

May 22–25, 2023

Sacramento, CA

APHLTM2023

where laboratory science and public health meet

#APHL

Laboratory Stories and Social Media, Oh My!

Rudy Nowak, Senior Communications Specialist

Zakiya Hazel-Jemmott, Media Specialist

Focus on Fellows

A publication that highlights public health laboratory fellows and their projects

Focus On Fellows

- Remember that questionnaire you filled out at the beginning of your program?
- Collaboration between the Fellowship Team and the Marketing and Communication Team compiled and created an electronic publication.
- This is the result...



Thank you
for your help
in creating
this
electronic
publication!

Storytelling Publications

How you can get involved

Lab Matters, APHL Blog, Lab Culture Podcast

These are APHL's three primary storytelling publications

- *Lab Matters* is published quarterly in March, June, September and December, but feel free to submit an article idea at any time.
- Content ideas for the APHL Blog or *Lab Culture* podcast may also be submitted at any time.

We are interested in your experiences and perspectives, so please share them!



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How to submit article ideas



- If you want to contribute to any of the publications, contact either Zakiya or Rudy and we'll get you there.
- Also, Fellowship Team members can direct you – but they most likely will refer you to one of us or another member of the Marketing and Communications team.
- We can be reached at:
Rudolph.Nowak@aphl.org
Zakiya.Hazel-Jemmott@aphl.org

Next steps

- Once your article idea has been accepted for publication, we will help develop the story idea and match your suggestion to the best avenue for publication.
- The idea may even be used by more than one publication, or your idea may cross over to social media.



Visit us at the APHL Experience Booth!

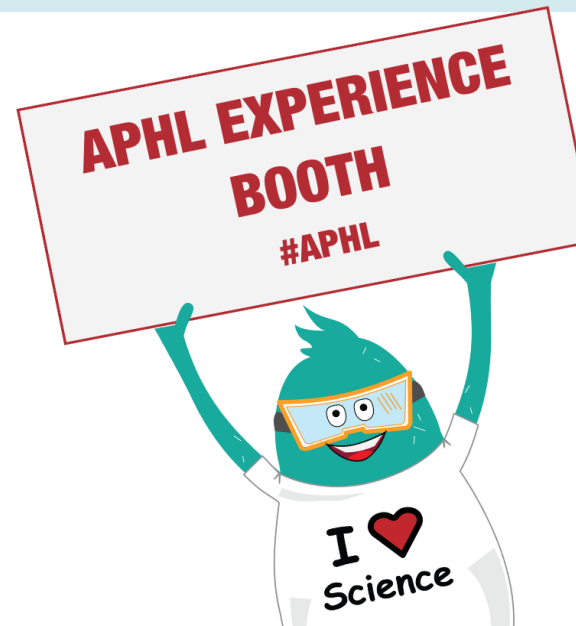
- **Storytelling and Testimonials**
- **Discover new resources**
- **Program Demonstrations**
- **APHL giveaways – grab some swag or some of our publications and guides!**

Discover new resources and, share your stories and grab takeaways

▶ **Storytelling and Testimonials** — share your story and feedback!

Are you a past or current Public Health Laboratory Fellowship Program participant or mentor? Please visit the booth to share your experiences with us as encouraging testimonials or helpful feedback.

You will have the opportunity to tell your story for APHL's social media and storytelling channels, or you can provide your feedback privately to help continually improve the program. Whether for an Instagram reel or in a confidential conversation, share your story and help shape the future of the program.



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Fellows Newsletter

Share what you've been up to be featured in the monthly newsletter!

Fellows Newsletter

“

Beth is a great mentor. Within a short period of time, she has taught me things that would have taken me years to learn.

PREETI PAWAR



FROM OUR FELLOWS



I came into this program with absolutely no lab experience. The knowledge and skills I've gained in a year are astounding. The networking and collaboration with other scientists and professionals has been amazing.

— Kaona Tsai

Utah Public Health Laboratory | Infectious Diseases



MEET THE FELLOWS



Daniel Fang, BS

Daniel is at the Alabama Department of Public Health Bureau of Clinical Laboratories working on a project that focuses on a verification study of the new QSight 225MD Mass Spectrometer using the NeoBase 2 kit to onboard the screening of X-ALD and ADA-SCID.

