

Amplify Your Research with Social Media Networking



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Social Post Examples



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Alexandra Boltasseva – Electrical and Computer Engineering

Twitter
Followers
2,011

ECE has 1,624



A screenshot of a Twitter profile for Alexandra Boltasseva. The profile picture shows a woman with glasses and a necklace. The bio includes her title as Dr, PhD, Prof. at Purdue Uni, Editor-in-Chief of #OSA_OMEx, and Fellow of #OSA and #SPIE. It also lists her membership in #IEEE, #APS, #MRS, and various research areas like #optics, #nanophotonics, #materials, and #FOPF. The location is West Lafayette, IN, and the website is engineering.purdue.edu/~aeb/. She joined in August 2016. The profile shows 1,271 following and 2,011 followers. A 'Following' button is visible. A notification says 'Followed by Letian Dou @ Purdue, Purdue Quantum Science and Engineering Institute, and 38 others you follow'.

Alexandra Boltasseva
@ABoltasseva Follows you

Dr, PhD, Prof. at Purdue Uni, Editor-in-Chief #OSA_OMEx, Fellow #OSA #SPIE
#IEEE member #APS #MRS, #optics #nanophotonics #materials #FOPF
@MIPT_eng @DTUtweet

West Lafayette, IN engineering.purdue.edu/~aeb/
Joined August 2016

1,271 Following 2,011 Followers

Followed by Letian Dou @ Purdue, Purdue Quantum Science and Engineering Institute, and 38 others you follow

Alexandra Boltasseva – Electrical and Computer Engineering

Use community relevant #hashtags

Alexandra Boltasseva

@ABoltasseva Follows you

Dr, PhD, Prof. at Purdue Uni, Editor-in-Chief #OSA_OMEx, Fellow #OSA #SPIE #IEEE member #APS #MRS, #optics #nanophotonics #materials #FOPF @MIPT_eng @DTUtweet

Promote your work, also at other insitutions



Alexandra Boltasseva @ABoltasseva · Mar 5

My recent webinar on #MachineLearning for #photonics is available at osa.org/en-us/meetings... via @OpticalSociety



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Alexandra Boltasseva – Electrical and Computer Engineering

Retweet and Quote Tweet

 **Alexandra Boltasseva** @ABoltasseva · Mar 18

Thank you, @ViBabich for leading this feature issue on #plasmonics and hot electrons! #OSA_OMEx looks forward to al the contributions!


 **Babicheva Lab** @ViBabich · Mar 18

Feature Issue "Plasmonics and Hot Electrons" in Optical Materials Express (OMEx), Guest Editors: V. Babicheva, Y. Sivan, K.-P. Chen, A. Evlyukhin. Submissions open 1 April 2021, and the deadline for manuscript submission is 1 May 2021. osapublishing.org/ome/journal/om...


[Show this thread](#)

1 retweet, 6 likes


Alexandra Boltasseva Retweeted

 **Quantum Science Center** @QuantumSciCtr


.@LifeAtPurdue will host the QSC's first #quantum summer school! All participants will have the opportunity to receive training from experts, and QSC members can also compete in a Science Communication "Shark Tank." Learn more: bit.ly/3dQNMAG



12:26 PM · Mar 22, 2021 · Twitter Web App

 **Alexandra Boltasseva** @ABoltasseva · Mar 16

Congratulations to the whole team!


 **CUNY Research** @CUNYResearch · Mar 16


Congratulations to @andrea_alu, Electrical Engineering Prof. @CityCollegeNY & @asrc_gc Photonics Initiative Director, & his collaborators on winning a five-year \$7.5M grant via the @DeptofDefense's MURI competition to develop a "super camera"! Read more: eurekaalert.org/pub_releases/2...

