Digital Marketing for Research Visibility and University Branding

Speaker:
KC Tang

Research

Time	
13:30	Opening & Understand the Basic of Digital Marketing
14:00	Understand the Technique of Storyboarding
14:30	Practical: "Hands-on: The ies's Storyboard!"
15:00	Converting Story into Engaging Videos
15:30	Practical: "Hands-on: Exploring AI Tools for Video Making
16:00	Understand the Different Channels of Scientific Outreaching
16:10	Q&A
16:15	Regroup & Wrap Up at Main Hall
16:30	End

MENU nature
International journal of science

NEWS FEATURE · 13 DECEMBER 2017

The science that's never been cited

Nature investigates how many papers really end up without a single citation.

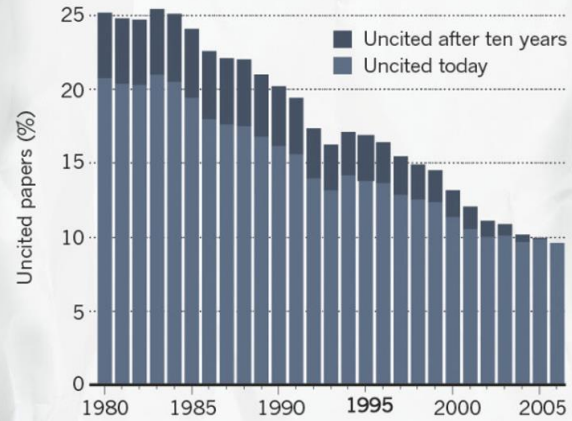
Richard Van Noorden

UNCITED SCIENCE

Data from the Web of Science give an incomplete picture of how much science is never cited: many papers it records as having no citations have actually been cited somewhere.

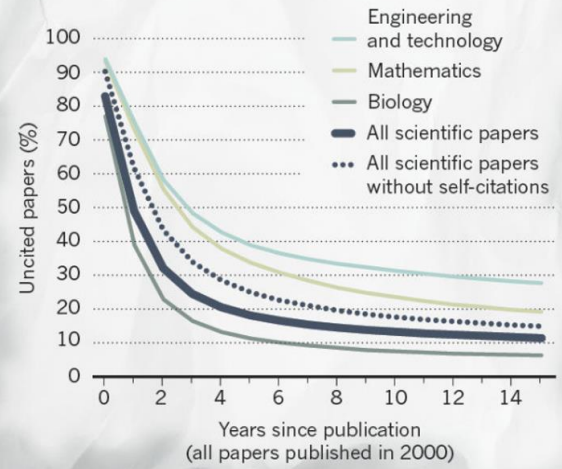
Downward trend

The share of scientific articles recorded as 'uncited' in each year is falling.



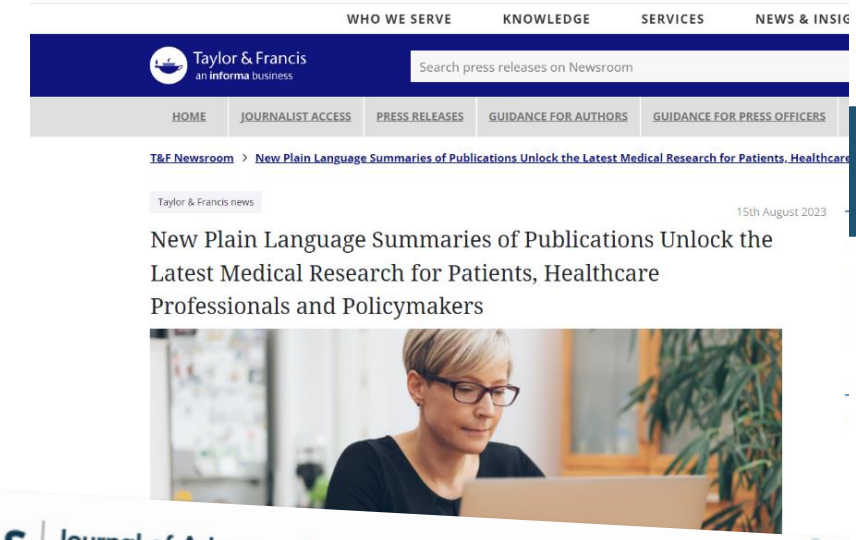
Disciplinary differences

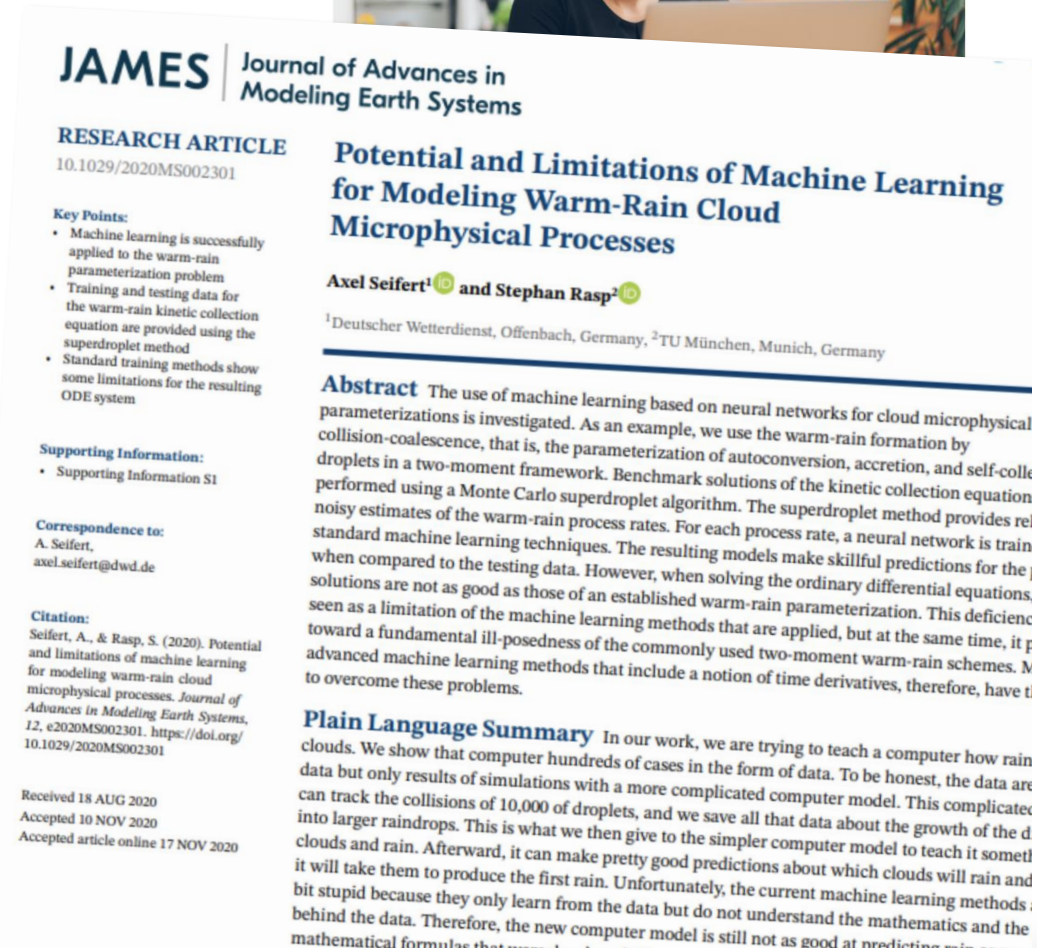
The share of uncited papers from any year falls as time goes by, but at differing rates in different disciplines.