#APHLFellowship

- **Be featured in the monthly newsletter when you submit comments to the quarterly report, submit through the dropbox link, engage on CoLABorate, tag us on social media or email us directly.**

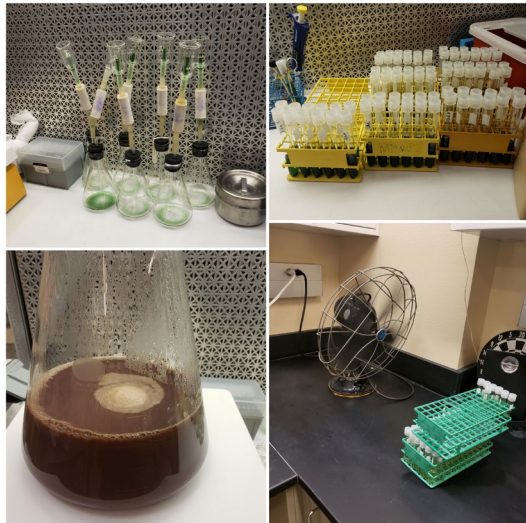
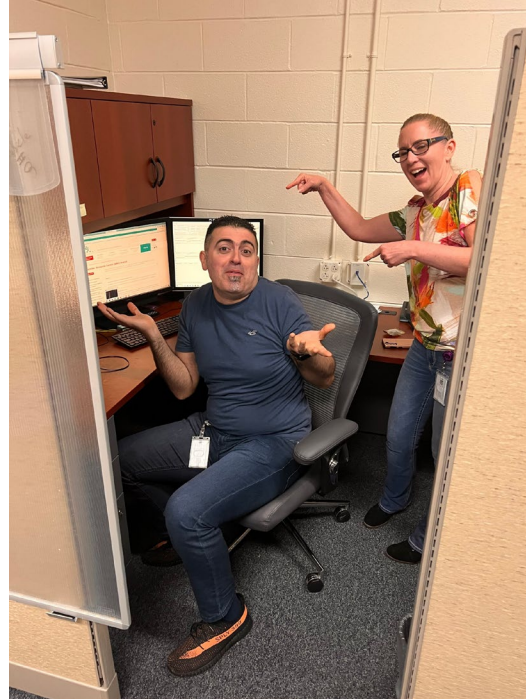
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Dropbox Submissions



Highlight yourself and/or your mentor



You in the lab/ Day in the life



Event/Conference photos



A project/moment you're proud of

Let's Get Social!

How to leverage your online presence in professional spaces



CAREER PATHWAYS

in Public Health Laboratory Science

An APHL-CDC Initiative

Jesus Mendoza

Public Health Laboratory Fellow

#APHLFellowship

www.APHL.org/career-pathways



Share your accomplishments on Social Media!



As a fellow you can also self-record your **#APHLFellowship** updates and email them to me directly.

We will share it on social media or repost what you share on your own account.

Zakiya.Hazel-Jemmott@aphl.org

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Why is social media important for your #APHLFellowship?

Twitter

- A great place for conversations and establishing community based on your interests.
- Amplify your thoughts and professional accomplishments

Instagram/TikTok

- Visual storytelling performs much better than text-based conversations
- Using video features like reels and stories is a great way to connect and be discovered

Facebook/LinkedIn

- Groups and pages that support longer discussions
- Stay in touch with your cohort, mentors and get on the radar of potential employers

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If you have an online presence for work, follow these steps...



STEP 1

Create a separate account using your professional email address.



STEP 2

Include a disclaimer in your bio, making it clear that your thoughts and opinions are your own and not a reflection of APHL or your lab.



STEP 3

Be professional and discrete whenever you communicate in a public forum. Remember, online all information is discoverable.



STEP 4

Check privacy settings on your accounts to assure that all public postings are in accordance with APHL's policy and your lab's policy.



STEP 5

If you're not sure what to post, ask your supervisor or mentor.