1 retweet, 7 likes

Luna Lu - Civil Engineering

Linked In
Followers
1816

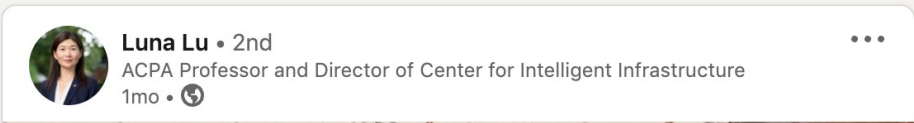





Luna Lu
ACPA Professor and
Director of Center for
Intelligent Infrastructure


Followers 1,816

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Luna Lu • 2nd
ACPA Professor and Director of Center for Intelligent Infrastructure
1mo • 



Scientists Test Sensors to Accelerate Construction Times
interestingengineering.com • 3 min read

  51

Luna Lu - Civil Engineering



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Luna Lu - Civil Engineering



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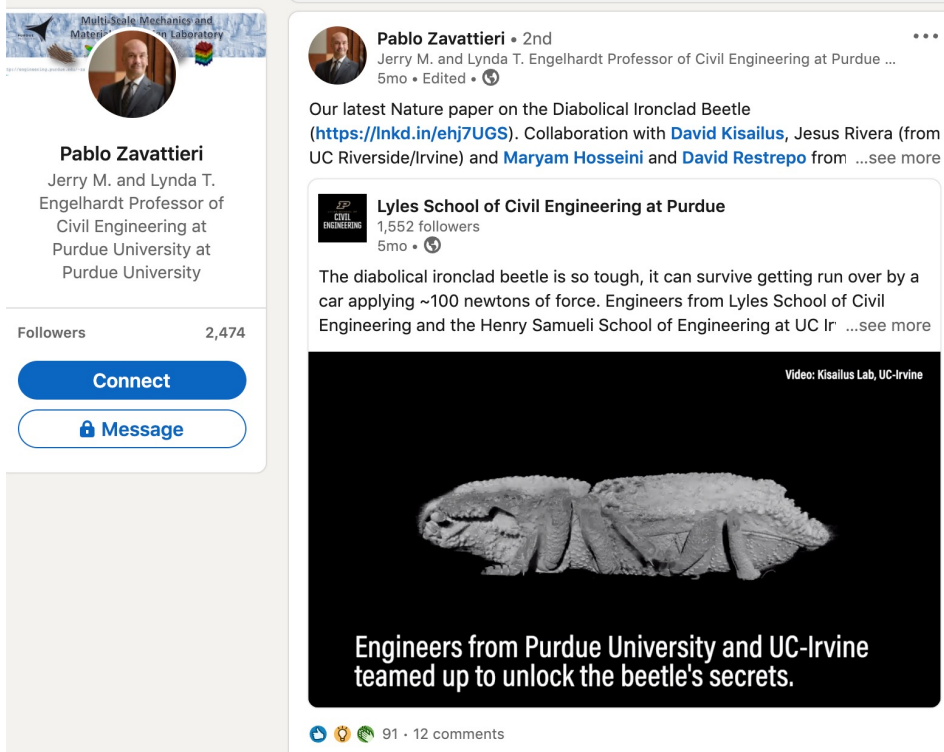
Pablo Zavattieri - Civil Engineering

Linked In Followers

2,474

Twitter Followers

1500



Pablo Zavattieri
Jerry M. and Lynda T. Engelhardt Professor of Civil Engineering at Purdue University at Purdue University

Followers 2,474

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Pablo Zavattieri • 2nd
Jerry M. and Lynda T. Engelhardt Professor of Civil Engineering at Purdue ...
5mo • Edited •

Our latest Nature paper on the Diabolical Ironclad Beetle (<https://lnkd.in/ejh7UGS>). Collaboration with [David Kisailus](#), Jesus Rivera (from UC Riverside/Irvine) and [Maryam Hosseini](#) and [David Restrepo](#) from ...see more

Lyles School of Civil Engineering at Purdue
1,552 followers
5mo •

The diabolical ironclad beetle is so tough, it can survive getting run over by a car applying ~100 newtons of force. Engineers from Lyles School of Civil Engineering and the Henry Samueli School of Engineering at UC Ir ...see more

Video: Kisailus Lab, UC-Irvine



Engineers from Purdue University and UC-Irvine teamed up to unlock the beetle's secrets.