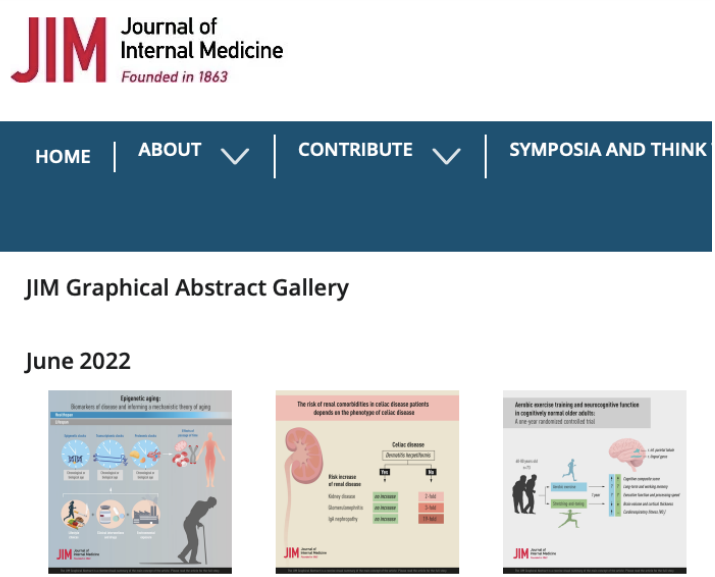


Graphical Abstract/ PLS/Video Abstract

Publishers' trend







Boosting Research Reputation Globally:
iesResearch Curation, Digital Marketing & Scholarly Communication Channels

Kudos
Science needs Stories

ResearchGate

AAAS

SO research

AlphaGalileo

EurekAlert!

newswise

Social media outreach

for science

"Creating lookalike audiences"

a code to track users' behavior e.g. Facebook Pixel, and Twitter Pixel

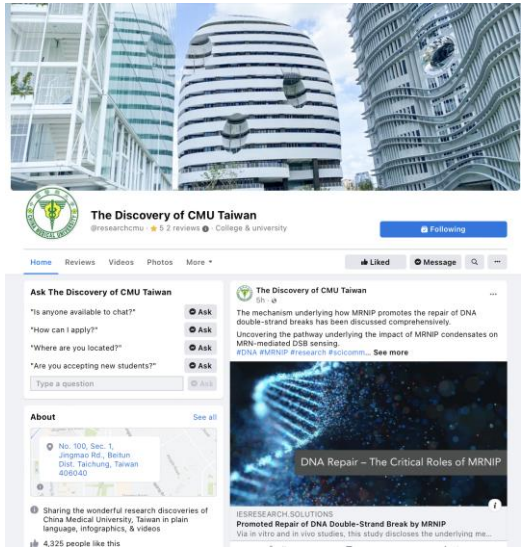
The 3 "Ts" of Digital Marketing

- Targeting/Retargeting Ads
- Tracking conversion
- Tweaking/Optimizing ads

The Journey from Social Media to Full-text

From university social media account to full-text is only Three clicks away with bite-sized multidisciplinary story

University Research Social Media Account → Topical Cluster Site → Individual Full-text Teaser Site → Full-text Site at Publisher



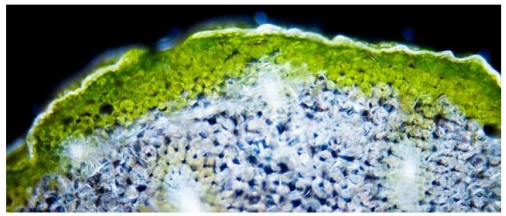
- Launch pad for boosted posting
- Recommend to create a new research focused account

Post Views: 41

Unlocking Microscopic Mysteries by MUST Researchers: How Nucleotide and tRNA Analysis Paves the Way for Health Breakthroughs

The studies mentioned are all about diving deep into the tiny building blocks of our cells, specifically focusing on molecules called nucleic acid and a special kind of molecule known as tRNA, which helps build proteins in our body. Now, why is this important? Understanding these tiny parts can help us tackle severe health issues.

MUST scientists have devised new ways to peek inside our cells and see what happens with these nucleotides, precursors of nucleic acids [1], [4]. This study could be a game changer in understanding how diseases mess up our bodies by disturbing the balance of nucleotides and how we could fix them. The same research team also lights a tiny beacon of hope in the fight against cancer [2]. They discovered that some changes in tRNA can make cancer cells more resistant to a standard chemotherapy drug. So, by understanding and maybe reversing these changes, we might stand a better chance against cancer.



Cumulating in-depth knowledge about tRNA over the years, the research team has developed a novel method to look at tRNA with a techy twist [3]. The approach gives doctors a new tool to detect and understand diseases at their very roots. The MUST research team has developed a more straightforward and faster nucleic acid mass-spectrometry (MS) method that solves the damage to instruments caused by traditional detection methods. Such a discovery significantly promotes the progress of the MS method for broader applications, including applying this method to get more clues on liver disease [5]. And now, MUST researchers can closely examine how certain diseases alter our cells. The research team has expanded their work, looking into the harmful effects of pesticide residues of a chemical used in agriculture on the human body [6]. It reveals that certain chemicals can cause severe damage at the molecular level, which we want to avoid.

All these studies are like opening new windows to understand better our body's tiny machinery, which is crucial if we want to get better at fighting diseases and keeping ourselves healthy.

***Notes: This article provides research teasers for each reference to showcase the novelties**

The Nature of the Modification at Position 37 of tRNAphe Correlates with Acquired Taxol Resistance

Yu Pan; Tong-Meng Yan; Jingrong Wang; Zhi-Hong Jiang

Highlights

- More than 170 RNA modifications in various RNA types have been well-established, contributing to diverse biological functions.
- This study introduces several groundbreaking findings: (i) Identification of imG-14 as the predominant modification at the 37th position in tRNAphe of taxol-resistant strains, a departure from OHyW in wild-type strains. (ii) Chronic exposure of A2780 cancer cells to taxol induces drug resistance, suppresses TYW2 expression, and disrupts the OHyW biosynthetic pathway, increasing imG-14. (iii) Silencing TYW2 is a causative factor in cellular resistance to taxol-induced cytotoxicity, shedding new light on taxol resistance mechanisms.
- This study marks the first examination of the association between tRNA modifications and taxol resistance, utilizing tRNA profiling through LC-MS, potentially uncovering novel insights into cancer cell susceptibility to drug therapy akin to microRNA (miRNA) effects.

Summary

TYW2 enzyme downregulation increases the 4-demethylwyosine modification in tRNA, promoting cancer survival and resistance to taxol therapy. This finding introduces a novel mechanism for taxol resistance that can be addressed by reducing imG-14 deposition. More than 170 identified RNA modifications across various RNA types play pivotal roles in biological regulation.

In taxol-resistant strains, the predominant modification at the 37th position in tRNAphe is imG-14. While reprogramming of tRNA modifications has been associated with chemotherapy resistance, the underlying mechanism remains unclear.

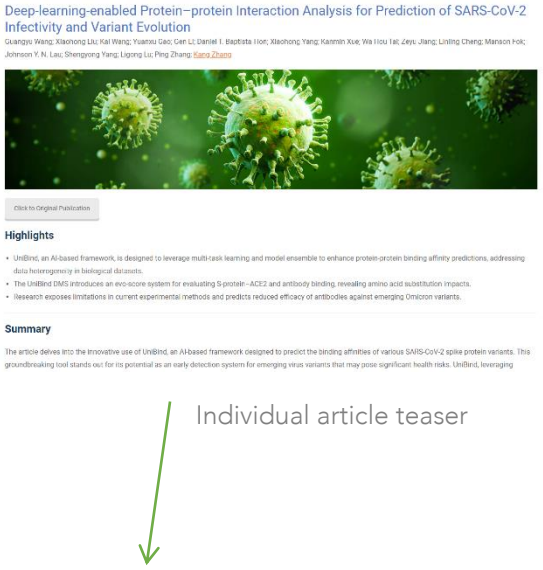
Suppression of TYW2 expression in taxol-resistant strains leads to elevated imG-14 levels and cellular resistance to taxol-induced cytotoxicity. TYW2 has been identified in breast cancer and castration-resistant prostate cancer, where tRNA modifications serve as protective mechanisms against stress-induced cleavages. tRNA-derived fragments (tRFs), such as tRFphe, may influence cancer cell susceptibility to drug therapy.

This study delves into the connection between tRNA modifications and taxol resistance, employing multiple LC-MS approaches to explore dynamic changes in tRNA modifications in taxol-resistant cancer cells. Notably, the 37th position of tRNAphe exhibits chemical diversity across different species, contributing to the stability of tRNA structure and codon-anticodon interactions.

The research involves three taxol-resistant strains and aligns with the potential implications of previous work, suggesting that tRNA modifications may play a role in drug resistance. Reprogramming tRNA modifications could offer a strategy to overcome drug resistance in cancer therapy, as noted by Pan, emphasizing the need for further studies to comprehend the relationship between frameshift and taxol resistance.

Y. Pan, T.-M. Yan, J.-R. Wang, and Z.-H. Jiang, "The nature of the modification at position 37 of tRNAPhe correlates with acquired taxol resistance," Nucleic Acids Research, vol. 49, no. 1, pp. 38–52, Jan. 2021, doi: 10.1093/nar/gkaa1164.

