

Leveraging Communities and Social Media to Engage with Members and the Public

By Heather Thorstensen, Sigma Xi Manager of
Communications
@heaththorst

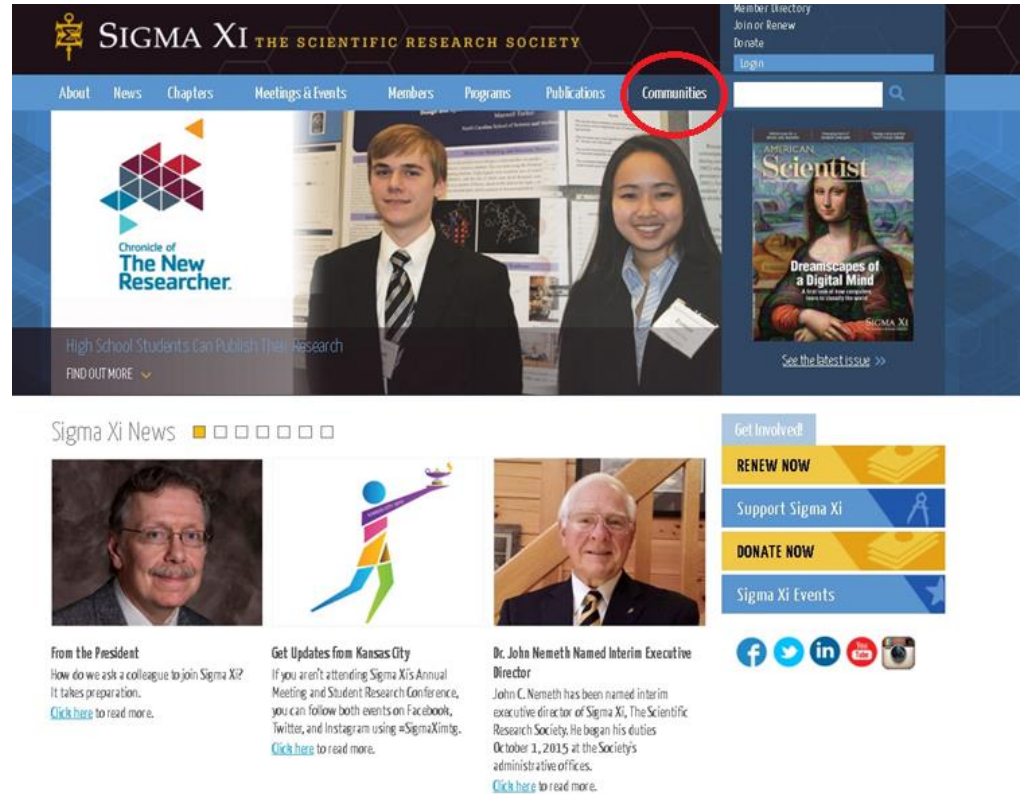
Jamie Vernon, Sigma Xi Director of Science Communications
and Publications, Editor-in-Chief of *American Scientist*
@JLVernonPhD

Conference hashtag: #SigmaXimtg



Chapter Communities

- A place to talk with your chapter's members
- Publicize events, share documents, and other media
- A way to reach your inactive members
- Encourages two-way conversations



The screenshot shows the Sigma Xi website interface. At the top, the navigation menu includes 'About', 'News', 'Chapters', 'Meetings & Events', 'Members', 'Programs', 'Publications', and 'Communities', with 'Communities' circled in red. Below the navigation is a banner for 'Chronicle of The New Researcher' featuring two high school students. To the right, there's a 'Member Directory' section with links for 'Join or Renew', 'Donate', and 'Login'. Below the banner, there's a 'Sigma Xi News' section with three articles: 'From the President', 'Get Updates from Kansas City', and 'Dr. John Nemeth Named Interim Executive Director'. On the right side, there's a 'Get Involved!' section with buttons for 'RENEW NOW', 'Support Sigma Xi', 'DONATE NOW', and 'Sigma Xi Events', along with social media icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram.

