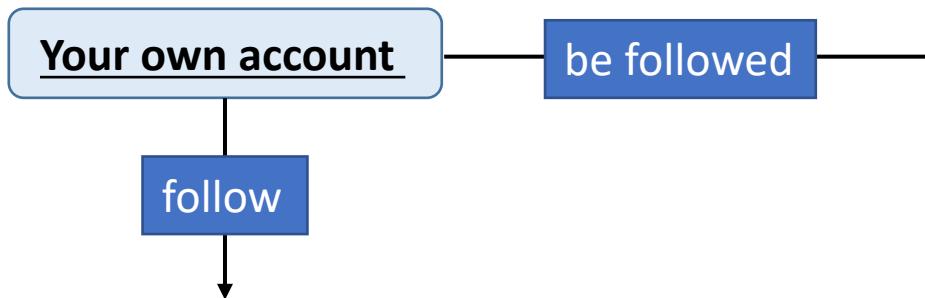




- **Social networks: twitter**
- **Impactful visuals**
- **Conferences**
- **Towards a more general public: SFP tools**

# Social networks: twitter

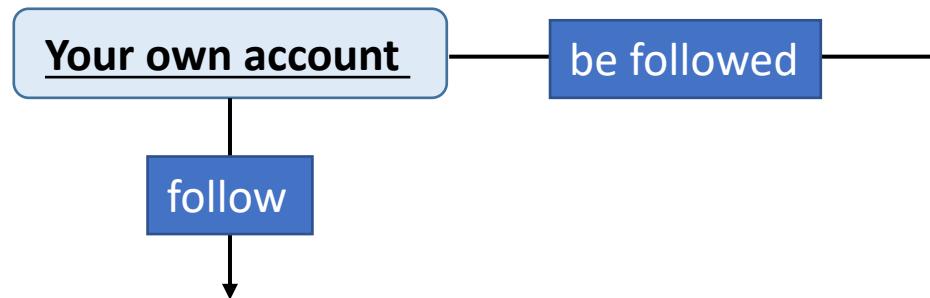


Choose what you will see in your twitter feed  
Can be a way to do scientific bibliography!

Les 150 ans de la SFP !

The screenshot shows the Twitter profile of the account @SFP\_officiel. The header features a yellow banner with confetti and the text "2023 WWW.SFP150ANS.FR" on the left, "SFP 1471 Tweets" in the center, and "150 ans DE LA SOCIÉTÉ FRANÇAISE DE PHYSIQUE" on the right. Below the banner is the SFP logo and the text "Société Française de Physique". On the right side of the header are three circular icons: one with three dots, one with an envelope, and one with a person icon. To the right of these is a button labeled "Abonné". The main profile area has the following information: "SFP" at the top, the handle "@SFP\_officiel" with the status "Vous suit", the bio "Société Française de Physique / French Physical Society", the location "Partout en France", the website "sfpnet.fr", the joining date "A rejoint Twitter en octobre 2012", and the statistics "496 abonnements" and "2 509 abonnés".

# Social networks: twitter



Choose what you will see in your twitter feed  
Can be a way to do scientific bibliography!

## Useful tips for a professional account:

- Build things progressively
- Use # and @ in appropriate way
- Link your twitter account to your professional website

*Can be a good idea to have one!*



# Social networks: twitter

## Individual or institutional accounts

Institut Charles Sadron  
516 Tweets

Institut Charles Sadron  
516 Tweets

INSTITUT Charles SADRON CNRS - UNISTRA - STRASBOURG

... ⏤ ↗ Abonné

**Institut Charles Sadron**  
@CharlesSadron Vous suit

Since 1947, Institut Charles Sadron @CNRS laboratory is dedicated to chemistry, physical-chemistry and physics of materials, macromolecules and self-assemblies

[Traduire la biographie](#)