Customer Sample: Typical FB posting that links to *iestory*



Individual article teaser

full-text, if it is Open Access

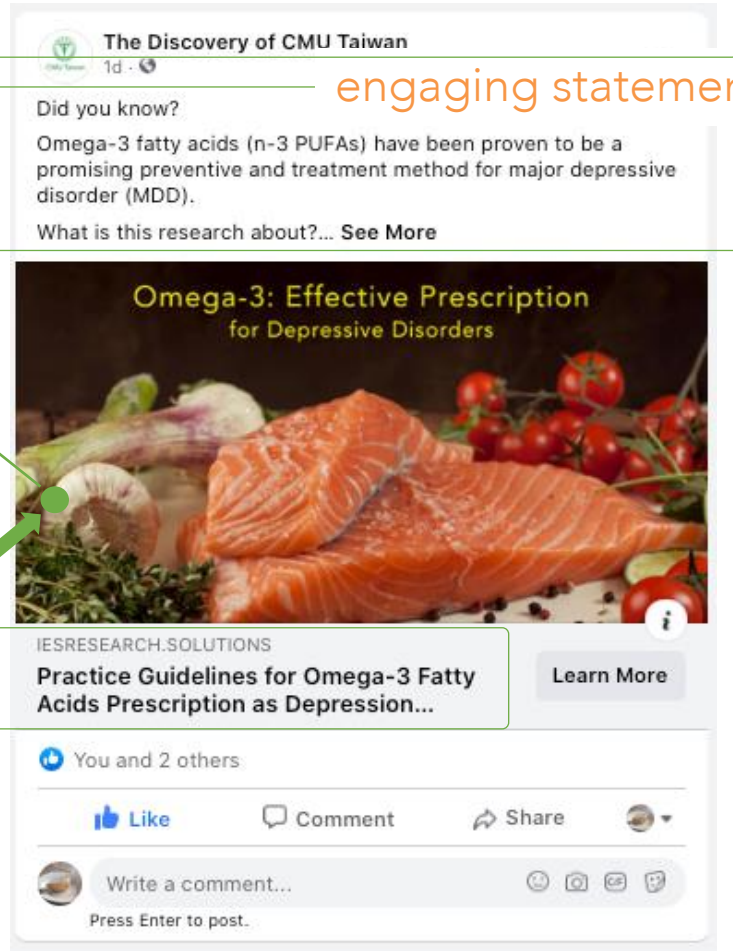
Multidisciplinary cluster

institutional research branding

engaging statement

clickable within the graphic

catchy headline

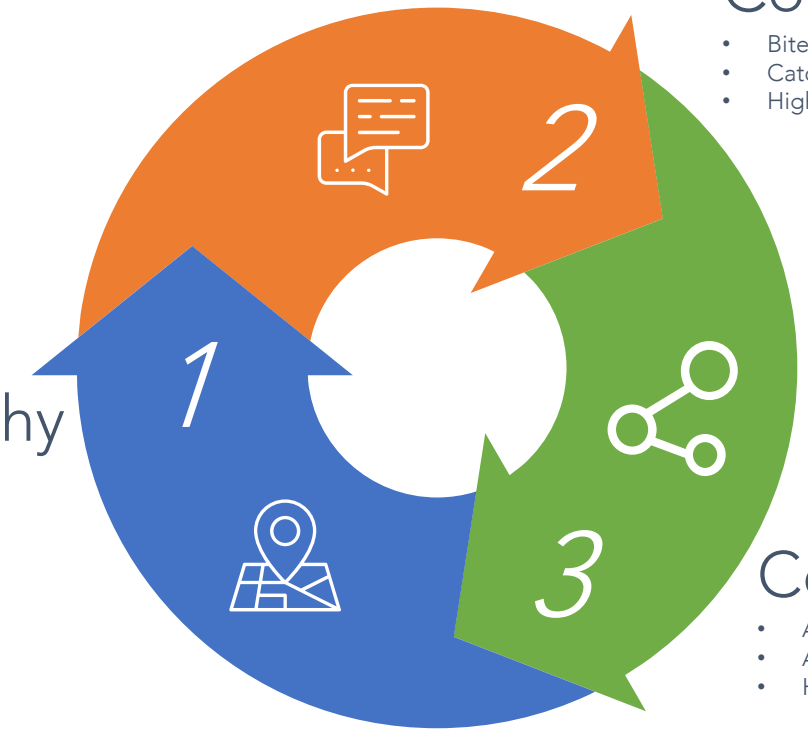


Facebook posting

Optimization to increase # engagements

Contents

- Bite-sized stories
- Catchy headlines
- Highly visual with videos and animations



Demography

- Targeted countries
- Targeted communities
- Targeted institutions

Connectivity

- Align with UN SDGs*
- Associate with news and events
- Highlight the global collaboration and affiliation

** UN SDGs = United Nation's Sustainable Development Goals*

Analytics

The Monthly Report

Researcher Name

Research Paper Title

Targeted Countries for Paid Boosting

Altmetric™

Citation Count

No.	Name	Research Topic	FB Reach			FB Engagements			FB Link Clicks			Ads Targeting Country	Iestory Views			Click to Full-text			Altmetric				Citations			
			June	July	Cummulated	June	July	Cummulated	June	July	Cummulated		June	July	Cummulated	June	July	Cummulated	May	June	July	Cummulated	May	June	July	Cummulated
1	Mien-Chie Hung (洪明奇)	Targeting glycosylated PD-1 induces potent anti-tumor immunity	4,997	2,155	7,152	419	170	589	80	49	129	Spain & UK	476	246	722	8	3	11	6	7	7	7	0	1	3	3
2	Mien-Chie Hung (洪明奇)	The gluconeogenic enzyme PCK1 phosphorylates INSIG1/2 for lipogenesis	3,718		3,718	394		394	155		155	Swaeden & UK	649	81	730	6	4	10	79	76	76	76	0	0	1	1
3	Cheng-Ming Chuong (鍾正明)	The Making of a Flight Feather: Bio-architectural Principles and Adaptation	1,214	5,449	6,663	29	96	125	14	22	36	Germany > UK	425	231	656	3	2	5	109	110	110	110	2	4	5	5
4	Bing-Fang Hwang (黃彬芳)	Fine particulate matter exposure during pregnancy and infancy and incident asthma	31,744	2,009	33,753	2,541	80	2,621	557	11	568	India > Germany	1,162	170	1,332	10	0	10	20	20	21	21	10	11	11	11
5	Fuu-Jen Tsai (蔡輔仁)	Genetic Architecture Associated With Familial Short Stature	15,597	2,074	17,671	304	119	423	118	24	142	Brazil > Germany	753	131	884	10	0	10	1	1	1	1	1	2	2	2
6	Chih-Hsin Tang (湯智昕)	Melatonin attenuates TNF-α and IL-1β expression in synovial fibroblasts and diminishes cartilage degradation: Implications for the treatment of rheumatoid arthritis	1,686	1,688	3,374	165	119	284	64	35	99	Japan > UK	492	582	1,074	0	5	5	0	0	0	0	14	17	19	19
7	Shih-Chieh Hung (洪世杰)	Methylation and PTEN activation in dental pulp mesenchymal stem cells promotes osteogenesis and reduces oncogenesis	8,503	2,044	10,547	422	121	543	79	41	120	Brazil > UK	342	227	569	3	1	4	1	1	1	1	4	4	4	4
8	Wen-Hwa Lee (李文華)	Glutathione peroxidase 8 negatively regulates caspase-4/11 to protect against colitis	2,652	7,271	9,923	236	264	500	88	98	186	UK > Brazil	390	302	692	3	2	5	22	22	22	22	2	3	4	4
9	Shih-Wei Lai (賴世偉)	Real-World Database Examining the Association Between Avascular Necrosis of the Femoral Head and Diabetes in Taiwan	1,266	23,337	24,603	55	866	921	25	353	378	US > India	211	516	727	1	1	2	4	4	4	4	15	18	19	19
10	Shih-Chieh Hung (洪世杰)	KLA-827-mediated activation of TNAP phosphatase promotes pathogenic syndesmophyte formation in ankylosing spondylitis	2,130	1,410	3,540	121	151	272	48	63	111	Italy > Germany	299	322	621	2	1	3	82	79	79	79	3	4	4	4
11	Kuan-Pin Su (蘇冠賓)	International Society for Nutritional Psychiatry Research Practice Guidelines for Omega-3 Fatty Acids in the Treatment of Major Depressive Disorder	866	4,135	5,001	56	115	171	24	53	77	US > Brazil	221	285	506	2	2	4	76	76	75	75	11	12	13	13
12	Kuan-Pin Su (蘇冠賓)	Association of Delirium Response and Safety of Pharmacological Interventions for the Management and Prevention of Delirium: A Network Meta-analysis	942	1,286	2,228	55	43	98	16	15	31	US > Germany	231	275	506	2	2	4	168	167	168	168	13	13	18	18
13	Lu-Hai Wang	Metastasis		1,303	1,303		94	94		35	35	UK		286	286		2	2			1	1			1	1
14	Hung-Rong Yen (顏宏融)	A Potential Herbal Adjuvant Combined With a Peptide-Based Vaccine Acts Against HPV-Related Tumors Through Enhancing Effector and Memory T-Cell Immune Responses		1,333	1,333		114	114		19	19	UK		245	245		0	0			1	1			0	0
15	Cheng-Chieh Lin (林正介)	Visit-to-Visit Variations in Fasting Plasma Glucose and HbA1c Associated With an Increased Risk of Alzheimer Disease: Taiwan Diabetes Study		1,541	1,541		124	124		41	41	UK		237	237		1	1			32	32			28	28
		Total	75,315	57,035	132,350	4,797	2,476	7,273	1,268	859	2,127	0	5,651	4,136	9,787	50	26	76	568	563	598	598	75	89	132	132