<http://community.sigmaksi.org>

Chapter Communities

- Chapter communities have replaced listservs as the way for chapter leaders to contact their members.
- It's just as easy but there are more features!
- We will help you learn the new system.
- Your chapter likely already has two communities

The screenshot shows the Sigma Xi Communities website for the District of Columbia chapter. The header includes the Sigma Xi logo and the text "SIGMA XI THE SCIENTIFIC RESEARCH SOCIETY Communities". Below the header is a navigation menu with links for Home, Communities, Directory, Events, Browse, Participate, and Sigma Xi Home. A search bar is located on the right side of the header. The main content area is titled "District of Columbia" and includes a "Settings" button. Below this, there are tabs for "Community Home", "Discussion" (13), "Library" (8), "Events" (8), and "Members" (306). A message "1 to 7 of 7 threads (13 total posts)" is displayed, along with a "50 per page" dropdown and a "Post New Message" button. A table lists the discussion threads with columns for "Thread Subject", "Replies", and "Last Post".

Thread Subject	Replies	Last Post
Possible Brewery tour and dinner?	5	one month ago by Vicki Childers
Sigma Xi DC Nigerian Sister chapter updates	0	4 months ago by Cristina Gouin-Paul
Cafe tonight May 17 7pm	0	5 months ago by Cristina Gouin-Paul
Sigma Xi Web and Communities! updates! uploads...networking!	0	6 months ago by Cristina Gouin-Paul
Sigma Xi - google Hang out Oct 29th 3:30PM! And Annual meeting pix posted!!! and and and...	0	one year ago by Cristina Gouin-Paul
smart brief link	0	one year ago by Cristina Gouin-Paul
Monthly Science Cafe notices new and improved	1	one year ago by Cristina Gouin-Paul

Feature	Listserv	Community
Ability to post messages via email or web interface	✓	✓
Moderators can approve messages via email	✓	✓
Members can reply via email	✓	✓
One list/community for active members, and also one for lapsed members	✓	✓
Active and lapsed members updated in real time		✓
New chapter members added in real time		✓
Moderators automatically updated when chapter officers updated		✓
Statistics available for messages sent/viewed/bounced		✓
Chapter landing page available for adding chapter related content		✓
Ability to share files through a chapter documents library		✓
Ability to post chapter events and announcements		✓

What Do Chapter Officers Do for their Community?

- Make posts
- Moderate
- Add to the library

If there are problems with how this message is displayed, click here to view it in a web browser.

From: Sigma Xi Communities <DoNotReply@ConnectedCommunity.org>
To: Heather Thorstensen
Cc:
Subject: District of Columbia - Inactive Members Digest for Wednesday November 9, 2016



District of Columbia - Inactive Members

[Post New Message](#)

Nov 9, 2016

started 12 hours ago, [Cristina Gouin-Paul](#) (0 replies)

Why Not Sigma Xi? [✉](#)

1. [Why haven't you renewed? Sitting here in our...](#) Cristina Gouin-Paul

1. [Why Not Sigma Xi?](#)

[Reply to Group](#) [Reply to Sender](#)



Nov 9, 2016 11:58 AM
[Cristina Gouin-Paul](#)

Why haven't you renewed? Sitting here in our Sigma Xi board of Directors meeting in the bowels of the hotel in Atlanta. Looking at the numbers... and wondering what we need to do to have our members renew their membership and become ACTIVE members of the chapter.

Our magazine is again included in print copy as a part of your membership. The online form of the magazine will soon be new and improved as well.

These new communities we have on our website help active members express themselves in a multitude of scientific discussions. A job board.

renewing is simple there is no penalty....

Please email me directly at sigmaxidc@gmail.com if there is something I or the board can do increase our renewals. We also of course need new members... do you know anyone eligible for membership? Need help navigating how to do that or who is eligible again.. let me know.

If you are receiving this email you are a member of sigma xi though you are not an Active member. If you no longer live in the DC metro area you can transfer your membership to the active chapter which is closest to you or join out At Large membership.... again just let me know.. Only you can change your chapter affiliation....