📍 Strasbourg, France 🌐 [ics-cnrs.unistra.fr](http://ics-cnrs.unistra.fr) 📅 Naissance en 1947  
📅 A rejoint Twitter en octobre 2019

187 abonnements 777 abonnés



# Social networks: twitter

## Individual or institutional accounts

Institut Charles Sadron

516 Tweets

INSTITUT Charles SADRON CNRS - UNISTRA - STRASBOURG

... 📧 🔍 Abonné

**Institut Charles Sadron**

@CharlesSadron Vous suivez

Since 1947, Institut Charles Sadron @CNRS laboratory is dedicated to chemistry, physical-chemistry and physics of materials, macromolecules and self-assemblies

[Traduire la biographie](#)

📍 Strasbourg, France 🌐 [ics-cnrs.unistra.fr](http://ics-cnrs.unistra.fr) 🗓 Naissance en 1947  
📅 A rejoint Twitter en octobre 2019

187 abonnements 777 abonnés

## CNRS & Universities



**CNRS Alsace**

@CNRS\_Alsace

Les actualités #science #recherche et @EmploiCNRS du @CNRS en #Alsace



**Université de Strasbourg**

@unistra

Université pluridisciplinaire européenne de recherche depuis 1538.

Membre : @UdiceGroup @LERUnews @eucor @EpicurAlliance #formation #recherche #innovation

Abonné

Abonné

## Publishers



**EDP Sciences**

@EDPSciences

International, #OpenAccess, academic publisher of journals, books, #ConferenceProceedings and supporter of #OpenScience. Helping to advance science since 1920.

Abonné

# Highlighting your articles



**Institut Charles Sadron** @CharlesSadron · 13 avr.

...

Want to know how to mimic the antibacterial properties of a cicada wing using only **#biosourced** materials? Check out the new article of @HaseebIqbal1511 and @FouziaBT with @LCPME\_CNRS\_UL @Cermav\_UPR5301 @Inserm U1121 @INC\_CNRS @CNRS\_Alsace @gfpolymeres



Short info paragraph on the content with appropriate twitter handles



sciencedirect.com

Bactericidal and bioinspired chitin-based anisotropic...  
Top-down biomimetic surfaces with micro/nanotopographic features have emerged as ...



Link to access the journal page

1

3

1

501



You can also “retweet” an initial tweet made by the journal

# Visually impactful images

## TOC (table of content image)

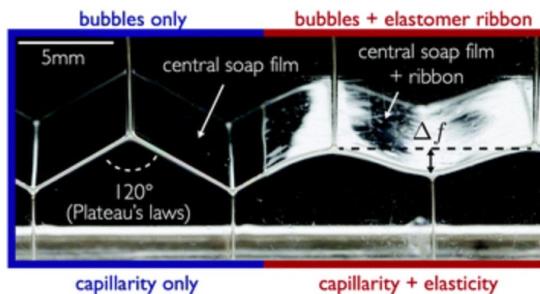


Paper

### Elastocapillary deformation of thin elastic ribbons in 2D foam columns

Manon Jouanlanne, Antoine Egelé, Damien Favier, Wiebke Drenckhan, Jean Farago and Aurélie Hourlier-Fargette

Elastocapillarity dictates the shape of bubble arrangements into which an elastic ribbon is introduced, deviating from classical Plateau's laws. We provide a quantitative study of the equilibrium structures, with application to bubble-based shaping.



The article was first published on 31 Jan 2022

*Soft Matter*, 2022, **18**, 2325-2331

<https://doi.org/10.1039/D1SM01687C>

# Visually impactful images

## TOC (table of content image)

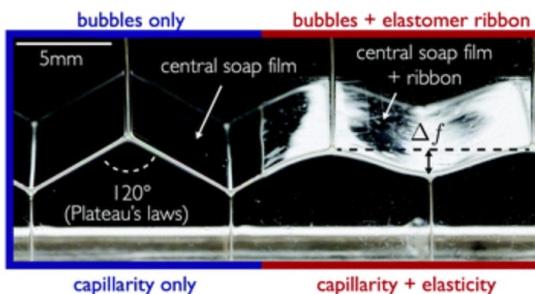


Paper

### Elastocapillary deformation of thin elastic ribbons in 2D foam columns

Manon Jouanlanne, Antoine Egelé, Damien Favier, Wiebke Drenckhan, Jean Farago and Aurélie Hourlier-Fargette