Number of Reach

Number of Engagement

Number of Click

Number of *iestory* View

Number of Click to Full-text

- monthly report to showcase the progress of traffic from social media to the full-text
- every month we will launch different marketing campaigns by optimizing with different contents and different targeted countries

52
publications
for outreach

2,076
publications
for comparison*

5.21 citations per paper
before outreach
(271 times cited in July 2020)

16 months
outreach

8.98 citation per paper
after outreach
(467 times cited in October 2021)

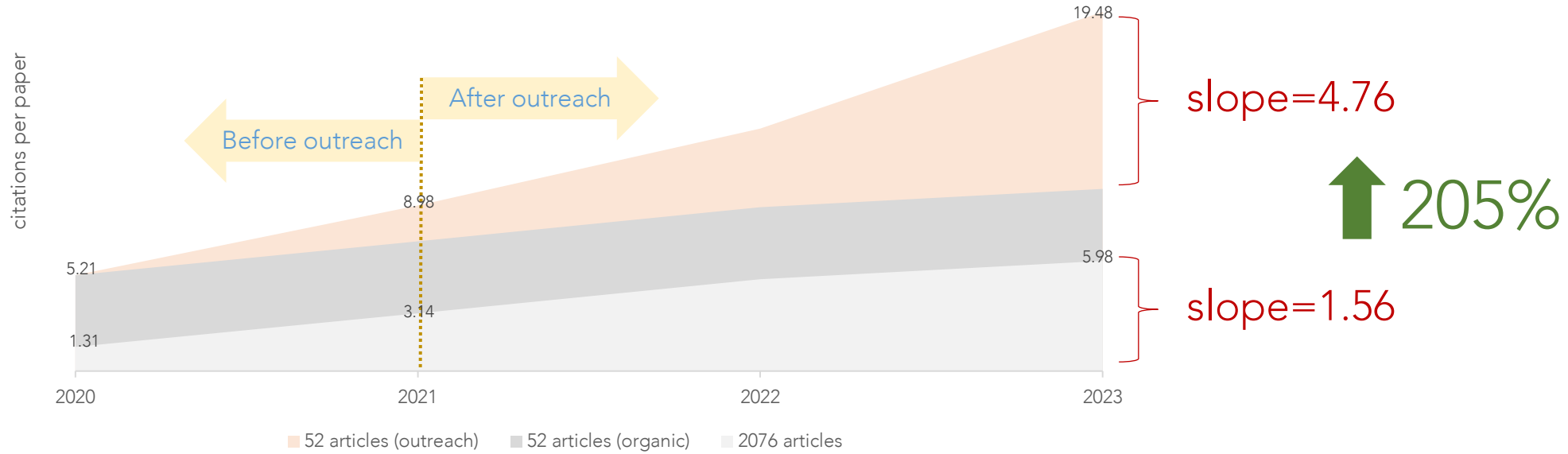
24 months
post-outreach

19.48 citation per paper
in current
(1,013 times cited in September 2023)

1.31 citations per paper
till the end of 2020

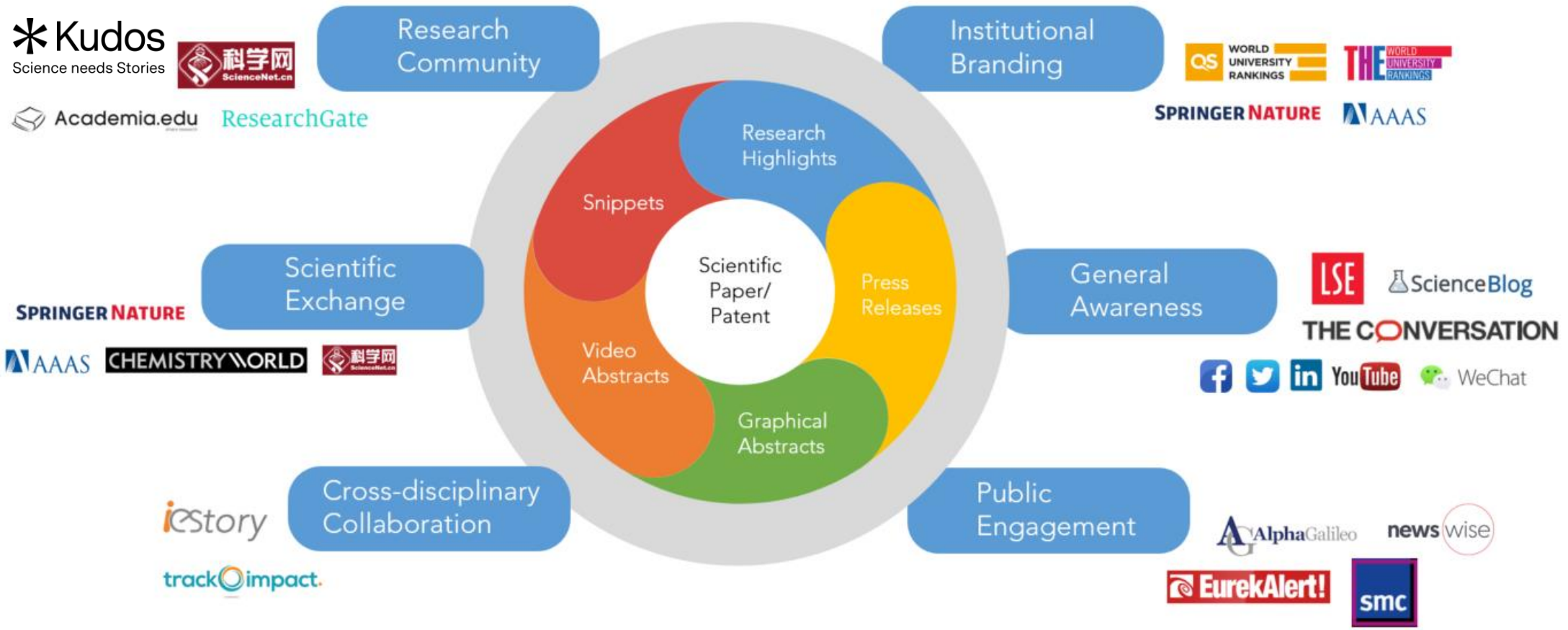
3.14 citations per paper
till the end of 2021

5.98 citations per paper
till September 2023



Source: Dimensions.ai & Web of Science (comparison data). Updated on Sept. 21, 2023.
* We selected 2,076 UNPAD publications from Web of Science that were published from 2018 to 2020, as this period covers 46 of the 52 publications.