Make it a fabulous day!

Thank you!

Cristina Gouin-Paul

DC Chapter president

MA director

Cristina Gouin-Paul
USDA - Agricultural Research Service

[Reply to Group Online](#) [View Thread](#) [Recommend](#) [Forward](#)

You are subscribed to "The Lab: Members to Members" as hthorstensen@sigmaxi.org. You can [unsubscribe](#) from this community digest, or change your [subscription preferences](#).

Use Your Chapter Community as a Website

- Officers can add text and pictures to the top of their community's landing page to use it as a website for their chapter.

community.sigmaxi.org/communities/allcommunities/chaptergroupdetails?CommunityKey=27e78bc0-3245-484e-82e1-e1bdfbcc49bb

The screenshot shows a web browser displaying a Sigma Xi chapter community page. At the top, there is a navigation bar with links for Home, Communities, Directory, Events, Browse, Participate, and Sigma Xi Home, along with a search box. The main heading reads "Welcome Chapter Leaders!". Below this, a central announcement states "Sigma Xi's new Chapter Leader Community is now open for business." and notes that the platform is exclusive to Chapter Officers. The page includes sections for "Idea Exchange, Brainstorming and Support...Oh my!", "Updates from Sigma Xi Headquarters", and "Recent Activity" with counts for Discussions (110), Library (32), Events (0), and Members (653). Two featured boxes are visible: "Upcoming Events" with a login requirement and "Announcements" containing two reports: "Chapter Treasurer's Report" and "Chapter Annual Report is Now live".

Google Hangout on Using Chapter Communities



Find the link to watch this in the Chapter Leaders Community!

Chapter Leader Community

- A place for you to talk with each other and share ideas
- 110 discussions so far
- All officers are automatically added to this community
- Continue conversations from this conference

Chapter Leader Community

- Stay connected to Sigma Xi's international programs
- Watch for calls for judges and volunteers
- Chapter Leader Communication message every other week from Eman Ghanem, Director of Membership, Chapters, and Programs

The screenshot shows the Sigma Xi Communities website interface. At the top, there is a navigation bar with the Sigma Xi logo and the text "SIGMA XI THE SCIENTIFIC RESEARCH SOCIETY Communities". Below this is a secondary navigation bar with links for Home, Communities, Directory, Events, Browse, Participate, and Sigma Xi Home. A search bar is located on the right side of this bar. The main content area is titled "Chapter Leaders" and includes a "Settings" button. Below the title, there are tabs for "Community Home", "Discussion 110", "Library 32", "Events 0", and "Members 462". The "Discussion" tab is selected. Below the tabs, there is a pagination indicator "1 to 50 of 61 threads (110 total posts)" and a "50 per page" dropdown menu next to a "Post New Message" button. A table of discussion threads is displayed below, with columns for "Thread Subject", "Replies", and "Last Post".

Thread Subject	Replies	Last Post
Reminder to review proposed amendments to the Constitution	1	26 days ago by Phillip Lebednik
Annual Meeting, Committees and Pizza Pie Campaign	0	26 days ago by Eman Ghanem
Nomination of new members	2	26 days ago by Peter Kissinger
Looking ahead and helping our inductees take the next step	0	27 days ago by John Nemeth
Nominations for Sigma Xi Awards are due October 1	0	one month ago by Eman Ghanem
Recruiting and Inducting	0	one month ago by John Nemeth
Deadlines and a word from John Nemeth	0	one month ago by Eman Ghanem
2016 Elections - 60 Days Notice	0	one month ago by Jasmine Shah
2016 Annual Meeting - 60 days Governance Notice	0	one month ago by Jasmine Shah
Notification of Constitution Change - Streamlining & Modernization	0	2 months ago by Jasmine Shah
Constitutional Amendments for Consideration in Atlanta	10	2 months ago by Roger Barth

