Post</td>
<td>Infographics</td>
<td>Behind the Scenes</td>
<td>Tutorial /DI video</td>
<td>Your Favorite Tool/Tip</td>
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<tr>
<td>Branded Graphics</td>
<td>Inspirational Quote</td>
<td>FAQ Session /Chat Session</td>
<td>Free Course /E-book</td>
<td>Interacting Fast Did You Know</td>
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<tr>
<td>Canned Content</td>
<td>Behind the Scenes</td>
<td>New Post /Product Announcement</td>
<td>Video Announcement</td>
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<tr>
<td>Behind the Scenes</td>
<td>Canned Content</td>
<td>New Feature /Product</td>
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<tr>
<td>Motivational Quote</td>
<td>Giveaway</td>
<td>Action</td>
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</table>

Create your own spreadsheet or calendar.

Content management tools: MeetEdgar, SproutSocial, Hootsuite.
Learn more: LinkedIn Learning, Hubspot Academy
# Shortcuts & Templates For Efficiency

## LiveShow Timing

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Producer</th>
<th>Guests</th>
<th>Twitter Handles</th>
<th>Weblines URL &amp; relevant links</th>
<th>Relevant Billboard/script copy</th>
<th>Tweet Draft</th>
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</thead>
<tbody>
<tr>
<td>10-12am</td>
<td>Pre-show Signposting</td>
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<tr>
<td>2:07 PM</td>
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## Feedback Draft

<table>
<thead>
<tr>
<th>Time</th>
<th>Type of Content (What makes it Entertaining, Share-worthy)</th>
<th>Audience angle (what the audience should take away, why should they care, prioritize)</th>
<th>Social Assets w/ Credit (Lunchbox)</th>
<th>Quotables</th>
<th>Published URL</th>
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<tbody>
<tr>
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<td>2:07 PM</td>
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Community Guidelines

Some general guidance we are using to plan for harmful engagement:

- Pin community guidelines as a comment underneath the post.
- We aim to respond with empathy, but must decide on what the line is when it comes to unproductive comments. The story we are elevating tomorrow is specific to giving a voice to the people who are directly impacted by proposed legislation.
  - Please feel free to reach out to SoFi’s Engagement Producer kulerto@sofi.com if needed.
- Block anyone who crosses the line, no first strike. As we generally do not have enough resources to moderate a two-strike system for social media, especially on weekends, we choose to block and delete or hide harmful comments.
- We do not respond to any troll comments as it risks validating their harm rhetoric and it also draws more hateful speech.
- We also recognize our efforts will not fix the problem entirely, and so we choose to do the best we can in the moment.
- Abuse on social media can lead to vicarious trauma, both for moderators and for bystanders/viewers. If it becomes too much, please choose your health first and do not hesitate to reach out to us.

An example of how we pin community guidelines to stories that generate harmful, unproductive engagement:

Science Friday will be using this specific language underneath our posts where comments sections cannot be disabled or monitored regularly:

- In accordance with our community guidelines, please note that any and all violent, transphobic, racist, misogynist or discriminatory comments will be hidden and accounts banned. As a community, we will not tolerate demeaning, discriminatory, or harassing behavior and speech. Science Friday will continue reporting on issues of justice and their intersection with healthcare, the pandemic, and many other realms of science because it is our responsibility to do so.

Resource list for trans and nonbinary audiences who may reach out:

https://transequality.org/additional-help

Resources for handling transphobic harassment:

Trans Journalists Association style guide (Section 1.4: Guidance on covering anti-trans hate and disinformaton, Section 2: Terms and Phrases To Avoid) - https://transjournalists.org/style-guide/

- We recommend muting, hiding, or deleting anti-trans comments.
  - Like anti-white racism or climate science denial, anti-trans rights groups and individuals push a fringe, radical agenda. Leading medical and psychology organizations like the American Medical Association and the American Psychological Association affirm trans people exist; these organizations also state that trans people need access to gender-affirming care, gender-appropriate public resources, and jobs where they can be themselves. Giving anti-trans groups a platform isn’t being unbiased, but rather giving fringe ideology outsized influence.”

Local News Lab’s “How to Protect Yourself From Online Harassment”
https://localnewslab.org/2021/06/02/local-file/how-to-protect-yourself-from-online-harassment/

Equity Lab’s Anti-doxxing Guide
https://medium.com/934equity actionable-doxxing-guide-for-activists-facing-attacks-from-the-alt-right-0f2d59654c37

Science Friday/Kaiser Health News - Resources For Reporting On and Combating Suicide

NOTE: This living document was compiled on August 19, 2021 to support the publication and airing of Science Friday’s upcoming segment, "Pandemic Unveils Growing Suicide Crisis For Communities Of Color." The story airs on August 20th.

Some general guidance we are using to plan for harmful engagement:

- Pin community guidelines as a comment underneath the post.
- We aim to respond with empathy, but must decide on what the line is when it comes to unproductive comments. The story we are elevating tomorrow is specific to giving a voice to the people who are directly impacted by the rising suicide crisis.
  - Please feel free to reach out to SoFi’s Engagement Producer kulerto@sciencefriday.com or KHN’s Social Media Manager chasewatson@kff.org if needed.
- Block anyone who crosses the line, no first strike. As we generally do not have enough resources to moderate a two-strike system for social media, especially on weekends, we choose to block and delete or hide harmful comments.
- We do not respond to any troll comments as it risks validating their harm rhetoric and it also draws more hateful speech.
- We also recognize our efforts will not fix the problem entirely, and so we choose to do the best we can in the moment.
- Abuse on social media can lead to vicarious trauma, both for moderators and for bystanders/viewers. If it becomes too much, please choose your health first and do not hesitate to reach out to us.

An example of how we pin community guidelines to stories that generate harmful, unproductive engagement:

Science Friday will be using this specific language underneath our posts where comments sections cannot be disabled or monitored regularly:

- In accordance with our community guidelines, please note that any and all violent, transphobic, racist, misogynist or discriminatory comments will be hidden and accounts banned. As a community, we will not tolerate demeaning, discriminatory, or harassing behavior and speech. Science Friday will continue reporting on issues of justice and their intersection with healthcare, the pandemic, and many other realms of science because it is our responsibility to do so.

Resource list for media organizations:

Research-supported guidelines for reporting suicide and self-harm, and to decrease risk of “suicide contagion”:

- American Association of Suicology’s reporting recommendations for journalists & media partners (2016) suggest:
  - Cover the story in a non-sensationalistic, sensitive way that respects the individual who died by suicide and those surviving the painful loss
  - If you decide to include narrative that could cause intense emotional distress, use the phrase “Content Warning” or use a visual cue so that users can click to read additional material after a neutral description of the article
  - If images are used, choose images that show the individual who died by suicide engaging in life rather than clutching his/her head, depressed and/or disheveled
Questions?

If you’d like to discuss more, you can connect with me on LinkedIn or Twitter or email via: kviterbo@sciencefriday.com