Strategic Channels of Research Communication



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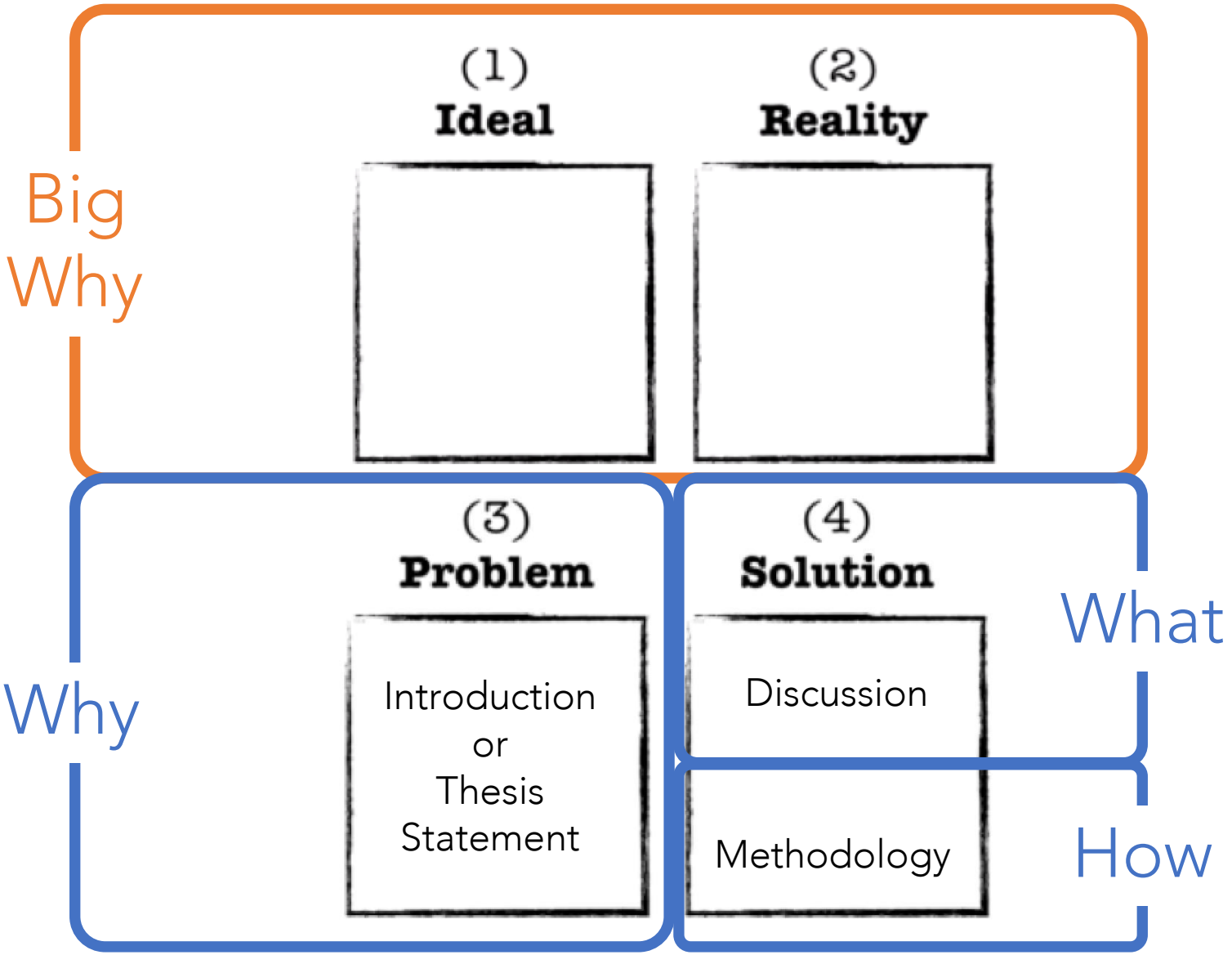
16:30	End

Emphasize different things for different audiences



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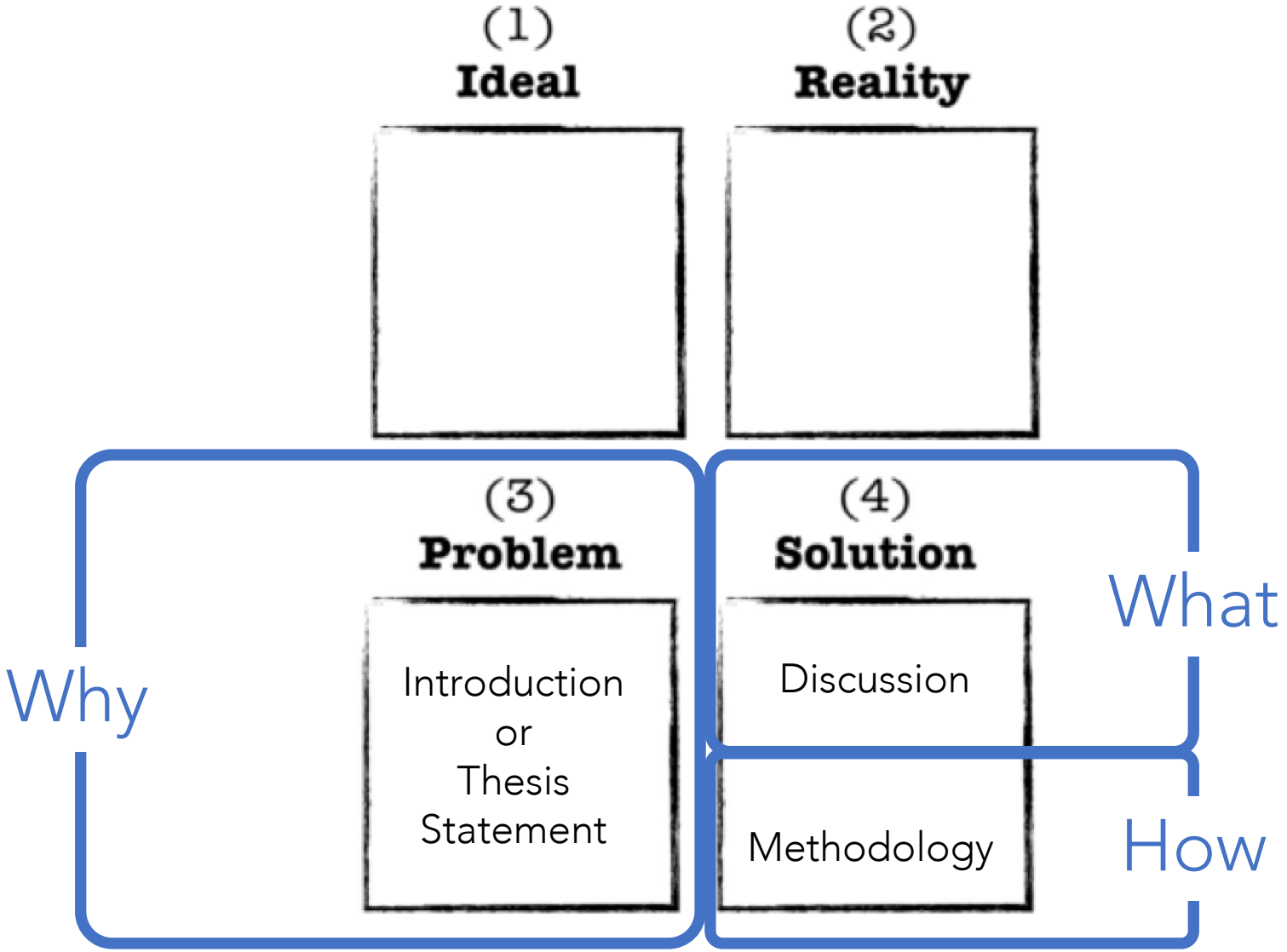


