Team and strategy

Kim Fortun
Aftab Mirzaei
Aadita Chaudhury

Ana Fochesatto (Volunteer)
Rajiv Mishra (Volunteer)
Arne Maibaum (Volunteer)

Channels
Twitter
Facebook

Work Done

Volunteer recruitment

This cycle of work began with efforts to recruit new volunteers for the social media team. Given some of the team’s plans and recommendations in the 2017-18 report, we felt that more volunteers were needed in order to add continuity and consistency in the channels’ activities. This was a prolonged process, and a team was finally assembled in January, and trained to take on weekly responsibilities in February.

Increasing engagement/Growing presence

The team strengthened and amplified 4S social media presence by engaging directly with individuals and related professional organizations. Part of this enhancement has been the result of assuming a more colloquial/personal tone in our communication, but also through intentional and timely engagement with topical issues and events. We felt that this change in tone and framework for communication would foster collegiality within the online STS communities. Due to the fact that a platform such as Twitter is de-centralized, and there are no formal delineations between communities (i.e. no discrete spaces to congregate around, for instance, STS topics or science communication topics, instead users who partake in STS and other arenas of conversation commonly refer to these emergent spaces as “STS Twitter” or “Science Communication Twitter”), it became important for the @4Sweb account to insert itself into conversations happening within “STS Twitter”.

One of the most successful instances of this occurred in June, when in a tweet, Tristan Harris, an ex-Google ethicist and the co-founder and director of the Centre for Humane Technology called attention to the need for a field to study society and technology interaction (See Appendix 1). Through a timely interjection and astute response, 4S collected and channeled the concerns of the community at large. This opportunity allowed 4S to position itself as a leader in the conversation, and to emerge as a representative for the community. This event was also a valuable learning opportunity for the team to realize the potential for this mode of engagement.

Link to our responses:
https://twitter.com/4sWeb/status/1138518989401800704
https://twitter.com/4sWeb/status/1138531090748985344

Applying for verification

At present, Twitter’s verification process is on hold so currently, there has not been any progress in getting the @4sweb account verified.

Challenges

One of the most challenging aspects of this year’s social media work was the lack of commitment and reliability from volunteers. Despite efforts to work with the team with a shared schedule, reminders and periodic check-ins, volunteers did not carry-out their weekly tasks on various occasions. This lead to some silences from the accounts in a few weeks throughout this reporting period.

On certain weeks, volunteers were asked to complete other activities (i.e. assistance in creating lists of potential contributors to the twitter account, brainstorming/identifying potential models for online community engagement, creation of a “significant dates” calendar) instead of daily tweeting. For various reasons, volunteers were unable to assist in any of the additional tasks that were outlined by the committee.

Goals

One of the highest priorities of the social media team in the next term is to improve the efficiency and coordination of the working relationship with the Backchannels team through:

- Regular attendance of the backchannels team’s monthly meetings
- Sharing relevant Backchannels posts in line with topical matters/events
  - Creation of an “important dates” calendar
We will also continue to grow with our online community, and to be a source of information about our professional association and its activities, and to bring relevant and high quality material to the attention of our community.

**Recommendations**

- Closer collaboration between Backchannels and general social media team
- Occasional team check-in with senior faculty member of the committee to engender accountability
- Possibly getting guest Tweeters, such as established faculty members, junior scholars or students to take on the helm of the @4Sweb handle and speak both about their research and engagement within the STS community while helping tweet out the official content and society business.
Appendix 1

👍 We need a new field of "Society & Technology Interaction" (or STX) as @aza and I have said, since "Human-Computer Interaction" is limited to individual human + machine. Getting alignment right = "Humane Social Systems" (per invitation to @HumaneTech community in 4/23 event)

Aviv Ovadya 🌿 @metaviv · Jun 10
Everyone talks about UX: User Experience
But what about CX?
- Collective Experience
- Community Experience

The usability and impact of a product across a *collection of people* within a society.
Show this thread

12:52 PM · Jun 10, 2019 · Twitter Web Client
59 Retweets 308 Likes

The Society for Social Studies of Science @4sWeb · Jun 11
I beg of you, please read a book, like the Handbook of Science and Technology Studies (mitpress.mit.edu/books/handbook...), follow us at @4sweb or come to @4sConference. I assure you there are already researchers thinking beyond questions you have in mind in terms of technology and society

👍 We need a new field of "Society & Technology Interaction" (or STX) as @aza and I have said, since "Human-Computer Interaction" is limited to individual human + machine. Getting alignment right = "Humane Social Systems" (per invitation to @HumaneTech community in 4/23 event) twitter.com/metaviv/status...
The Society for Social Studies of Science @4sWeb · Jun 11
Hi new followers! We are an international professional and academic organization devoted to the social study of science and technology, otherwise known as science and technology studies (STS). We hold annual conferences each year and publish several peer-reviewed journals.

1 35 117

The Society for Social Studies of Science @4sWeb

Our conference this year will be held in New Orleans, Louisiana. Follow @4sConference or visit 4s2019.org for more info #4s2019

Our publications include The Handbook of Science and Technology Studies, and two peer-reviewed journals: 4sonline.org/publications

The Society for Social Studies of Science @4sWeb · Jun 11
Replying to @4sWeb
We also have a blog with reports and essays regarding issues of interest to the intersection of science technology and society! 4sonline.org/blog

2 1 13

The Society for Social Studies of Science @4sWeb · Jun 11
As an organization, we like to have our ears to the ground in the latest happenings in the world of science and technology that can shape our society, morality, art and our entire way of life for years to come. We invite academics and non-academics alike into our work.

1 1 14

The Society for Social Studies of Science @4sWeb · Jun 11
One of the unique aspects of our conferences is that we like to recognize work that goes beyond the traditional paper/presentation format. Our Making and Doing sessions show the applications of our theoretical work in the "real world".

1 1 9