91 • 12 comments



Pablo Zavattieri
@PabloZavattieri Follows you

Jerry M. and Lynda T. Engelhardt Professor in Civil Engineering (@PurdueCE), Purdue University

West Lafayette, IN engineering.purdue.edu/~zavattie/
Joined August 2015

4,127 Following 1,500 Followers

Followed by Herrick Student Resource Committee, Chi Hwan Lee, and 56 others you follow



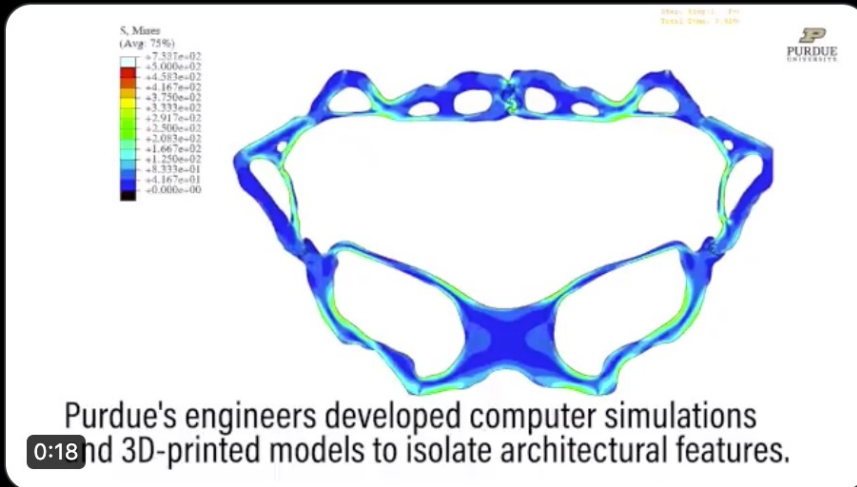
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Pablo Zavattieri - Civil Engineering



Purdue Engineering @PurdueEngineers · Oct 21, 2020
The diabolical ironclad beetle is so tough, it can survive getting run over by a car applying ~100 newtons of force. Engineers from @PurdueCE and @UCIEngineering teamed up to unlock the beetle's secrets, in a paper published in @nature . bit.ly/di-beetle



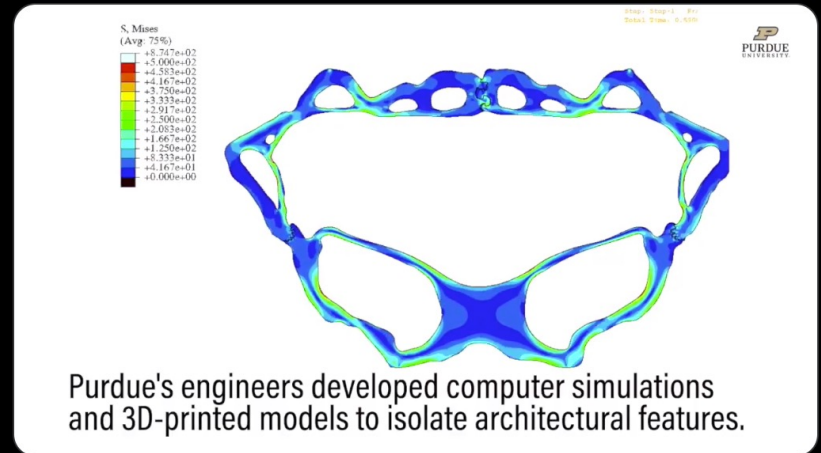
2 3 14

102 engagements 2699 impressions,
938 media views, 14 Likes, 3 Retweets



Pablo Zavattieri
@PabloZavattieri

Our latest @nature paper on the super tough Diabolical Ironclad Beetle. Work done by my PhD student @MaryamH14832794 and postdoc @davidrpoa @PurdueCE @LifeAtPurdue. Another great collaboration with David Kisailus (UC Irvine) shorturl.at/glQR6
go.nature.com/2TrDbrn



