CELEBRATING EXCELLENCE, VIRTUALLY

The CUR National Office has been researching ways to honor your achievements throughout the 2019-2020 academic year. What better way than to flood social media with undergraduate research events, videos, virtual posters, and pictures?

CUR is organizing a virtual undergraduate appreciation explosion on social media to take place on Thursday, April 23. To participate, you will need to follow our guidelines laid out in this toolkit. Our events will take place on two social media platforms: Twitter and LinkedIn. This toolkit will inform you on how to get on Twitter and LinkedIn, what and how you should post, tagging conventions, and much more.

CUR will be flooding social media celebrating various events and student research that campuses are hosting in honor of Undergraduate Research Week and beyond. We want to raise awareness of the positive impact undergraduate research can have because our community has so much to share. CUR will also be highlighting these on our website. What better way to celebrate excellence during this siloed time, than to participate as a community online?

Updates and announcements will be released in the CUR Community and via email. I look forward to celebrating with you on April 23.

I am CUR. You are CUR. We are CUR.

Best regards,

Lindsay Currie
Executive Officer
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STEP ONE: LOGISTICS

WHEN & WHERE WILL #URW2020 TAKE PLACE?

CUR is encouraging all undergraduate students, mentors, and institutions to celebrate undergraduate research excellence during our Undergraduate Research Week. This Twitter/LinkedIn event will take place on Thursday, April 23, 2020.

STEP TWO: IDENTITY

SOCIAL MEDIA PROFILES 101

I'M NOT ON TWITTER. HOW CAN I GET STARTED?

- Go to twitter.com and click “Join Twitter Today.”
- Fill out your name as you want it displayed on the site, your password and select your handle/username (@YOURNAME).
- It may take a few attempts for you to get the handle/username that you want because they are based on availability.
- Continue to follow the prompts to upload a profile picture and write your bio.
- Once you have an official Twitter account you can:
  - Search for followers — search in the bar at the top of the screen for friends, coworkers, companies, industry leaders, journals, etc.
  - Suggested accounts to follow: @CURinACTION
  - Contribute to the Twitter Community—tweet, retweet, reply and direct message.

I AM ON TWITTER ALREADY. WHAT SHOULD I BE AWARE OF?

If you are currently active on Twitter, you are already ready to go! We do encourage you to like our page, Council on Undergraduate Research. When posting, please remember to use our hashtag (#VirtualURW2020).

I'M NOT ON LINKEDIN. HOW CAN I GET STARTED?

LinkedIn has over 500 million members in 200 countries. It's a great platform to network, share your professional experiences, and celebrate with those in the undergraduate research field. To set up a profile, please follow these steps:

- Go to LinkedIn.com and click “Join Now.”
- Upload a professional photo
- Add your Industry, location, summary, experiences, education, and skills
- Customize your LinkedIn URL (if wanted)
- Once you have a profile set up, make sure to follow Council on Undergraduate Research.

I AM ON LINKEDIN ALREADY. WHAT SHOULD I BE AWARE OF?

If you are currently active on LinkedIn, you are already ready to go! We do encourage you to like our page, Council on Undergraduate Research. When posting, please remember to use our hashtag (#VirtualURW2020).

MY PROFILE IS SET UP, NOW WHAT?

Now that you have your Twitter handle and or a LinkedIn Profile ready, there are a few things to get you prepared for the event.

1. Change your background banner. What better way to advertise your undergraduate research then on your own platform? CUR will be helping market this event from the National Office, but changing out your background banner is another step to increasing visibility. We will be adding the social media banner for you to download in the CUR Community and on our URW page.

2. Have Comments Enabled (Twitter).

You want to encourage people to ask questions, get feedback, send praise and interact with those who are admiring your hard work. Make sure to read our “Best Practices” section on how to handle comments as they come in.

STEP THREE: CONNECT

Make sure you have connected with people and places of importance on Twitter and/or LinkedIn. You may have already been following from Step Two @CURinACTION on Twitter and liked our LinkedIn page, Council on Undergraduate Research, but now is the time to also connect/follow:

1. Faculty Advisors and Mentors
2. Your Institution
3. Other undergraduate professionals within the community

Following them on Twitter or connecting with them on LinkedIn will allow a wider presence for our social media explosion. With each post, make sure to continue using the hashtag #VIRTUALURW2020.
STEP FOUR: PREPARE

[STUDENT]: HOW WILL YOU CELEBRATE?

We are excited for you to engage with our social media explosion and celebrate your achievements, fellow classmates, mentors, faculty, and institutions with CUR on Thursday, April 23. In this tough time, you may have lost the ability to celebrate your hardwork and research. We hope that Thursday, April 23, although not exactly what you pictured for an end-of-the-year send-off, shows you how impactful undergraduate research participation can be.

Here are some ways you can participate:

POST A VIRTUAL POSTER:

Unlike a conventional poster which consists of a single sheet of paper, the virtual poster will consist of four images that can be tweeted or shared via LinkedIn all at once, as shown in the example below. As such, there are several aspects that must be considered:

• Aspect ratio and legibility of images on Twitter
• Number of images that can be contained in a single tweet (no restrictions for LinkedIn)
• Hashtags for increasing visibility and associating poster with conference

The above example is from a different conference. To get more inspiration follow them on Twitter @PhotonicsMeetup or search #POM20 or see our posts on April 21 for #POH2020

To ensure that your images have the correct aspect ratio, we have prepared a powerpoint template that is posted on the CUR Community and the URW page. This series of four slides already has the correct aspect ratios and font sizes to accommodate Twitter. These slides were used to create the tweet shown above.