Elastocapillarity dictates the shape of bubble arrangements into which an elastic ribbon is introduced, deviating from classical Plateau's laws. We provide a quantitative study of the equilibrium structures, with application to bubble-based shaping.



The article was first published on 31 Jan 2022

*Soft Matter*, 2022, **18**, 2325-2331

<https://doi.org/10.1039/D1SM01687C>

## Photography contests / Galleries

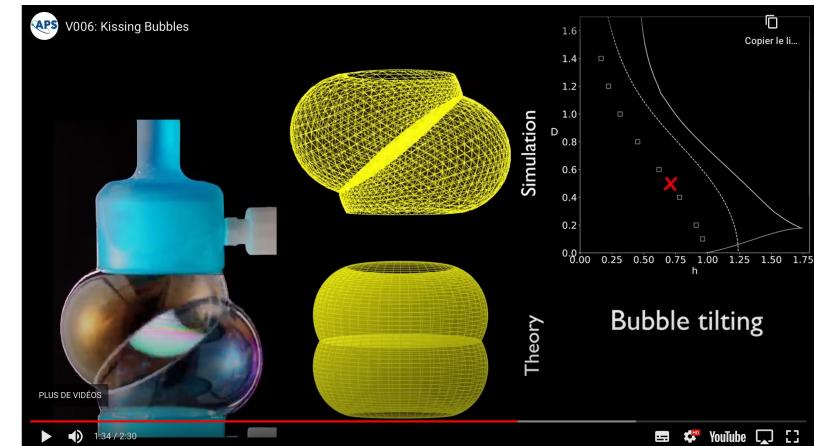
APS:

Gallery of Fluid Motion

<https://gfm.aps.org>

Gallery of Soft Matter

<https://engage.aps.org/dsoft/meetings/mm23-gallery>



F. Walzel, *Gallery of Soft Matter 2023*

CNRS:

<https://www.concours-preuve-image.fr>

And many others!

# Visually impactful images

## TOC (table of content image)

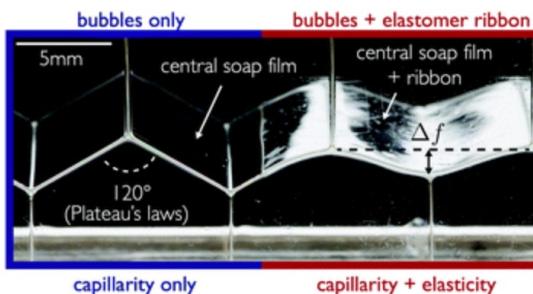


Paper

### Elastocapillary deformation of thin elastic ribbons in 2D foam columns

Manon Jouanlanne, Antoine Egelé, Damien Favier, Wiebke Drenckhan, Jean Farago and Aurélie Hourlier-Fargette

Elastocapillarity dictates the shape of bubble arrangements into which an elastic ribbon is introduced, deviating from classical Plateau's laws. We provide a quantitative study of the equilibrium structures, with application to bubble-based shaping.



The article was first published on 31 Jan 2022

*Soft Matter*, 2022, **18**, 2325-2331

<https://doi.org/10.1039/D1SM01687C>

Les 150 ans de la SFP !