Demo of a Community

The Lab: Members to Members: A community for all Sigma Xi members



The Lab: Members to Members Settings Moderation Alert

Community Home Discussion 4.6K Library 40 Events 5 Members 29.5K

1 to 50 of 477 threads (4.6K total posts)

50 per page Post New Message

Thread Subject	Replies	Last Post
Denialist nonsense	20	17 hours ago by Phillip Kornreich
After Fukushima: Nuclear Power Programs Around the World	35	yesterday by Robert Buntrock
Frustrated that I cannot post on this forum about my work	2	2 days ago by John Allocca
After Fukushima: Nuclear Power Programs Around the World	95	10 days ago by Daniel Meneley
After Fukushima: Nuclear Power Programs Around the World	27	11 days ago by Daniel Meneley
Neutrons	2	16 days ago by Daniel Meneley
After Fukushima: Nuclear Power Programs Around the World_Reg.	0	21 days ago by Vellore Sasi Kumar
What is likely for the future?	26	24 days ago by G_Thayer
Costs of Global Change	0	one month ago by John Nemeth
Cline discussion	29	one month ago by Maurice Taylor
Tube electronics	32	one month ago by Philip Lawless
Radar	42	one month ago by Philip Lawless
Dr Kornreich's comment	11	one month ago by Burnell West
Nominations for Sigma Xi Awards are due October 1	0	one month ago by Janelle Simmons
WatsdeSw	0	one month ago by Avery Goldstein

The Lab: Members to Members

- Since launched in fall of 2014, there have been 4.6K discussions
- Subscribed to a daily email of updates
- You control the conversations
- Great networking opportunity; get more from your membership!



The screenshot displays the Sigma Xi Communities website interface. At the top, the logo for Sigma Xi, The Scientific Research Society, is visible. Below the logo is a navigation bar with links for Home, Communities, Directory, Events, Browse, Participate, and Sigma Xi Home. The main heading is "The Lab: Members to Members" with a "Settings" button and a "Moderation Alert" indicator. Below the heading is a navigation bar with links for Community Home, Discussion (4.6K), Library (40), Events (5), and Members (29.5K). A "Back to Discussions" button is located below the navigation bar. The main content area shows a discussion thread titled "Topic: After Fukushima: Nuclear Power Programs Around the World". The thread includes several posts from users such as Derle Smith, Albert Smith, Daniel Meneley, Philipp Komreich, John Rie, and Itzhak Barkana, with their respective profile pictures and timestamps.

Connecting Content from The Lab to Sigma Xi's Blog

- Sigma Xi launched a blog in 2015, *Keyed In*
- We monitor conversations in The Lab for ideas for our blog.
- We are giving members a public platform as a voice for credible science.



Home / News / Keyed In Blog

Sigma Xi Members Discuss the War on Science

by Heather Thorstensen | May 08, 2015

National Geographic's March cover called out "The War on Science," leading to [an article](#) written by *Washington Post* science writer Joel Achenbach. In it, Achenbach explained why there is so much trouble with the public accepting the scientific community's consensus on topics such as climate change, genetically modified food, and vaccines.

"It's very clear the world of information has changed," Achenbach said while recently talking about his article on the [Diane Rehm Show](#). "There has been a disintegration of the old gatekeepers of knowledge. And now people get their information from the Internet, they get it from a variety of sources; it's a small 'd' democratic information world out there. And they often find exactly what they already believe and they end up in these echo chambers."

The article prompted Dorothy Dunning, a retired member from West Virginia University's biology department, to start a discussion in [Sigma Xi's online community](#) for active members, The Lab: Members to Members.

The main themes of the discussion were:

BLOG CATEGORIES

- Featured on Home Page
- Keyed In
- News

TAGS

academia Awards blog
Canada career career advice
chemistry industry Institute
on Science for Global Policy Jamie
Vernon jobs Keyed In Nobel
Prize Northeastern Regional
Research Conference Outreach
public outreach regional
meeting Research Science
communication STEM student
student research students



Home / News / Keyed In Blog

A Quick Perspective on "The War on Science"

by Heather Thorstensen | May 08, 2015

This is a guest post written by Sigma Xi member John Fennick. He wrote this post to expand on his input to [a conversation](#) among Sigma Xi members about the "war on science."