To clearly explain your research to a broad audience, we request you follow the content laid out in the template on what to include in these four images. You will make these slides by using our template found on the CUR Community and on the URW page.

Once the slides are ready, save them as PNG files by exporting the slides as an image. The location of this option varies by the Powerpoint version. You will need to select the “Save Every Slide” option and set the width to 864 pixels or larger. This will create 1 PNG image for every slide in a new folder named after your Powerpoint file.

IMPACT POST:

As many people feel siloed in today’s society, it is always appreciated to post a “shout out” to the people and places that have supported your journey. Take a moment to gather some kind words for your mentors, your past and current faculty members, your fellow students who you have shared memories with while conducting your research, or your campus for providing any resources that have impacted you.

Who/what has inspired your research? Post a thank you.
Who/what has pushed you to be better, stronger, wiser? Post a thank you.
Who/what has made you realize your dreams? Post a thank you.
Who/what has helped you with your research? Post a thank you.

It’s simple and, even in the simplest forms, a thank you is always appreciated.

[MENTORS]: HOW WILL YOU CELEBRATE?

We are excited for you to engage with our social media explosion and celebrate your achievements, your students achievements, fellow faculty, and campuses with CUR on Thursday, April 23. In this tough time, you may have lost your ability to celebrate the hardwork and research that you helped created, instruct, and manage. We hope that this explosion celebrates and lifts the community that has been growing, learning and changing through undergraduate research.

Here are some ways you can participate:

IMPACT POST:

As many people feel siloed in today’s society, it is always appreciated to post a “shout out” to the people and places that have supported your journey. Take a moment to gather some kind words for who has impacted you the most; your students who have endured a lot and accomplished so much; your campus who has allowed continued education or support; or anyone/anything else that needs a thank you.

HOW IS YOUR CAMPUS CELEBRATING:

How is your campus celebrating UR? What events are happening? Whether it be the week of CUR’s URW or in the upcoming months, make sure to gain exposure for our event and show how, even in uncertain times, UR is thriving! Make sure when you post to include a registration link or send them to a site for more details.

COMMUNICATION TEAM:

Don’t feel confident in posting? Not sure of what other parts of your institution is doing? Don’t worry. Make sure to forward this toolkit along to colleagues and your communications team at your campus so they can get involved as well.
STEP FIVE: LAUNCH DAY

On April 23, 2020, we encourage you to post on Twitter and LinkedIn using the #VIRTUALURW2020 so we can see the explosion support, gratitude, and success of your accomplishments.

POSTING TO TWITTER/LINKEDIN

When posting, make sure to tag @CURinAction (Twitter) or Council on Undergraduate Research (LinkedIn) and #VirtualURW2020 (both). Any tweets or posts via LinkedIn that tag and use our hashtag will be reposted/shared via our CUR National Office.

If you are posting a virtual poster, please follow these instructions:
- Log in to your account.
- When making a post, click the “image” icon.
- A folder browsing box will open. Select all four slides in numerical order.
- Click open.
- The slides should appear in the window in 4 quadrants.
- Write an explanation (280 characters: Twitter) of your poster that clearly states the key findings and/or your excitement for celebrating your accomplishment.

Best Practices and Interactions

Unlike a conventional in-person event where you would be presenting or networking in person, your social media posts are all that our audience is getting. Due to this, we encourage and foresee lots of interactions and possible questions that you may get.

Here are best practices and ways to interact with others via your social media platforms:

Best Practice Tip: Be careful with your words.
Do not post anything you wouldn’t say to your future employer, faculty advisor, or your parents. The image you portray in this virtual experience is something that is going to stay on the internet forever. We want this to be a joyous experience with celebration. Make sure to keep the mood light and from the heart.

Best Practice Tip: Have back up help.
If you are posting something on your research or in regards to another’s research, you may get questions. Be mindful of giving credit by tagging the person if the research doesn’t belong to you. If it’s your own research, you may find it helpful to make additional slides or a video of yourself explaining your research in more depth. You can always post these in the comments/reply section.

Interactions: Positive Feedback
Like and respond to the comment to acknowledge you saw their comment. A simple, “This is great!” or “Thank you!” still deserves acknowledgment.

Interactions: Misinformed/Inaccurate Feedback
If someone posts a comment with which you disagree, you can counter their statement with factual, source-backed research of your own or a reference to an already-published study. Just be sure to do so respectfully so you’re setting the right tone.

Interactions: Inappropriate Comments
On Twitter, you can mute inappropriate comments so your other followers won’t see it. You can also block the user from following you. On either LinkedIn or Twitter, do not engage in any discussion with someone posting inappropriate comments. Please also report this person our CUR National Office at cur@cur.org.

STEP SIX: POST-EVENT

It’s Over. Now what?

We hope this experience was memorable and that you were able to celebrate your accomplishments, see the impact of UR, and know that you, in whatever role you played, are a pivotal piece in undergraduate research.

If you posted your research, let’s make sure you get all the acknowledgment you deserve. Visit our member resources library in the community. There we have cited both APA and MLA instructions on how to add a canceled poster event to your CV.

We are celebrating Undergraduate Research Week all week long starting April 20 - April 24. Here is our event timeline. We hope that you will interact with us throughout the week!

Monday, April 20
Volunteer Appreciation Day
Sending an email and recognition to all #CURVolunteers

Tuesday, April 21
Virtual Posters on the Hill Celebration
#POH2020, #POHGoesVirtual

Wednesday, April 22
eNews recognizing the many great accomplishments, and support resources that CUR has compiled

Thursday, April 23
Social Media Explosion for #VIRTUALURW2020

Friday, April 24
Friday Under the Lights
An email out to the masses of this week’s highlights