Research Paper

Emphasize different things for different audiences

Big Why

(1) **Ideal**

(2) **Reality**

Why

(3) **Problem**

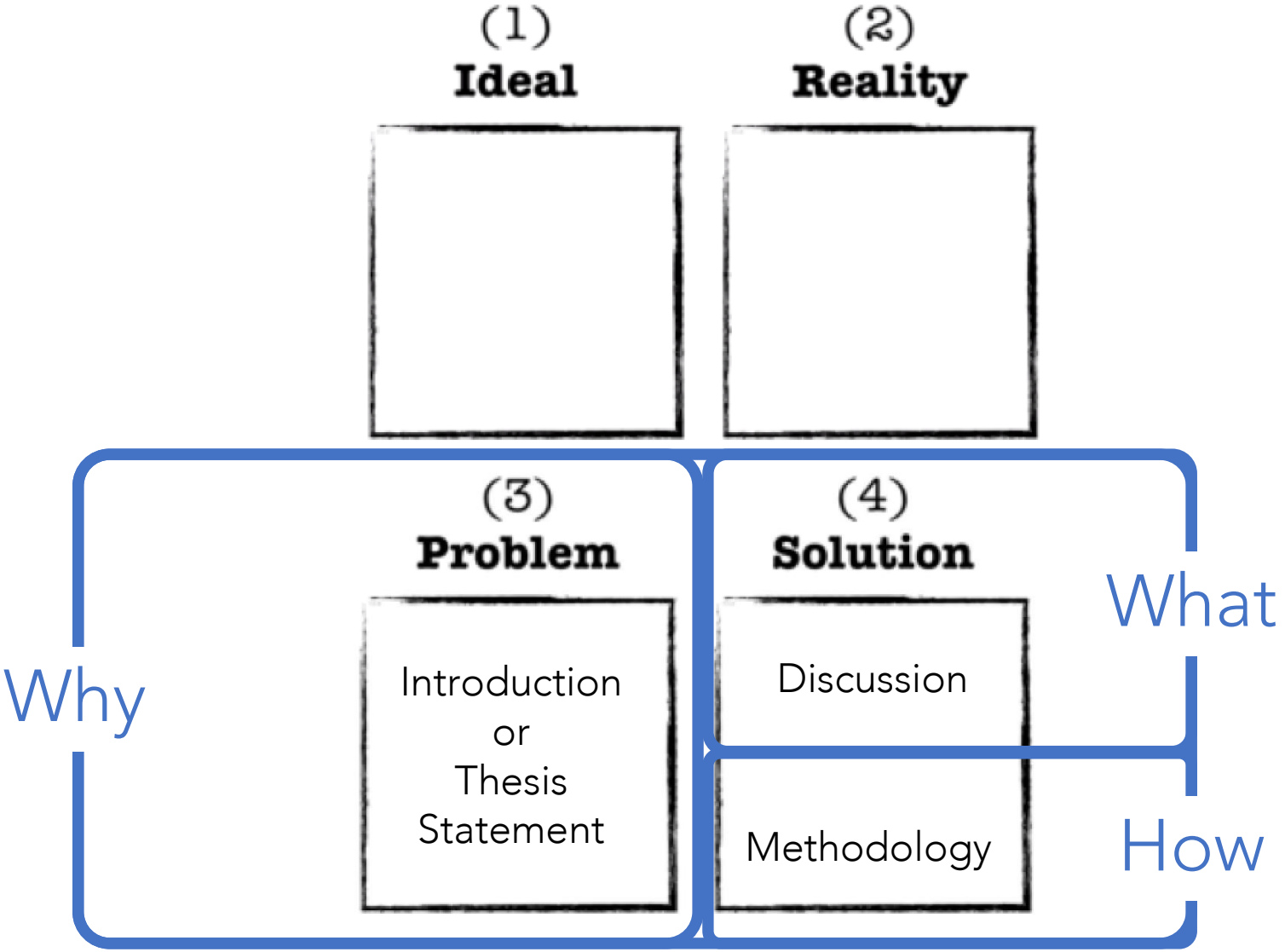
Introduction or Thesis Statement

(4) **Solution**

Discussion

Methodology

Emphasize different things for different audiences



Research Paper

Abstract

Emphasize different things for different audiences

Big Why

(1) **Ideal**

(2) **Reality**

Why

(3) **Problem**

Introduction or Thesis Statement

(4) **Solution**

Discussion

Methodology

What

Research Paper

PLAIN LANGUAGE

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Practical: Articulating Ideas with a Storyboard

- Think about a recent project or idea you want to develop or communicate

- Improving library services, AI adoption for library etc.

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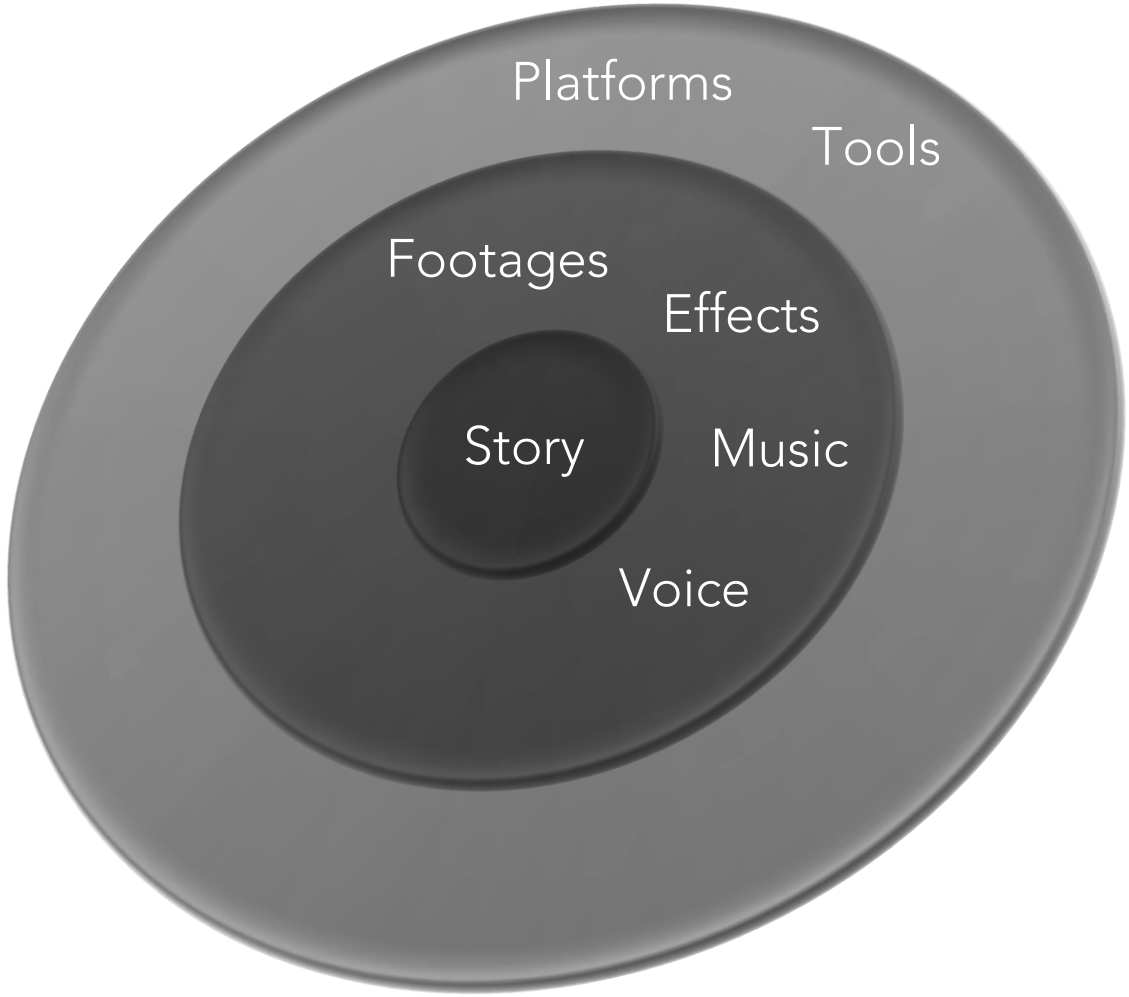
A video speaks a million words..

Original Footages

Stock Footages

AI Created Footages

Making your video as authentic as possible…



Enhancing your video

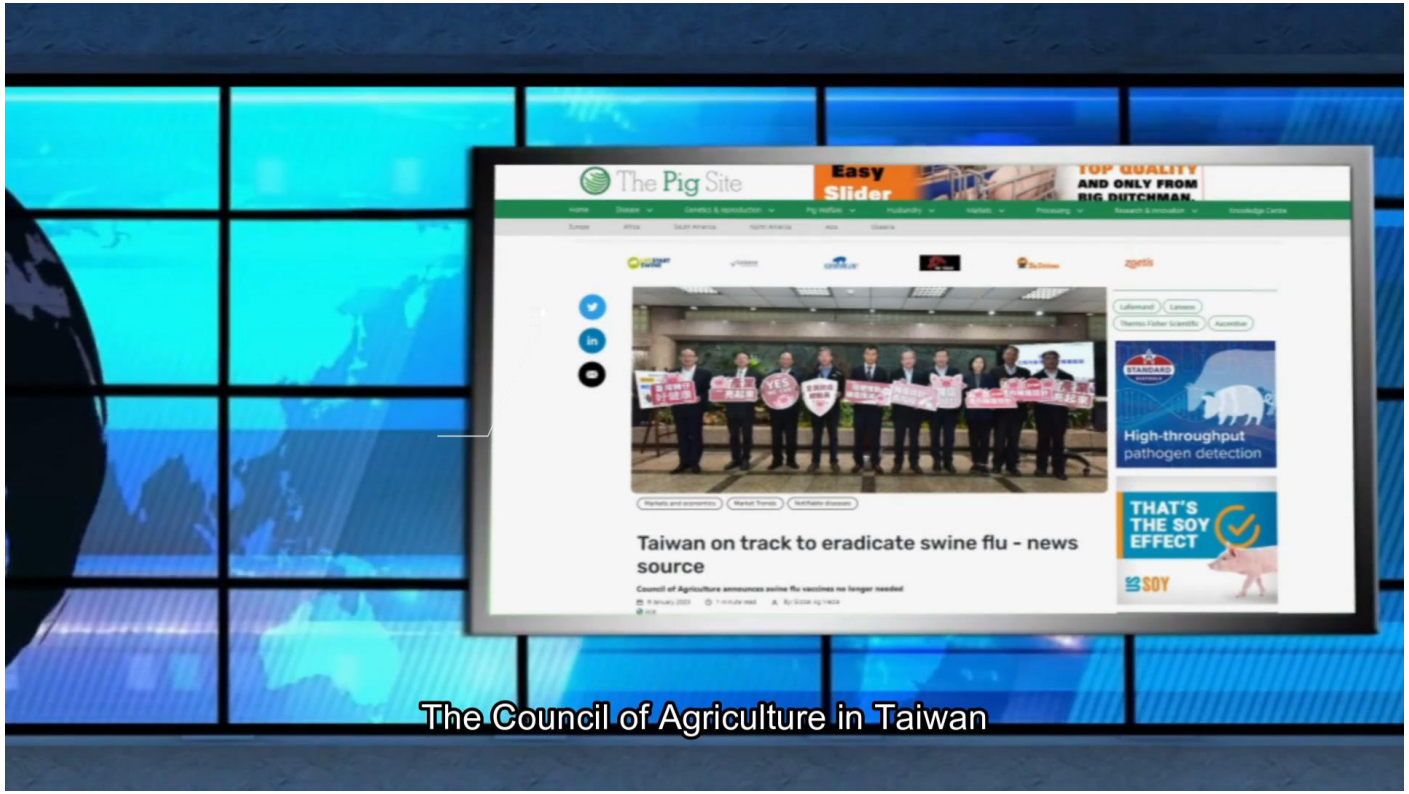
- The passion behind the research could be an interesting story to share