For roughly the first two thirds of the last century, scientists were heroes held in high esteem. The staggering increase in human longevity, practical elimination of tuberculosis, the miracle of antibiotics, the race to the moon, all made science wonderful. So what happened? A look at what the public hears, reads, and gets their attention will shed some light.

The fruits of science just mentioned met all requirements for public acclamation. Then, around the period of the Apollo missions, those fruits became old hat and new candidates arose. Epidemiology crept into the spotlight with the likes of [The Seven Countries Study](#), the [surgeon general's report on smoking](#), and the [Framingham Heart Study](#). People fathomed: "This stuff is about my health and my

BLOG CATEGORIES

- Featured on Home Page
- Keyed In
- News

TAGS

academia Awards blog
Canada career career advice
chemistry industry Institute
on Science for Global Policy Jamie
Vernon jobs Keyed In Nobel
Prize Northeastern Regional
Research Conference Outreach
public outreach regional
meeting Research Science
communication STEM student
student research students



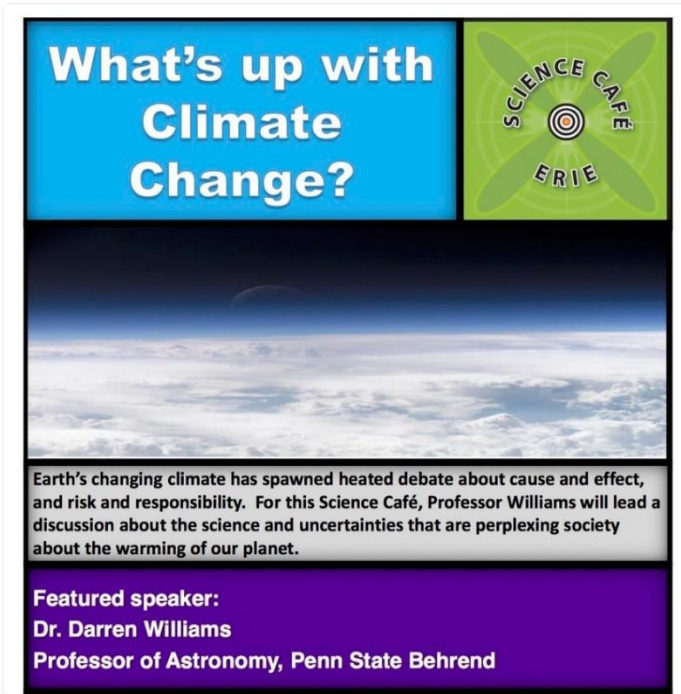
Social Media: Spreading Your Message to the Public

- Social media is powerful networking and communications tool!
- If you're just starting out on social media, try Facebook and Twitter.
- Use the same messages across different platforms
- Use social media for:
 - Campaigns to raise awareness about your chapter
 - Promote chapter events
 - Stay on top of Sigma Xi's international news and programs
 - Share science news
 - Connect with potential members in your community

Social Media: Promote Chapter Events

 **NW PA Sigma Xi**
@NWPASigmaXi  **Following**

A reminder that this Wednesday is the next [#ScienceCafe](#). See flyer for details.



What's up with Climate Change?

SCIENCE CAFÉ
ERIE

Earth's changing climate has spawned heated debate about cause and effect, and risk and responsibility. For this Science Café, Professor Williams will lead a discussion about the science and uncertainties that are perplexing society about the warming of our planet.

Featured speaker:
Dr. Darren Williams
Professor of Astronomy, Penn State Behrend

 **The Ohio State Chapter of Sigma Xi**
January 16, 2014 ·   Like Page

A message from Chapter President Dr. Clark Spencer Larsen:

"Hello Ohio State Sigma Xi Members! – I am thrilled to let you know that our very own Dr. Mark Peeples, Past President (and current Secretary) of our chapter of Sigma Xi has been elected the President of the National Sigma Xi organization. All of us are excited for him and for the organization. This is big commitment on his part, including a year beginning July 1, 2014 as President-Elect, then a year as President, and then a final year as Past-President. Good going, Mark!