4:40 PM · Oct 21, 2020 · Twitter Web App

36 Retweets 13 Quote Tweets 188 Likes

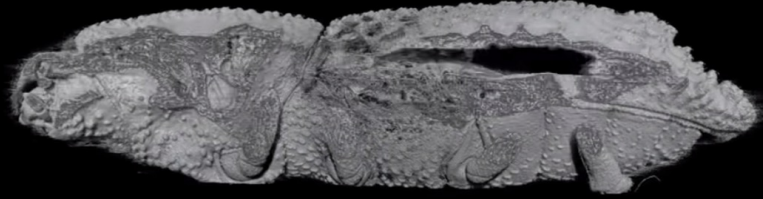
2200 engagements 14,666 impressions,
3707 media views, 188 Likes, 36 Retweets
13 quote tweets

Pablo Zavattieri - Civil Engineering

267,383 views

#2 most viewed
YouTube video

Video: Kisailus Lab, UC-Irvine




Engineers from Purdue University and UC-Irvine teamed up to unlock the beetle's secrets.

#purdue #purdueengineering #ironcladbeetle
Diabolical Ironclad Beetle: Unlocking the secrets of its super-tough design

267,383 views • Oct 21, 2020

▶ 854 31 SHARE SAVE ...

 **Purdue Engineering**
4.1K subscribers

ANALYTICS EDIT VIDEO



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Pablo Zavattieri - Civil Engineering

Post/Shares from National Organizations

Correlated Solutions
@CorrelatedSol

Congrats to the crew [@PurdueCE](#) on their important new research and for getting published in [@nature](#) & [@nytimes](#). We're excited to see that [#digitalimagecorrelation](#) from the VIC-3D system played a part, and we look forward to the next chapter! [#crushingit nytimes.com/2020/10/21/sci...](#)

Pablo Zavattieri @PabloZavattieri · Oct 21, 2020

Our latest [@nature](#) paper on the super tough Diabolical Ironclad Beetle done by my PhD student [@MaryamH14832794](#) and postdoc [@david@PurdueCE](#) [@LifeAtPurdue](#). Another great collaboration with David (UC Irvine) [shorturl.at/glQR6](#) [go.nature.com/2TrDbrn](#)

Show this thread

Video: Kisal



Engineers from Purdue University and UC-Irvine [ip](#) to unlock the beetle's secrets.

0:40 3.7K views



NAE Frontiers of Engineering Alumni • 2nd
NAE Program Office at The National Academies
3w •

Pablo Zavattieri (USFOE 2014) at Purdue University is taking engineering cues from the exoskeleton of the diabolical ironclad beetle, which could inspire the design of aircraft gas turbines that are safer and longer lasting. [#inspiredesign](#) [#engineering](#)

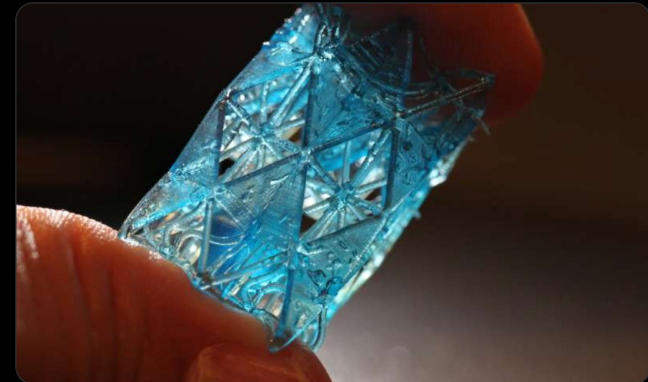


Diabolical ironclad beetle adds inspiration to structural strength
[theengineer.co.uk](#) • 3 min read



National Academy of Engineering
@theNAEng

[#USFOE](#) alum [@PabloZavattieri](#) is [#Engineering](#) a material that mimics the human bone. These 3D-printed lightweight materials could last up to 100 times longer for use in a variety of structures. Read more about this innovation here: [phys.org/news/2019-12-h...](#) [@PurdueEngineers](#)



