

Same, But Different

Institutional Social Media in Times of Normalcy and Crisis

Kelley Christensen

Science Writer and... the Voice of Michigan Tech Twitter

July 2020



Michigan Tech

Personalit y

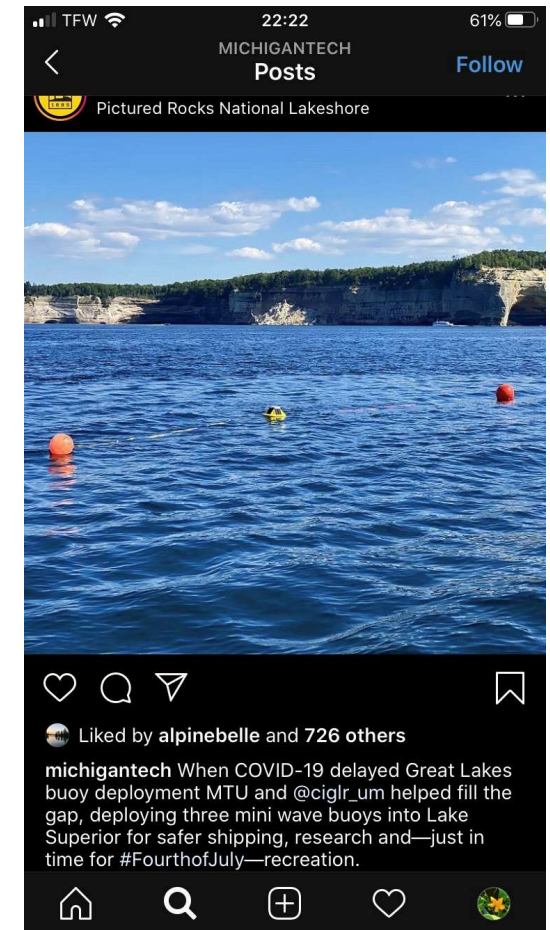
- What is the “personality” of each social channel?
- How can these personalities work together?



Facebook



Twitter



Instagram

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Teamwork Makes the Dream Work

Social Media Schedule 2019-20

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	A	B	C	D	E	F	G
	Platform	Tuesday	Wednesday	Thursday	Friday	Saturday	
	Facebook			Diversity Voice			
		SDH recycling drive	SDH Recycling Drive		Bias in the Algorithm		#mtuscenes
		SYP	IAGLR announcement	Flashback snowmobiling	Juneteenth		
Juneteenth is Friday. Thoughts on		HoMT - Cacie Clifford		IAGLR announcement			

#please-share ☆

16 | 1 | social seeds for stories, links, and events

LI: Prasanth Prabhakaran, Will Cantrell and Raymond Shaw, "Today aerosol activation and cloud formation" in the journal Proceedings of the National Academy of Sciences

TW 1: Improving climate models by adding turbulent air to the mix. @pnasnews

TWres: The more polluted an area, the more precise models must be in the atmosphere, and that cascades into other properties of cloud formation. #atmosphericsscience #climate #rain @NSF @doescience @pnasnews

IG: There are only two cloud chambers in the world capable of this research. One is at Michigan Tech. #clouds #atmosphericsscience #turbulence #climate #rain #research

FB: The same air that makes your flight bumpy also affects whether it's going to rain. (edited)

 Michigan Technological University

[Rainmakers: The Turbulent Formation of Cloud Droplets](#)

Turbulent air in the atmosphere affects how cloud droplets form. New research from

Friday, July 10th



Kelley Christensen 14:10

Hey all @channel appreciate some ideas for the clouds and turbulence story. Here's my working hed, which is meh: Make It Rain: The Turbulent Formation of Cloud Droplets

Article in a nutshell: Turbulent air in the atmosphere affects how cloud droplets form. New research from Michigan Tech's cloud chamber changes the way clouds, and therefore climate, are modeled. "Understanding the transition from dust to cloud droplets is a key part of understanding whether you'll have a lot or few droplets. Our theory adds a way to understand whether the turbulent mixing in the atmosphere will affect the number of droplets you get, and that cascades into other properties of cloud formation."

Also, they made a model.

 5 replies Last reply today at 09:21

Message #headlines

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Formation

- Just Add Turbulence: MTU Changes the Climate Model
- Rainmakers: MTU Researchers Study Turbulent Cloud Formation



Allison Mills 3 days ago

I really like the Just Add Turbulence one

@kelleyc @JessieTobias



Cyndi Perkins 14 hours ago

@kelleyc I like "Just add turbulence" as well.

And we CAN'T do make it rain. 😞



Kelley Christensen 13 hours ago

Will "rained" us in 😊 and I'm going with "Rainmakers: The Turbulent Formation of Cloud Droplets". Thanks for the brainSTORM everyone. 🌧️

😂 2 🗳️



Jessie Tobias 13 hours ago

No problem! Just sprinkling some ideas around. 🌧️

Comms/PR team me
Social Media Prep, 9:30

Comms/PR team me

Comms/PR team me
Social Media Prep, 9:30

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Crisis Comms

- Use tools like Slack, Google Sheets
- On brand
- Plug related research as a way to disseminate information about the crisis
- Tag with caution, but definitely if partnering institution asks to be tagged
- No fluff

Michigan Tech @michigantech · Apr 29
What the toilet paper shortage has to tell us about supply chains.
#COVID19 #economics #supplychain #resilient
mtu.edu/unscripted/sto...

Panic Buying Behavior
Panic-buying behavior disrupted the entire supply chain for toilet paper and other products within the first few weeks of the COVID-19 outbreak.

The COVID-19 situation has exposed the dangers of just-in-time principles on which current supply chains are operating.

DEMAND x10

Tier 1 Supplier, Tier 2 Supplier, Tier 3 Supplier

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59,572 followers
2mo •

No personal protective equipment? We print face shields. No test swabs? We're working on it. No medium for transporting and storing COVID-19 tests? We've got a plan for that, too. Michigan Tech takes care of its community. Read the story and find out how you can help: <https://lnkd.in/dCQBqHT>
Superior Ideas, David Holden, John Schneiderhan, Joshua Pearce, Bharath Lavu, Peter Baril, WESTERN UPPER PENINSULA DISTRICT HEALTH DEPARTMENT #covid19 #3dprinting #ppeshortage

3D printing face shields in our Library for local health care workers.



Thank you!



9:56 AM · Jun 25, 2020 · [Twitter Web App](#)



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