Best regards,

Clark Larsen

President, Ohio State Chapter, Sigma Xi"

Sigma Xi: The Scientific Research Society: News: 2013 Election Results

2012 Sigma Xi Spring Elections

SIGMAXI.ORG

 Like  Comment  Share

Social Media: Tweet About this Meeting!



Dana Baum

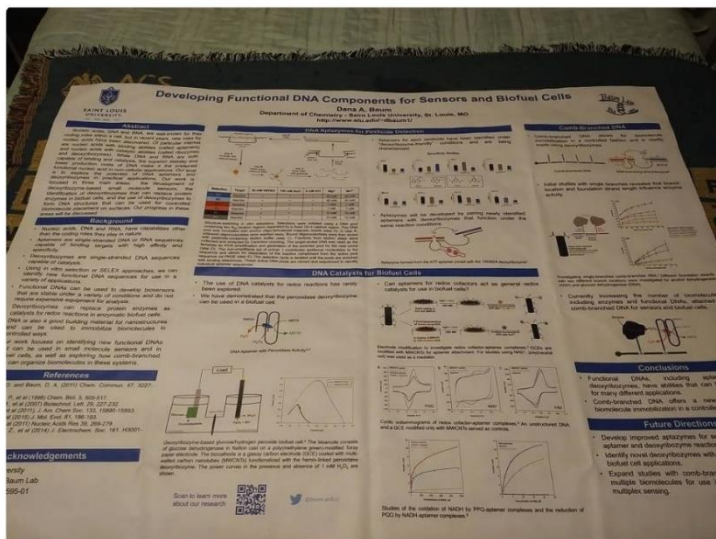
@dabaum77



Following

Getting ready for @sigmaxi meeting! Poster for research symposium

[instagram.com/p/BMkcsSogg5I/](https://www.instagram.com/p/BMkcsSogg5I/)



7:36 PM - 8 Nov 2016



Chase Kinsey

@morpho_herp



Follow

Poster is finally printed and ready to go for the Sigma Xi Student Research Conference in Atlanta. Can't Wait! @SigmaXiSociety

RETWEET

1



10:24 AM - 10 Nov 2016



SIGMA XI
THE SCIENTIFIC RESEARCH SOCIETY

Women in Science Campaign



"Don't fear decisions; embrace them. They allow you to explore new ideas and places. They mark the pathways that make your journey unique."

—Dr. France A. Córdova
Director of the National Science
Foundation



Sigma Xi supports women in STEM



"Don't internalize other people's opinions about what you are capable of. Be who you are and go for what you want."

—Dr. Namandjé N. Bumpus
Associate Professor of
Medicine and Associate Dean
for Institutional and Student
Equity at Johns Hopkins
University School of Medicine



Sigma Xi supports women in STEM

Connect with New Members on Social Media

 @astrophd
Interested in [@SigmaXiSociety](#), but as gov't contractor (mainly [@NASA](#)), my work/research varies a lot. Any idea whether I could qualify?

3:46 PM - 28 Jan 2015



Reply to [@astrophd](#) [@NASA](#)







SigmaXiSociety @SigmaXiSociety · Jan 28
[@astrophd](#) Thanks for your interest! Here are the details about the qualifications for membership: sigmaxi.org/members/join-n...



James Marshall @astrophd · Jan 30
[@SigmaXiSociety](#) I saw that, but is "noteworthy achievement" something special? Or is having 2+ 1st author papers sufficient?







SigmaXiSociety @SigmaXiSociety · Jan 30
[@astrophd](#) Having 2+ 1st author papers typically qualifies someone for membership.






James Marshall @astrophd · Jan 30
[@SigmaXiSociety](#) Thanks, that's good to know. I'll try to look into it some more then.