4:42 PM · Dec 10, 2019 · Twitter Web App

4 Retweets 2 Quote Tweets 8 Likes



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Pablo Zavattieri - Civil Engineering

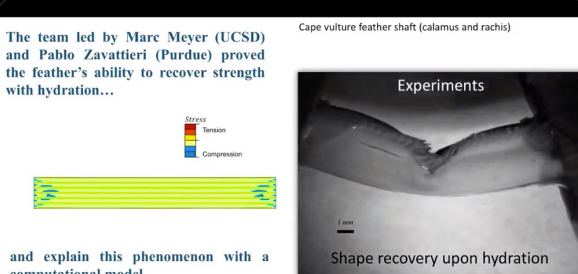
Share Published and Unpublished Research

Pablo Zavattieri
@PabloZavattieri

New @Research_Purdue and @UCSDJacobs published in Advanced Functional Materials (@advfunctmater): Shape Memory and Strength Recovery in Bird Feathers. @PurdueCE @PurdueEngineers @UCSDnews Music by @GabySantecchia

See paper here doi.org/cqgp

The team led by Marc Meyer (UCSD) and Pablo Zavattieri (Purdue) proved the feather's ability to recover strength with hydration...



Cape vulture feather shaft (calamus and rachis)

Experiments

Shape recovery upon hydration

T. N. Sullivan, Y. Zhang, P. D. Zavattieri, and M.A. Meyers, "Hydration-Induced Shape and Feather". Adv. Funct. Mater. 2018, 1801250

1:02 | 479 views

8:44 PM · Jun 24, 2018 · Twitter Web Client


7 Retweets · 1 Quote Tweet · 16 Likes

Pablo Zavattieri · 2nd
Jerry M. and Lynda T. Engelhardt Professor of Civil Engineering at Purdue ...
2yr · 🌐

News release at Purdue News for our work on "Additive Manufacturing and Performance of Architected Cement-based Materials" featuring Reza Moini (PhD Candidate).

PurdueNews Article: <https://bit.ly/2QqQlvC>
paper: <https://lnkd.in/e5p4mxR>
Youtube Channel: https://lnkd.in/e5HNd_a


#3DPrinting #Concrete3DPrinting #ArchitectedMaterials #BioinspiredMaterials #Concrete #Cement



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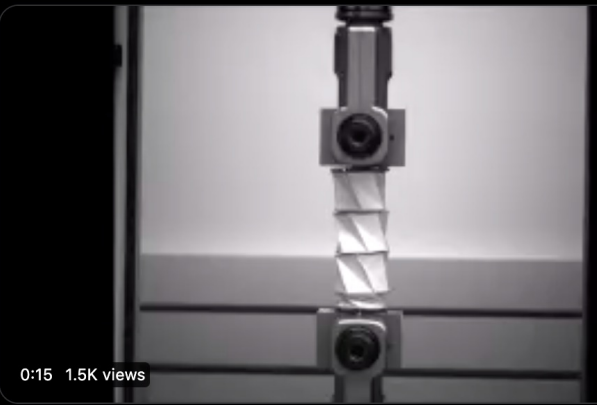
163 · 4 comments