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Edit profile

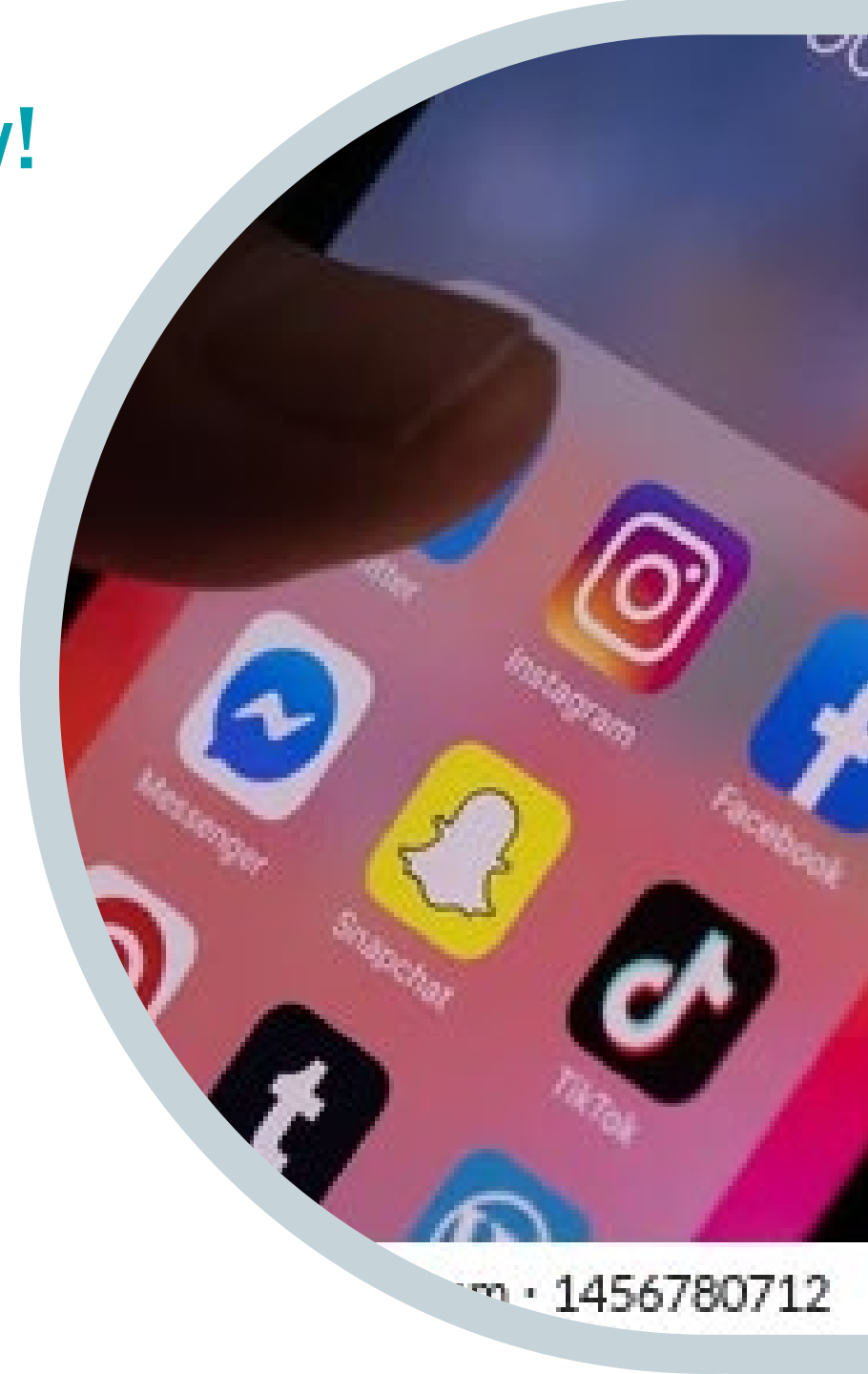
Communications Specialist

@ZakJemmott

Brooklyn girl | Soror 💕💚 | dog mom 🐕 Media specialist for @APHL and all thoughts are my own. I don't code switch 🤓

Be yourself and write what you know!