Enhancing your video

- Illustrate the different applications across different personnel / industry in various scenarios

Enhancing your video

- Link research with relevant news

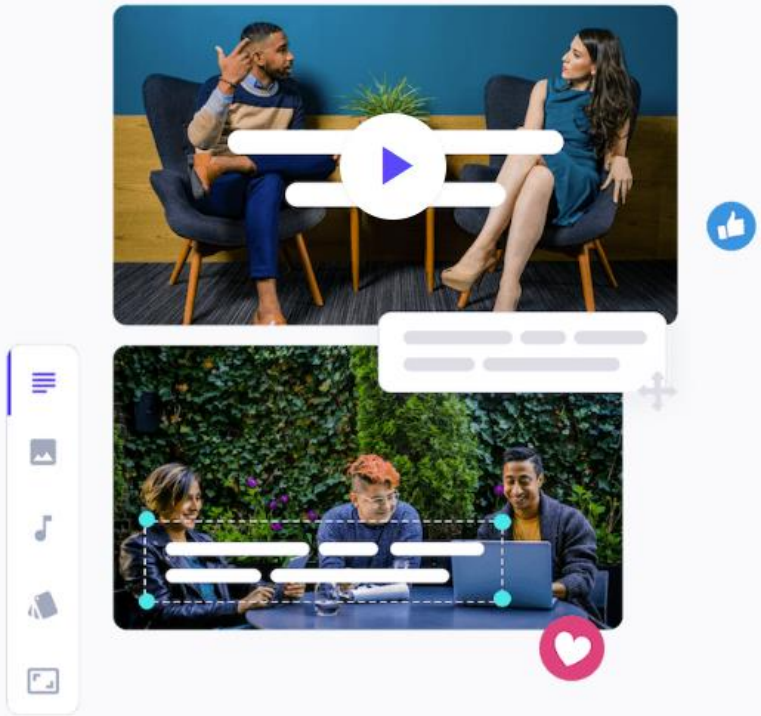


Connecting with Current Events

Video maker built to supercharge your content strategy

Easily make videos for **content marketing**, **thought leadership**, and **brand awareness** in a snap.

Sign up free



Over 6 million videos created by thousands of businesses

salesforce pwc SIEMENS KPMG MERCK SAP MITSUBISHI CISCO

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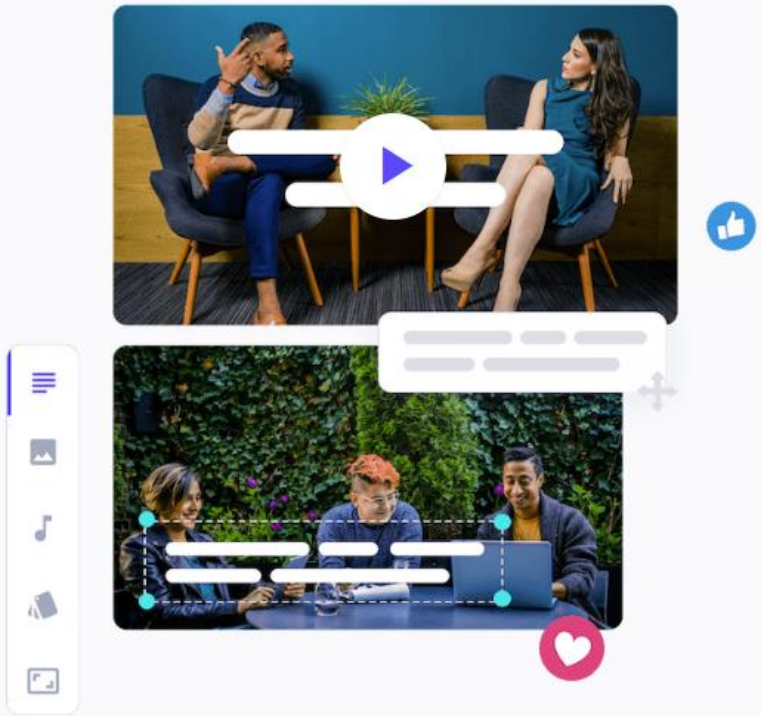

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salesforce pwc SIEMENS KPMG MERCK SAP MITSUBISHI CISCO

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Practical: Exploring AI Tools for Video Making

1. Use any A.I. tools to create a 1-2mins video for your story

2. Present your video to obtain feedback

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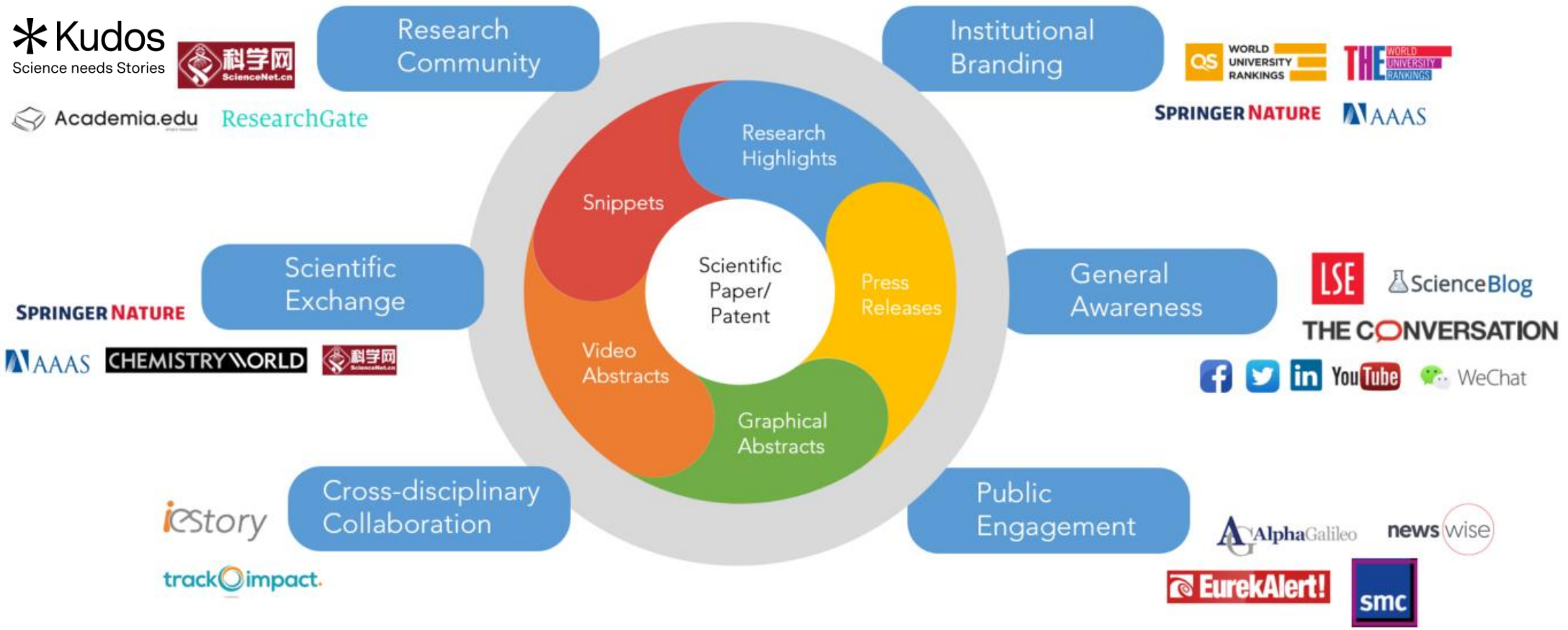
Strategic Channels of Research Communication



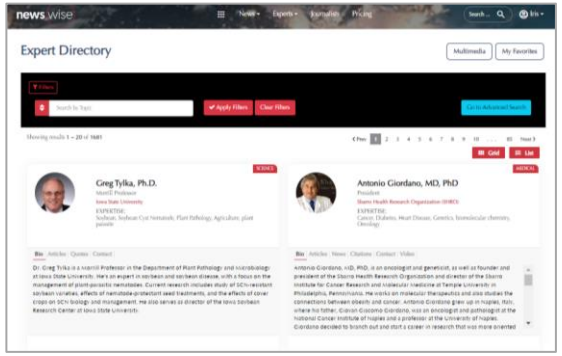
Building Research Branding through Research Press Release