Reactions



Pablo Zavattieri
@PabloZavattieri

2016 SURF undergraduate student work on phase transforming origami. See paper: goo.gl/nbRt7Y + videos: goo.gl/sHXJeP



0:15 1.5K views

4:55 PM · Jul 20, 2017 · Twitter Web Client

24 Retweets · 3 Quote Tweets · 38 Likes

Advice for Faculty

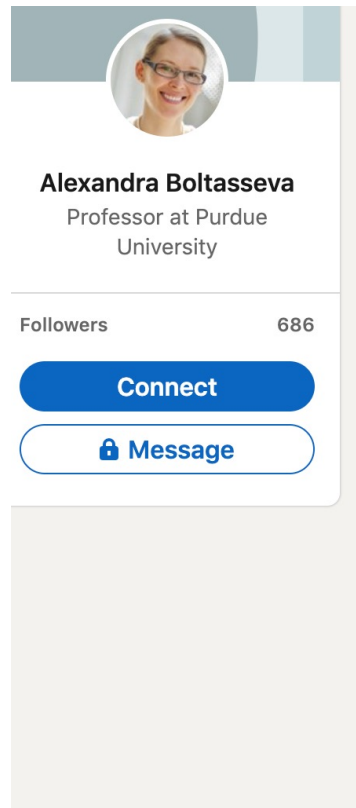


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Alexandra Boltasseva - Electrical and Computer Engineering

Linked In Followers
686





Alexandra Boltasseva
Professor at Purdue University

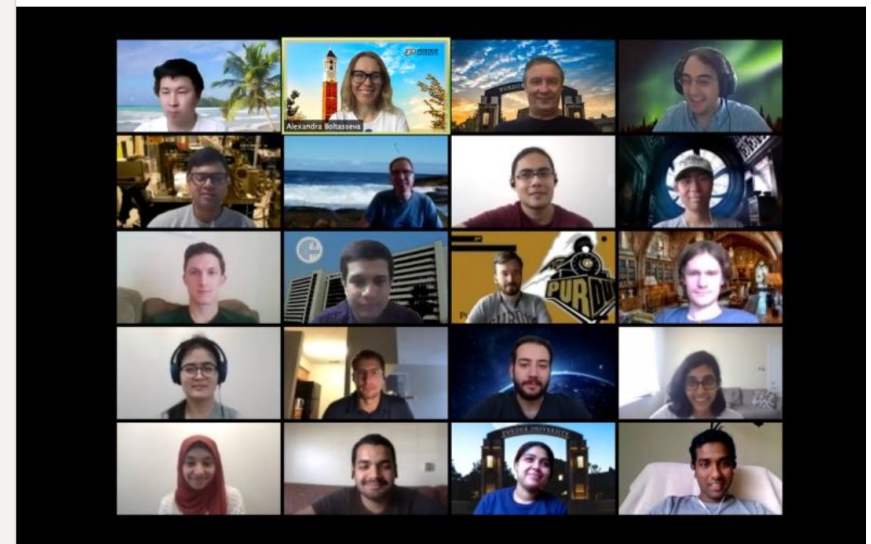
Followers 686

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[Message](#)

 **Alexandra Boltasseva** • 2nd
Professor at Purdue University
7mo • 

Thank you, my [#photonics](#) [#PurdueECE](#) family for all your hard work, support and fun! I am so proud to work with all of you - present and past members of the group! [Purdue University Purdue University Electrical and Comput](#) ...see more



   32 · 2 comments

Luna Lu - Civil Engineering

Twitter Followers
94



Lunagroup
@thelunagroup Follows you

ACPA Scholar and Associate Professor in Lyles School of Civil Engineering,
Associate Professor in School of Materials Engineering