- **Perception is reality** – In online social networks, the lines between public and private, personal and professional are blurred. Simply by identifying yourself as a fellow, you are shaping the perception of the fellowship program by funders, members, potential applicants and the general public. **Be sure that all content associated with you is of high quality and consistent with professional values and standards.**
- **Be yourself** – You are responsible for the content that you post. **Never impersonate someone else** or purposefully obscure your identity as a Public Health Laboratory Fellowship Program participant. **Build your own reputation and care about what you say.**
- **Write what you know** – You have a unique perspective on public health laboratory science based on your talents, skills and current responsibilities. Share your knowledge, your passions and your personality in your posts by writing about what you know. **If you are interesting and authentic, you will attract readers who understand your specialty and interests.**



Be A Good Conversationalist



Social media is about building relationships



Have a conversation online as you would converse in-person



Consider open-ended content that invites response



Be thought-provoking and build a sense of community



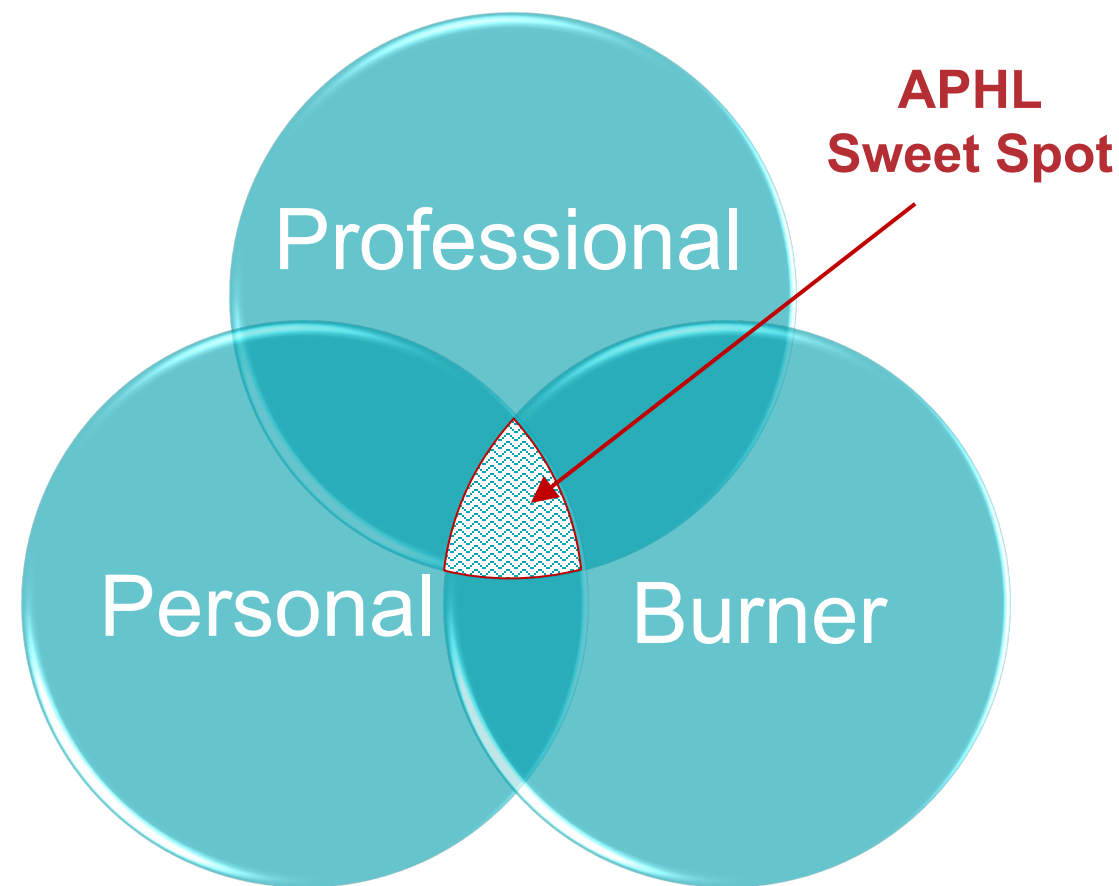
Be original when expressing your thoughts

If your content improves knowledge or skills, helps people do their jobs, solves problems, or builds a better understanding of Career Pathways and public health laboratories you are adding value.

