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The making of a stem cell expert: How to use social media to cultivate a positive public image?

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Stem cell research holds tremendous promise for medical treatments, but it's a scientific field that still has much to discover about how stem cells work as well as their capacity for healing. Current applications are sometimes exaggerated by the media who do not fully understand the science and current limitations, and also by "clinics" looking to capitalize on the hype. Currently, very few stem cell treatments have been proven safe and effective, but even skeptics have hope that the science will eventually become medicine. In this rapidly evolving space, researchers and medical doctors have a vested interest in positioning themselves as stem cell experts to consumers to meet a growing demand for information and treatments as they become more accessible. This presentation offers a social media strategy for professionals in the stem cell space to translate and present their industry expertise to the public with the goal of building a receptive audience now for the promises the industry will deliver in the future. We will cover the basics of knowing where to start and how to disseminate knowledge, from the creation of consumer-facing accounts to guidelines for using key words/hashtags; where your efforts are best focused (YouTube, Twitter, LinkedIn Answers, Facebook); and when, how and how often to share insights, tips and advice regarding industry research and advancements. Creating and disseminating this kind of content is key to cultivating an "expert" image in the eyes of the public.

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