   1 




James Marshall @astrophd · Feb 12
[@SigmaXiSociety](#) Do chapters forward applications to you? I sent one ~2 weeks ago, heard they got it, but nothing more. Curious about status.



SigmaXiSociety @SigmaXiSociety · Feb 13
[@astrophd](#) Timing depends on the chapter. Please email [chapters\[at\]sigmaxi\[dot\]org](mailto:chapters[at]sigmaxi[dot]org) so we can get more info and look into it for you.

Tell People About Sigma Xi

 **Andrew Rosenberg** @andrewmaxr ⚙️ 👤 Follow

Hey twitter scientists: Are any of you Sigma Xi members? are you finding it worth it?

9:34 PM - 16 Jun 2015

👈 🔄 ⭐ ⋮



Reply to @andrewmaxr



Fenella Saunders @fenellasaunders · Jun 18

.@andrewmaxr @JLVernonPhD @SigmaXiSociety I value opp. to know local scientists and make tangible impact on community level. #whysigmaxi

👈 🔄 1 ⭐ 1 ⋮



Andrew Rosenberg @andrewmaxr · Jun 18

@fenellasaunders @JLVernonPhD @SigmaXiSociety thanks Fenella I've enjoyed the interdisc opps but havent been part of outreach beyond my coll

👈 🔄 ⭐ ⋮

[View other replies](#)



Fenella Saunders @fenellasaunders · Jun 18

.@andrewmaxr @JLVernonPhD @SigmaXiSociety If you join new SX communities online, chap officers are sharing best practices. #whysigmaxi

👈 🔄 1 ⭐ ⋮



Andrew Rosenberg @andrewmaxr · Jun 18

@fenellasaunders @JLVernonPhD @SigmaXiSociety thanks! That's very helpful. HS outreach is something I think we could do more of

👈 🔄 ⭐ ⋮

[View other replies](#)

Share Science News on Social Media

Subscribe to *Sigma Xi SmartBrief* for a daily email of research news that you can pass along on social media.

Give credit to the publisher in your message, including SmartBrief.

OCTOBER 21, 2015

SIGMA XI SmartBrief



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Top Story

[11th-century mummy's genes show signs of natural antibiotic resistance](#)

An analysis of an 11th-century mummy from the Incan empire capital of Cuzco has revealed the presence of genes linked to antibiotic resistance, suggesting that resistance may not always be tied to antibiotic overuse, according to a study published in *PLOS ONE*. Researchers studying the mummy's microbiome found that many modern-day antibiotics would not have been effective in treating the woman's case of Chagas' disease because of the antibiotic-resistant genes present in her body. "The finding has practical implications in modern medicine and helps understand the evolution of pathogens," said study co-author Gino Fomaciar. [Discovery](#) (10/20)

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Thinking Outside the Box

To stay relevant, companies need to spend as much time generating ideas for the future as they do running their businesses today. [Read Boomtown: Think Like a Startup](#)

Science in the News

Sponsored By



[Unusual eating habits turn subordinate naked mole rats into nannies](#)

Infertile subordinate naked mole rats assume the care of their queen's pups after they absorb estrogen by feeding on the queen's feces, according to findings presented at the Society for Neuroscience conference. Naked mole rats reside in eusocial colonies much like bees, with a queen; some males capable of impregnating her; and subordinates that forage for the group, protect the nest, and care for the queen and her babies. The subordinates have no mature sex organs or hormones but pick up estrogen by eating the pregnant queen's feces, researchers found. [Nature \(free content\)](#) (10/20)

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Sigma Xi is on these platforms:

- Facebook
- Twitter: #SigmaXimg, #honorinscience, #myGIAR, #scicomm
- Instagram
- LinkedIn
- Google+
- YouTube

Please follow us to stay connected!

Not Sure How to Tweet?

Meet me at the Sigma Xi booth in Grand Hall West from 5-5:30 p.m. on Friday or 8-8:30 a.m. on Saturday to ask questions!