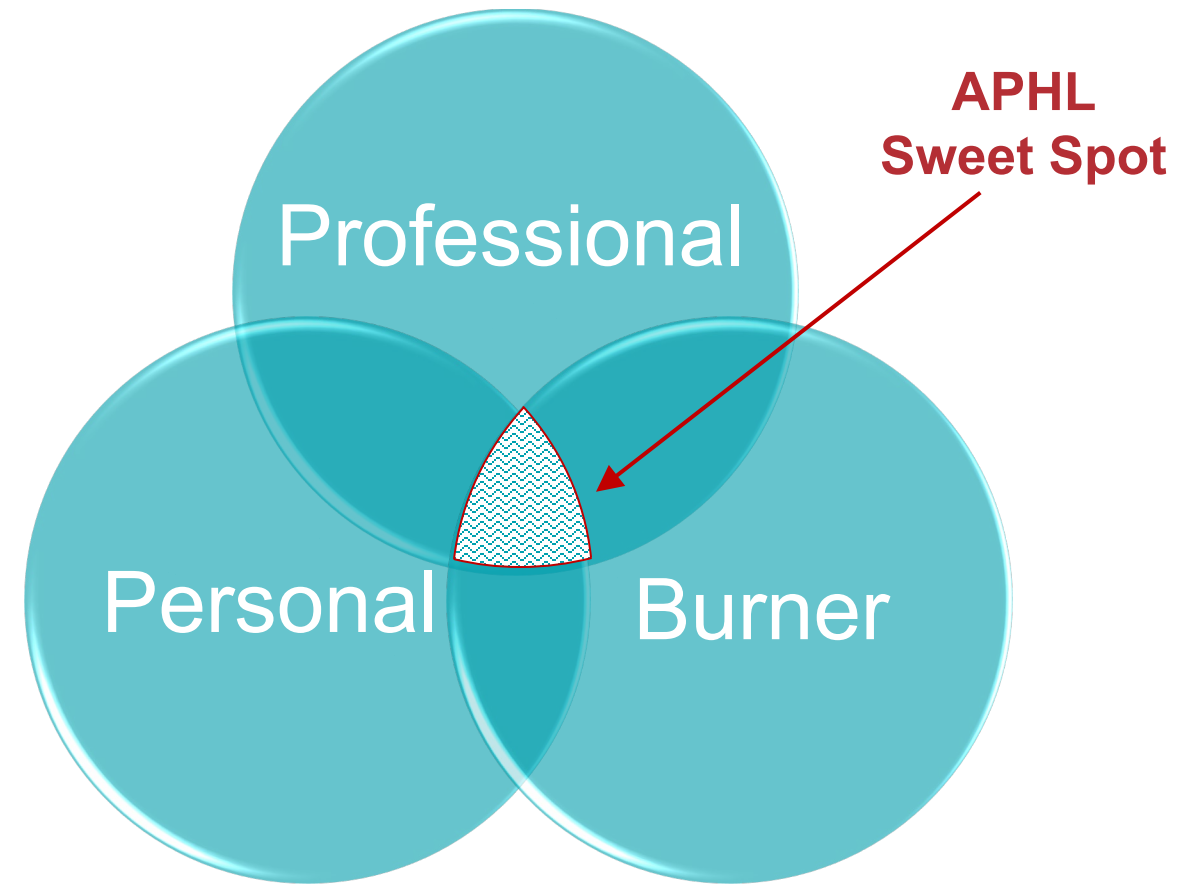
Personal vs Professional

You are encouraged to use social media for professional and personal purposes, including live-tweeting from conferences and posting work-related content to your social media accounts. You are also expected to maintain the same high standards of professional conduct that would be expected from an APHL staff member in any written communication or personal interactions.

Fellows are not permitted to officially represent APHL on any social media platforms but always encouraged to tag us when speaking about your #APHLFellowship experience.



Just kidding, your burner is your business, but be smart about it because we have a certain set of skills...and will find you.