## Photography contests / Galleries

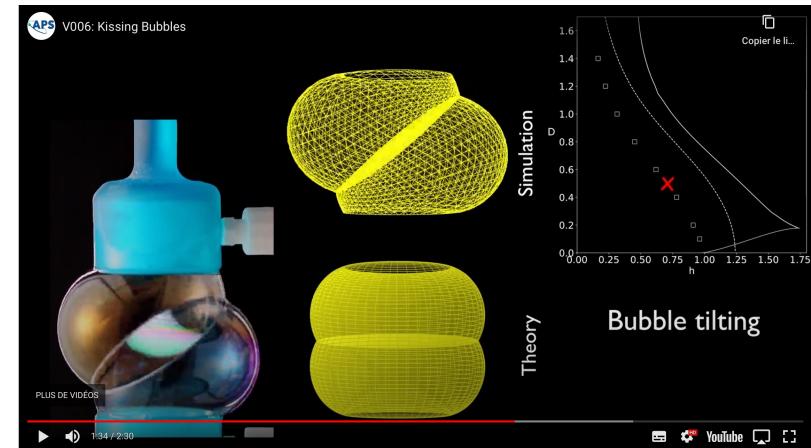
APS:

Gallery of Fluid Motion

<https://gfm.aps.org>

Gallery of Soft Matter

<https://engage.aps.org/dsoft/meetings/mm23-gallery>



F. Walzel, *Gallery of Soft Matter 2023*

CNRS:

<https://www.concours-preuve-image.fr>

And many others!

## Journal cover

Adds visibility to your work

But: generally comes at an additional cost



# Going to conferences

**Two main ways to highlight your work: talk or poster**

**Ressources for the preparation of a nice talk:**

<https://kbsgk12project.kbs.msu.edu/wp-content/uploads/2011/02/David-Attenborough-style-of-scientific-speaking.pdf>

[https://www.nature.com/articles/d41586-020-00838-3?utm\\_source=twitter&utm\\_medium=social&utm\\_content=organic&utm\\_campaign=NGMT\\_USG\\_JC01\\_GL\\_Nature](https://www.nature.com/articles/d41586-020-00838-3?utm_source=twitter&utm_medium=social&utm_content=organic&utm_campaign=NGMT_USG_JC01_GL_Nature)

<https://spie.org/news/a-practical-guide-to-conferences-part-i-preparing-for-a-presentation?SSO=1>

**Ressources for the preparation of a nice poster:**

<https://twitter.com/iamsicomm/status/1532895329045168133>

<https://www.nature.com/articles/nj7614-115a>

<https://www.animateyour.science/post/how-to-design-an-award-winning-conference-poster>

**Networking at the conference is also important, beyond your presentation and poster!**

*Remember to advertise your preprint and/or article on your documents*

# Communication towards a (more) general public

Examples within the SFP (in French) :

**Reflets de la physique:  
le journal de la SFP**

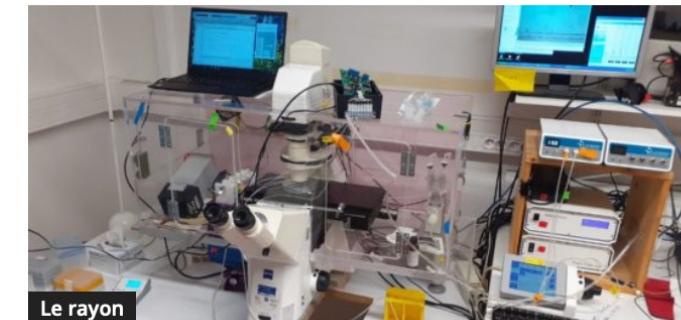
Les 150 ans de la SFP !



**Le rayon: le blog du Réseau Jeunes SFP**



**LE RAYON**



**Le rayon**

**Les cellules de notre corps  
peuvent-elles nager ?**

**Nicolas Garcia Seyda** - 2023-05-08

Notre corps est formé en moyenne de 30 000 milliards de cellules, appartenant à différentes lignées ou types cellulaires, chacune étant spécialisée dans...

Les 150 ans de la SFP !

Merci



150 ANS D'ENGAGEMENT  
POUR LA PHYSIQUE