



#BLACKINMICROBIOLOGY WEEK

Impact Report

Sept 28 - Oct 4, 2020

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#BlackIn Microbiology Week

Our Mission

- Showcase the presence and accomplishments of Black microbiologists from around the globe.
- Connect Black microbiologists with one another and foster a sense of community among them.
- Provide a forum for the discussion of racial disparities in microbiology and its sub-disciplines, and engage with the community at large to increase general microbiology knowledge.
- Amplify Black scientists in all fields, acknowledge the contributions to their disciplines and support the collective work of pursuing equity in academe, industry, government, and beyond.

Co-lead Organizers

*Drs. Kishana Taylor
& Ariangela Kozik*

Our Sponsors

Dr. Chelsey Spriggs, Team Lead

Kingdom

American Society for Microbiology | American Society for Virology | QIAGEN

Phylum

Burroughs Wellcome Fund | Duke Department of Molecular Genetics and Microbiology and Duke IDEALS Office | eLife | Gladstone-UCSF Institute of Genomic Immunology | Gladstone Virology | Harvard T.H. Chan School of Public Health, Department of Immunology and Infectious Diseases | UCSF Integrative Microbiology (iMicro) | University of Michigan, Department of Microbiology & Immunology | Yale School of Medicine, Department of Microbial Pathogenesis | Yale University, Microbial Sciences Institute | University of Michigan Rackham Postdoc Office | University of Michigan, Department of Cell and Developmental Biology | UNC School of Medicine, Department of Microbiology and Immunology

Order

Billy Tsai Lab, University of Michigan, Department of Cell and Developmental Biology | Carnegie Mellon University, Department of Biological Sciences | UCSF Biomedical Sciences and Tetrad Programs | Dr. Laimonis Laimins, Northwestern University | Dr. Michael Ibba, Chapman University | Canadian Society of Microbiologists | Verna Manni | Zemer Gitai Lab, Princeton University, Department of Molecular Biology | University of Michigan, Office of Graduate and Postdoctoral Studies | Northwestern University, Department of Microbiology-Immunology | EOS Surfaces, Inc | PLOS Biology

Genus

Jay Vornhagen | Erin Goley | Peter Chien | Moriah Szpara | Sue J Robertson | Carolyn Spriggs | Shelley Payne | Kelli L Palmer | Hannah E Gavin | Brendan Bohannon | Cynthia Darnell | Carolee Bull | Katrina Forest | Peggy Cotter | Michele Swanson | Diane Henry | Anonymous Professor at an HBCU

Species

Kristyn Williams | Jillian C Carmichael | Lisa A DiGirolamo | Andrea Kirkwood | Jacinta C Conrad | Nick A Lesniak | Susanna L Harris | Marian Schmidt | Shawna Reed | Michelle Merrigan | Connor LaMontagne | Scott Scholz | Anne Gershenson | Kathy CA Milligan-Myhre | Trevor Griesman | Rebecca M Pollet | Sara Alexander | Sandra Hardell | Nicholas Owens

Our Programming

Dr. Ninecia Scott & LaNell Williams, Team Leads

DAY	THEME & HASHTAG	EVENT(S)
Monday	Disparities in STEM Education #MyMicroStory #BIMRollCall	<ul style="list-style-type: none">• Keynote• STEM education disparities in the Black community panel
Tuesday	Virology #BlackInVirology	<ul style="list-style-type: none">• COVID-19 Q&A• HIV and the Black queer community roundtable• Black virology panel
Wednesday	Parasitology & Mycology #BlackInParasitology #BlackInMycology	<ul style="list-style-type: none">• Black in Parasitology Panel• Black in Mycology Panel
Thursday	Microbiology Careers Day #CareersInMicro	<ul style="list-style-type: none">• Micro Careers Panel
Friday	Bacteriology #BlackInBacteriology	<ul style="list-style-type: none">• Black in Bacteriology Panel
Saturday	Microbiome #BlackInMicrobiome	<ul style="list-style-type: none">• Black in Microbiome Panel
Sunday	#MicroRacism	<ul style="list-style-type: none">• Wrap up• Black in Micro History

Introduction

The first Black in X week on Twitter was the spontaneous celebration of the Black birding community, and a call for their peers to understand the dangers that Black birders face pursuing their passion. It was a response to a video of a woman threatening to call the police on a Black man birding in Central Park.