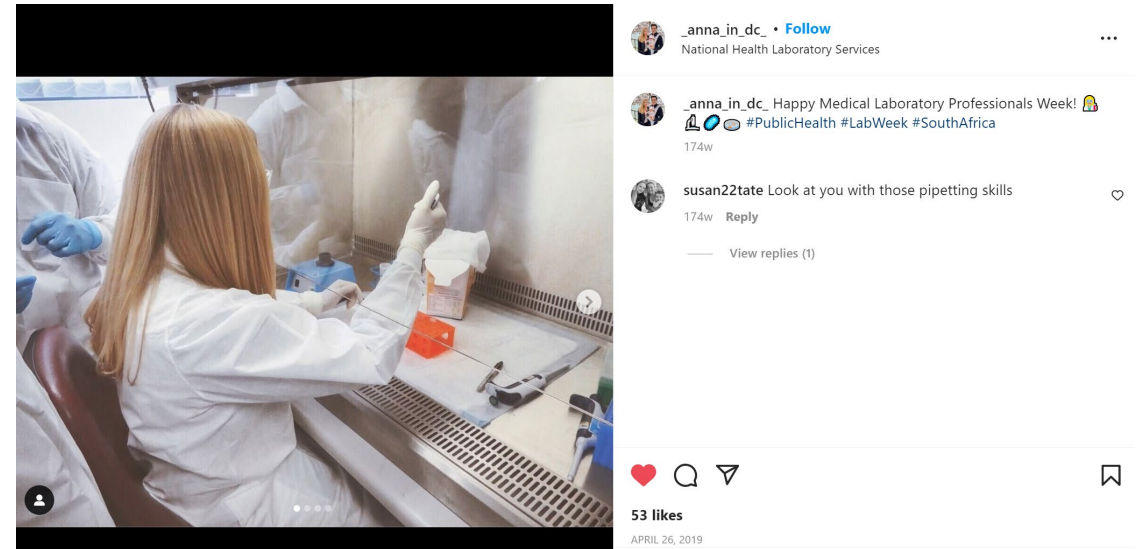


Positive examples of a professional online presence

Instagram post



Instagram post



- Adding context in your captions invites others to engage with your content. Describe what's happening in your post and ask a question to start conversations.

Positive examples of a professional online presence



Varvara Kozyreva
@varvarakozyreva

About to present on our new WGS and tNGS assays for TB drug susceptibility testing at National TB Conference @APHL. Wish me luck! Haven't presented to a live audience in forever 🙄



7:57 AM · Jul 13, 2022 · Twitter for iPhone



Jason R. Singson, MPH
@contajason_sing

S/o to our lab colleagues. We need to support and fund our public health labs better to be flexible and scalable.

APHL · Jul 8

In many of the LRN labs, the same personnel who have been testing for COVID throughout the pandemic are now testing for monkeypox as part of this response. We are so appreciative of their commitment, but also recognize how hard this is on them. 1/2



3:34 PM · Jul 8, 2022 · Twitter for iPhone

Negative examples of a professional online presence

Think about the consequences...



Using your public voice to trash or embarrass APHL, CDC or your lab is not only risky, but it is also not very smart. As a general rule of thumb, consider whether you would want your sweet grandmother, boss or a judge to see what you have posted.

Friends DO keep secrets!

Don't tell secrets – The nature of your position may give you access to confidential or proprietary information. **Remember to respect and maintain confidentiality entrusted to you.** You are responsible for the content you post, so please use common sense. It is appropriate to talk about work and have dialog within a community, but **it is not acceptable to publish confidential information or any personal details about other people. Nor is it acceptable to disseminate information externally before it has been distributed to the appropriate staff members through internal contacts.** If you wish to post about a project or activity that is outside the purview of your job, request permission from the head of the project or other responsible party.



