Increasing IUPAC’s Social Media Presence

Facebook, LinkedIn, YouTube, and Twitter are woven into the lives of billions of people around the world. It is no surprise that some of those people are IUPAC members. IUPAC is at a critical point and must engage in the lives of current and potential future members via social media to build on existing and future opportunities. Active engagement with social media will help increase the presence of IUPAC via awareness of IUPAC’s mission and goals, as well as disseminating information on awards, news and scientific articles.

The idea for this project began as a Young Observer (YO) initiative in 2013 to increase communication between current and past YOs. The first step into social media was the creation of a simple YO page on LinkedIn where current YOs could connect and network: with IUPAC committee members and past YOs to discuss experiences and advice; and with other current YOs for meet ups, travel advice, and career discussions. If you are a recent or past YO and would like access to the LinkedIn group, please email Christine Straut at cmstraut@gmail.com.

This first step worked so well with that a few of the new YOs wanted to extend the social media reach of IUPAC beyond its current state. This subsequent project explores the many avenues of social media in order to identify the best and most productive routes to increase IUPAC’s social media presence and user engagement. Our approach in the creation of new social media accounts will allow more attention to be paid to each and will promote the positive reputation that IUPAC social media pages are accurate, reliable, and up-to-date. The project outcome will be a guideline for the maintenance of IUPAC’s social presence.

To date, this project has created and updated accounts on both LinkedIn and Facebook. Both pages are at or above 200 followers and include weekly updates on IUPAC news items, articles, and general information. The newest addition to the social media posts have been scientific articles. An increase in the number of interactions with current followers (in the form of comments and clicks) was seen for these scientific articles. Based on this initial data it was decided to add unique scientific articles from around the world to our weekly posts.

Our task group is continually trying to improve, so please send any comments, suggestions, or related news and scientific articles to the project Chair, Christine Straut at cmstraut@gmail.com.

www.iupac.org/project/2013-055-2-024

Glossary of Terms Used in Neurotoxicology

The primary objective of this Glossary of Terms Used in Neurotoxicology is to provide clear definitions to readers who contribute to studies relevant to neurotoxicology, or must interpret them, but are not themselves neurotoxicologists, neuroscientists or physicians. This applies especially to chemists who need to understand the literature of neurotoxic effects of substances without recourse to a multiplicity of glossaries or dictionaries. The Glossary includes terms related to basic and clinical neurology as far as they are necessary for a self-contained document, particularly terms related to diagnosing, measuring, and understanding the effects of substances on the central and peripheral nervous systems. The glossary consists of about 750 terms as primary alphabetical entries, including Annexes of common abbreviations and examples of chemicals with known effects on the nervous system. The authors hope that, in addition to chemists, this glossary will be helpful, to groups including toxicologists, pharmacologists, medical practitioners, risk assessors, and regulatory authorities. In particular, it should facilitate the worldwide use of chemistry in relation to occupational and environmental risk assessment.

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