Other Black in X events followed in rapid succession: Black in Neuro, Black in Chemistry, Black in Geoscience, etc. Each with the primary goals of highlighting, and creating a community for, Black scientists in their field.

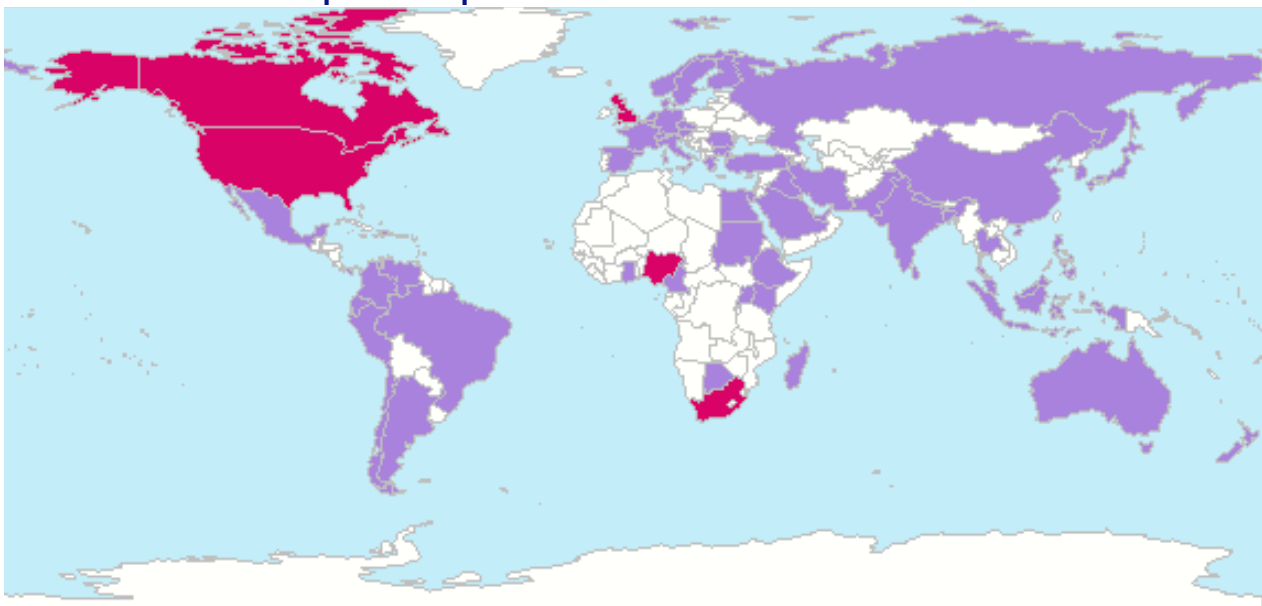
The little data available regarding the prevalence of Black scientists in the field of microbiology are that they compose 5% of the field's largest scientific society, the American Society for Microbiology. This mirrors the data for biology in which Black scientists make up less than 5% of graduate students and faculty. The exception is at

historically Black colleges and universities, which remain isolated from the extensive networks at and between historically white institutions.

Black in Microbiology (BiM) week was organized to form a community for, and between, the Black scientists in microbiology (pg 1) as well as being a response to the historical exclusion of the Black community from microbiology and the prolonged and recent anti-Black racism present in the United States.

To measure the efforts of BiM week, we commissioned this social media impact report. Generated by Alliance SciComm & Consulting, LLC, this report contains an analysis of online participation, the participants, and the dominant sentiments expressed by participants. The data were collected during and after BiM week from Twitter, YouTube, Instagram, event registration, and our website.