Be original when posting

Give credit where credit is due –

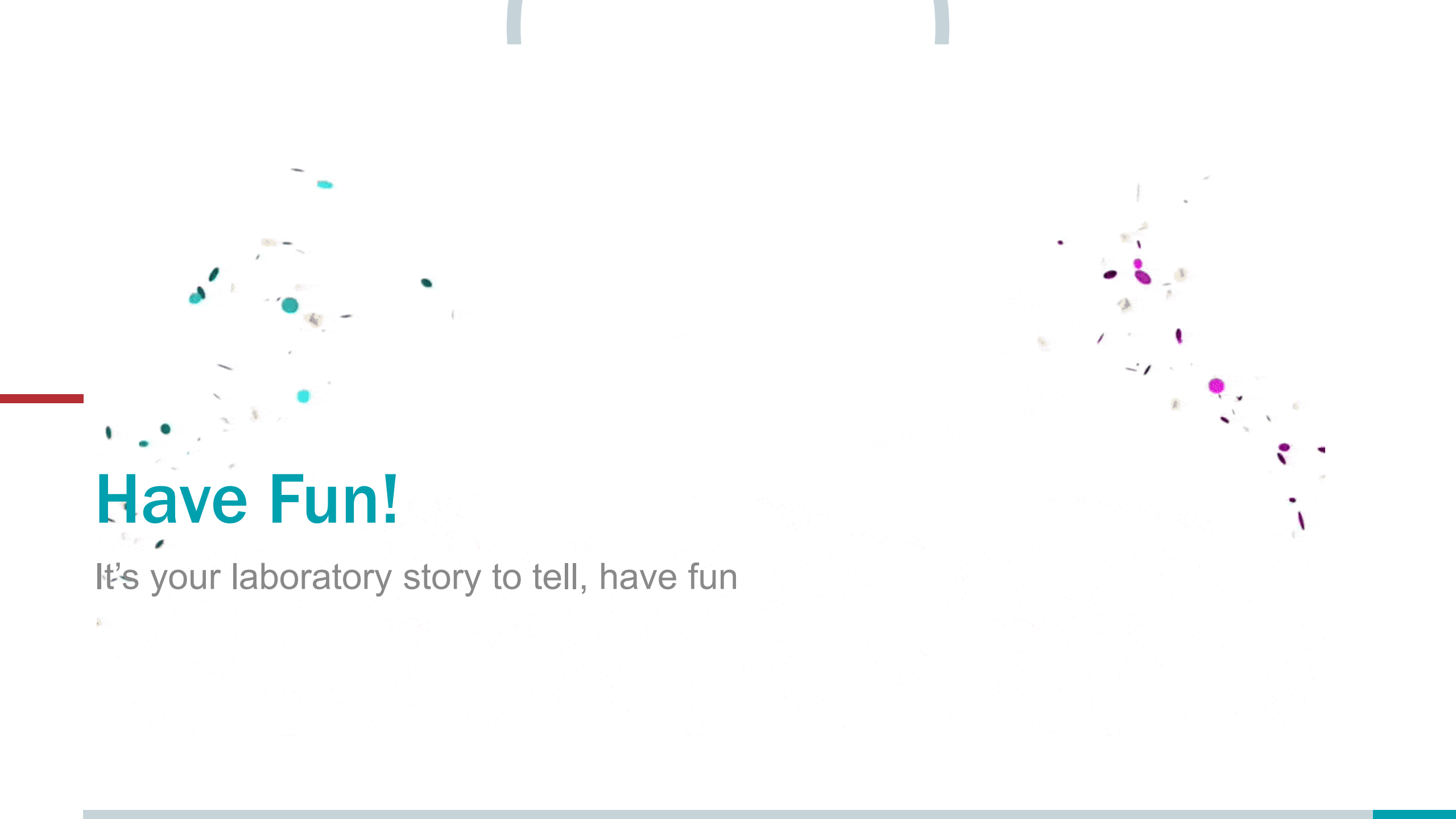
Social media is another form of publishing, so the same intellectual property laws apply. The main issues are copyright infringement, defamation, invasion of privacy, plagiarism and infringement of trademark, and trade dress or trade secrets. **Always cite your source and always try to link back to the original URL. Evaluate your content's accuracy and truthfulness before posting.**



Mistakes happen and can be fixed

If you make a mistake, admit it. While some comments and posts can be deleted, often they have already been seen. Be upfront and quick with your correction. **If asked by your lab's communications staff or other senior staff to take down a post, you are expected to do so immediately.**



A microscopic image of cells, likely bacteria, with several cells highlighted in teal and purple. The background is a light, grainy texture. A red horizontal bar is visible on the left side of the image.

Have Fun!

It's your laboratory story to tell, have fun

Questions, Comments...

DISCUSSION

We can be reached at:

Rudolph.Nowak@aphl.org

Zakiya.Hazel-Jemmott@aphl.org