Research press release

Let your research be known to the world

Expert opinions

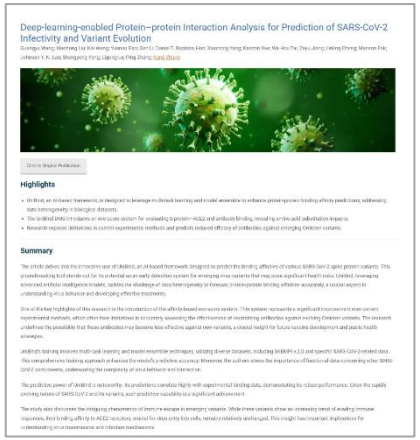
Let your researchers be known to the world



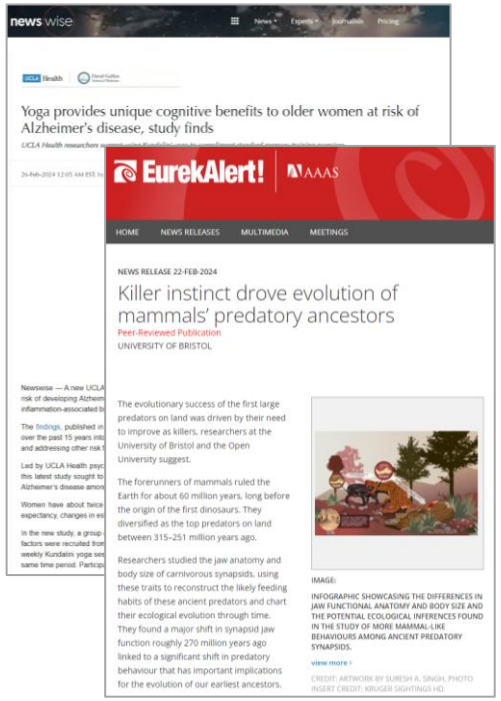
Building Research Branding through Public Relationship

Full-text → Research Teasers → Press Release → Media Coverage

A Role for Parasites in Stabilising the Fig-Pollinator Mutualism



Deep-learning-enabled Protein–protein Interaction Analysis for Prediction of SARS-CoV-2 Infectivity and Variant Evolution



news wise

Yoga provides unique cognitive benefits to older women at risk of Alzheimer's disease, study finds

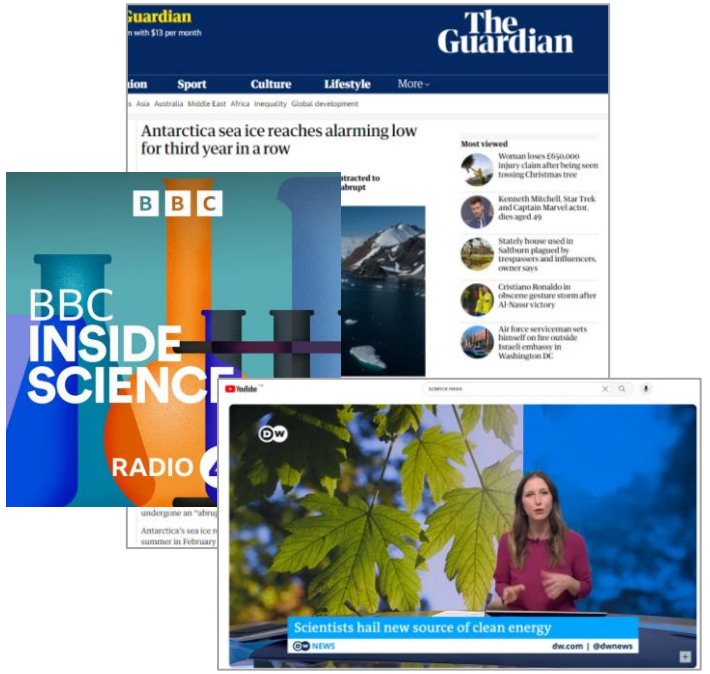
EurekAlert! AAAS

NEWS RELEASE 22-FEB-2024

Killer instinct drove evolution of mammals' predatory ancestors

Peer-Reviewed Publication

UNIVERSITY OF BRISTOL



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NEWS RELEASE 3-APR-2020

Using sponges to wipe out cancer

The natural product manzamine A, derived from Indo-Pacific marine sponges, exhibits anti-cancer properties in a preclinical study, report researchers at the Medical University of South Carolina

Peer-Reviewed Publication

MEDICAL UNIVERSITY OF SOUTH CAROLINA

A sponge found in Manado Bay, Indonesia, makes a molecule called manzamine A, which stops the growth of cervical cancer cells, according to a recent publication in the *Journal of Natural Products* submitted by researchers at the Medical University of South Carolina (MUSC) and their collaborators. Collaborators include students and investigators at the University of South Carolina (UofSC), College of Charleston, Gadjah Mada University in Indonesia and the University of Malaya in Malaysia.

The American Cancer Society estimates that there will be 13,800 new diagnoses of cervical cancer and 4,290 deaths in 2020. Though Pap tests and HPV vaccination have decreased the number of cervical cancer

IMAGE: MANADO CORAL GARDEN. PHOTOGRAPH BY SAMUEL CHOW.THIS FILE IS LICENSED UNDER THE CREATIVE COMMONS ATTRIBUTION 2.0 GENERIC LICENSE. view more ›

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NEWS RELEASE 19-FEB-2009

Queen's University Belfast improves Malaysian public health

Business Announcement

QUEEN'S UNIVERSITY BELFAST

Queen's University and University of Malaya (UM) today announced the establishment of the Centre for Population Health in Malaysia.

This is the first Centre of its kind in improving the health of Malaysians.

Examining the communities in terms of their diet and disease, conducting research into the complex relationships between diet, living conditions, environment and health, providing assistance for the national cancer registry and other related research on population health will be among the core functions of the Centre.

The Centre allows Malaysia to have a modern medical database of its people and provides population health solutions in the future. In today's challenging world, research and databases are critical in anticipating future health problems.

Queen's University Vice-Chancellor, Professor Peter Gregson said: "Queen's is honoured to partner the University of Malaya in this major Centre. It is an international partnership that brings together complementary skills from Queen's UK National Centre of Excellence in Public Health and builds on Queen's links with the US National Cancer Institute.

"This initiative will see the development of a world-class Research Centre of Population Health in the University of Malaya. It will also capitalise upon Queen's recognised expertise and experience in Public Health."

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WISCONSIN
UNIVERSITY OF WISCONSIN–MADISON

An Ocean Apart, Carnivorous Pitcher Plants Create Similar Communities

28-Aug-2018 5:05 PM EDT, by University of Wisconsin–Madison

Newswise — MADISON – After a six-hour ride over increasingly treacherous roads, it took a full day's hike up almost 3,000 feet for Leonora Bittleston to reach Nepenthes Camp in the Maliau Basin, an elevated conservation area in Malaysian Borneo with a rich, isolated rainforest ecosystem.

After waiting three years for collecting permits, Bittleston, then a graduate student at Harvard University, entered the basin in search of one thing: pitcher plants. These carnivorous plants have evolved traps to lure, drown and digest animal prey to supplement nutrient-poor soils.

Bittleston needed samples of the liquid inside the pitchers to compare to pitcher plants from much closer to home in Massachusetts and along the Gulf Coast. Though unrelated, both plant families had converged on similar adaptations for trapping prey, and Bittleston wanted to know if the communities of microbes and small animals housed in each liquid-filled pitcher were as similar as the traps themselves.

In new research published Aug. 28 in the journal *eLife*, Bittleston, University of Wisconsin–Madison botany and bacteriology professor Anne Pringle, and others, reveal that the communities created inside pitcher plants converge just as the shape and function of the plants themselves do. Despite being separated by continents and oceans, pitchers tend to house living communities more similar to one another than they are to their surrounding environments.

Asian pitchers transplanted to Massachusetts bogs can even mimic the natives so well that the pitcher plant mosquito — a specialized insect that evolved to complete its life cycle exclusively in North American pitchers — lays eggs in the impostors.

The researchers say this work provides a much richer picture of how convergence can extend well beyond relatively simple functional roles, like plant carnivory, to include a network of interactions among different species that evolve under related conditions. Bittleston and Pringle collaborated with Naomi Pierce at Harvard, as well as researchers at the Universiti Malaysia Sabah, University of Malaya and Jiangsu University.

Time	
13:30	Opening & Understand the Basic of Digital Marketing
14:00	Understand the Technique of Storyboarding
14:30	Practical: "Hands-on: The ies's Storyboard!"
15:00	Converting Story into Engaging Videos
15:30	Practical: "Hands-on: Exploring AI Tools for Video Making
16:00	Understand the Different Channels of Scientific Outreaching
16:10	Q&A
16:15	Regroup & Wrap Up at Main Hall
16:30	End

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