

# Think Tanks, Twitter, and Grey Literature

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## ABSTRACT

This poster aims to track the use of twitter among think tanks and the dissemination of grey literature. Making connections between the future of the online world and knowledge communication to drive change and share resources.

Many think tanks are using social media to connect with their audiences, by sending a quick tweet with links to longer reports, etc. Researchers themselves are being encouraged to use this resource to share ideas and build communities.

Today it is important to keep up with all media outlets because in the future accessing information will be embedded in everything we do.

## WHO'S ON TWITTER?

- Think tanks
- Researchers
- Academics
- Journalists
- Individuals



## WHAT DO THEY USE IT FOR?

- Engage with community
- Direct communication
- Communicate scientific evidence
- Keep up with what is going on
- Share interests
- Gain visibility

## CONCERNS USING TWITTER

- Not seen as relevant, may scar credibility
- Waste of time, not reaching targeted audiences
- Want proven strategies for effectiveness
- Need clear guidelines on how to use effectively



## TWITTER AS A MEASUREMENT TOOL

- Twitter is being scanned and analyzed to evaluate the effectiveness, reach, and impact of think tanks
- Followers retweet tweets that are of interest to them and may indicate trustworthiness
- Don't be afraid to repeat your tweet:  
*Repeating a tweet can really save your news if you had poorly timed it the first time*

## WHAT DOES THE FUTURE HOLD?

- Using Twitter as a dissemination tool is an effective way to disseminate grey literature
- Courses are being taught on how to tweet effectively
- There's some evidence that a media push should not be the only strategy for dissemination
- More research needs to be conducted as to the value of Twitter on the dissemination of information

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