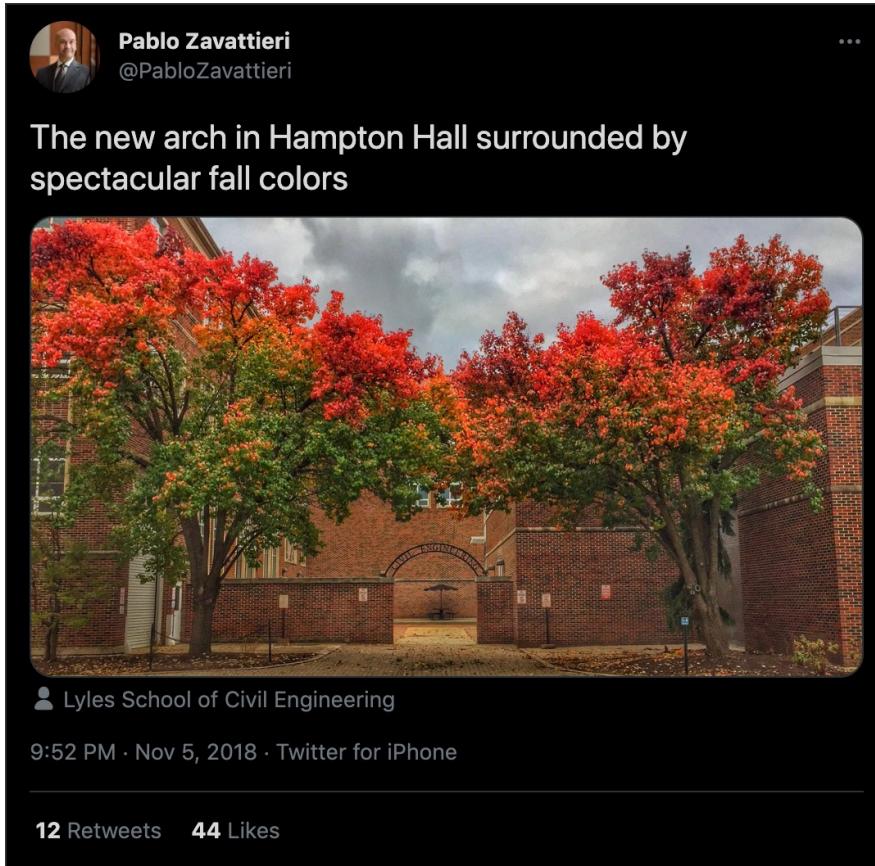
West Lafayette, Indiana engineering.purdue.edu/SMARTLab
Joined August 2019

119 Following 94 Followers

Followed by Purdue Quantum Science and Engineering Institute, Alina Alexeenko,
and 12 others you follow

Pablo Zavattieri - Civil Engineering

Campus Pride and Personal Joy



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Getting Started with Social Media: *FACULTY EDITION*



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Getting Started: What Accounts to Use



- Recommend for every faculty member to have a LinkedIn Profile and IT'S FREE
- Things to include as part of your profile:
 - Short bio
 - Link to faculty bio or website
 - Connect to Purdue College of Engineering
 - Banner image of your research or Purdue image **cropped to** 1128 x 376 pixels for profiles.



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Getting Started: What Accounts to Use



- What to post on LinkedIn
 - Publications – with tag/mention of the publisher and contributing colleagues by name
 - News media / School news / Medium articles
 - Graduate student success / grants / lab updates
 - Photos from your lab/research (landscape 1200x630 or square 1080x1080) with updates on your work
 - Tag your school and the College when possible.
 - Include a link related to your post (article/lab site/college) LinkedIn will shorten your link.



Getting Started: What Accounts to Use



- Creating an account
 - Twitter names are 16 characters, so be mindful of your choice
 - Chose a personal name (first initial/lastname) or a Lab name (@smithlab or @doegroup or @energeticslab)
 - Edit your Twitter profile information
 - to include a short description about you/your lab and what your Twitter account will be about
 - Include a link to faculty bio or website
 - Banner image of your research or Purdue image **cropped to** 1500x500 pixels for profiles.



Getting Started: What Accounts to Use



- What to post on Twitter
 - Publications – with tag/mention of the publisher and contributing colleagues by name
 - News media (national/local news, Medium, shares from other orgs)
 - Grad student /Lab success (awards, grants, new members)
- Posts should always include
 - Photos (NOT SQUARE) from your lab/research (1200x630), video, gifs
 - @Mention your school/College (1-2 per post – tag others in photo)
 - #Hashtags popular hashtags in your research community (1-2 is plenty, don't over # your posts)



Getting Started: What Accounts to Use



- How to @Tag accounts in a photo
 - Upload a photo to your Tweet
 - Select the "Tag people" link under the photo
 - On "Tag people" screen, type in the account name or Twitter handle to "tag" that user on your photo. Those users will see your post in their notifications and be able to like or retweet.
 - You can "tag" up to 10 accounts, so try to choose at least one that isn't following you to get more engagement from new people.

