

SOCIAL MEDIA 'BUILDING BLOCKS'

Blogging

No character limit. Short or long articles, e.g. summaries of research papers, 'journal club', reflective pieces, academic advice, tutorials,

Examples: Wordpress, Blogger, Tumblr.

Micro-blogging

Character limits for updates. Hashtags (#) allow lateral search and aggregation of entries related to a specific topic.

Examples: Twitter.

Photos

Scientific images (e.g. microscopy, from field trips), photos of events or places...

Examples: Flickr, Picasa, Instagram.

Audio

Podcasts, recordings of discussions or talks, capturing the atmosphere of places or events, data collection (e.g. bird song)...

Examples: SoundCloud, Audioboo.

Video & Live-streaming

Video tutorials, interviews, lab tours, animations, scientific data (e.g. microscopy movies), lecture capture, live discussions, live-streaming...

Examples: YouTube, Vimeo, Google+, Vine...

Pinboard/Magazine

Curation of images, photos, articles, websites etc. in themed virtual 'pinboards'.

Examples: Pinterest, Scoop.It.

Groups/Communities

Open: Everyone can read and post.
Closed: Users need to register for website, administrator adds members.

Examples: Facebook, Google+.

Pages

Usually used for websites, organisations, research groups, publishers, journals etc. to provide updates and news.

Examples: Facebook, Google+.