Amplify Your Research with Social Media Networking
Social Post Examples
Alexandra Boltasseva – Electrical and Computer Engineering

Twitter
Followers
2,011

ECE has 1,624
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 institutions

Alexandra Boltasseva @ABoltasseva · Mar 5
My recent webinar on #MachineLearning for #photonics is available at osa.org/en-us/meetings... via @OpticalSociety
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 18

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

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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: eurekalert.org/pub_releases/2...
Our latest Nature paper on the Diabolical Ironclad Beetle (https://lnkd.in/ehj7UGS). Collaboration with David Kisailus, Jesus Rivera (from UC Riverside/Irvine) and Maryam Hosseini and David Restrepo from ...see more

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

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

Purdue’s engineers developed computer simulations and 3D-printed models to isolate architectural features.

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

Purdue’s engineers developed computer simulations and 3D-printed models to isolate architectural features.

2200 engagements 14,666 impressions, 3707 media views, 188 Likes, 36 Retweets 13 quote tweets
267,383 views

#2 most viewed YouTube video

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

Diabolical Ironclad Beetle: Unlocking the secrets of its super-tough design

#purdue #purdueengineering #ironcladbeetle
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/scl...

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/gJQR8 go.nature.com/2TrDbmr

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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.

#inspireddesign #engineering

Diabolical ironclad beetle adds inspiration to structural strength
theengineer.co.uk • 3 min read

#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
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...

Experiments

Shape recovery upon hydration

Cape picture feather shaft (cutaneous and rachis)

and explain this phenomenon with a computational model


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

PurdueNews Article: https://bit.ly/2QqQ1vC
Paper: https://linkd.in/eSp4mxR
Youtube Channel: https://linkd.in/e5HNo_a

#3DPrinting #Concrete3DPrinting #ArchitectedMaterials #BioinspiredMaterials #Concrete #Cement
Highlight Research Positions

9700 views on LinkedIn

Post-doctoral position at Purdue University in architected materials:

I have a new postdoc position for the design, computational modeling and experimental testing of metallic architected materials using additive manufacturing in collaboration with a manufacturing company. The successful candidate will have (i) a Ph.D. in engineering, materials science or physics, (ii) experience in at least two of the following areas: finite elements, fracture and damage modeling, experimental characterization, and testing of large specimens. (iii) Excellent interpersonal skills and strong oral and written communication skills. Self-motivated and ability to work independently. (iv) permission to work in the US. The position is available immediately for a period of one year and may be renewed thereafter. Applications will be reviewed immediately and continue to be accepted until the positions are filled. Interested candidates should submit a CV, a cover letter describing their research experience to Prof. Pablo Zavattieri (zavattie@purdue.edu).
Advice for Faculty
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
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

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

The new arch in Hampton Hall surrounded by spectacular fall colors

11 years ago I was joining @PurdueCE @PurdueEngineers and had a new office. I am still in that nice office and that little girl is now a proud Junior Boilermaker! @LifeAtPurdue #GoBoilers #ProtectPurdue
Getting Started with Social Media: FACULTY EDITION
Getting Started: What Accounts to Use

Linkedin

- 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.
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) Linked in 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.