Global Twitter participation from at least 71 countries

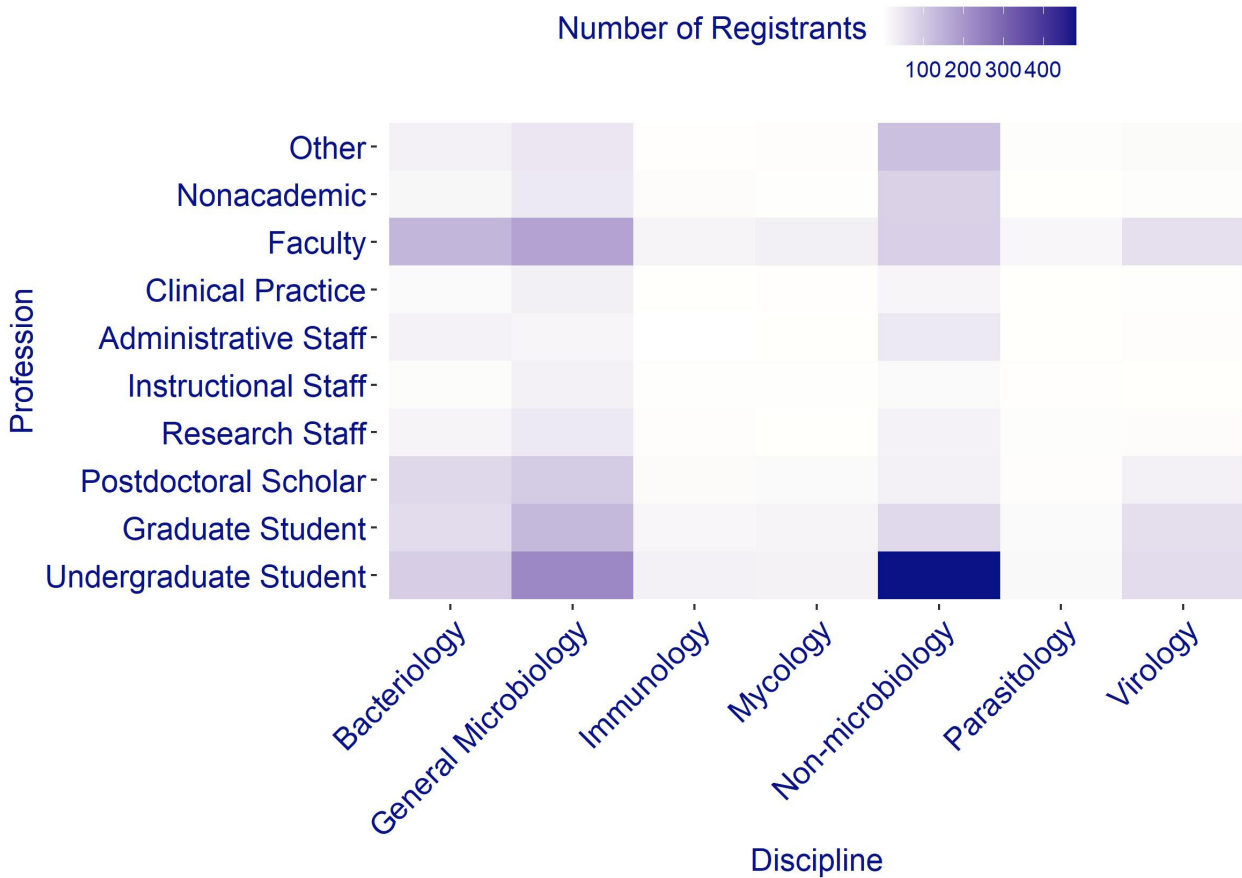


Participating countries are highlighted. Pink indicates the top 5 participating countries.



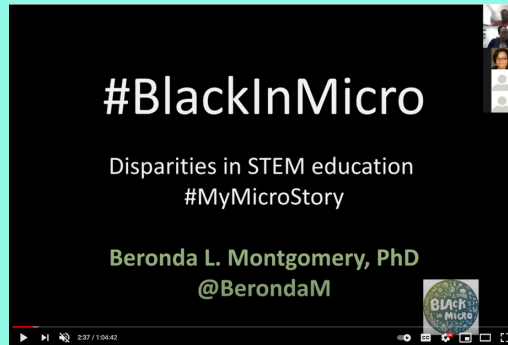
Audience

From registration and website data



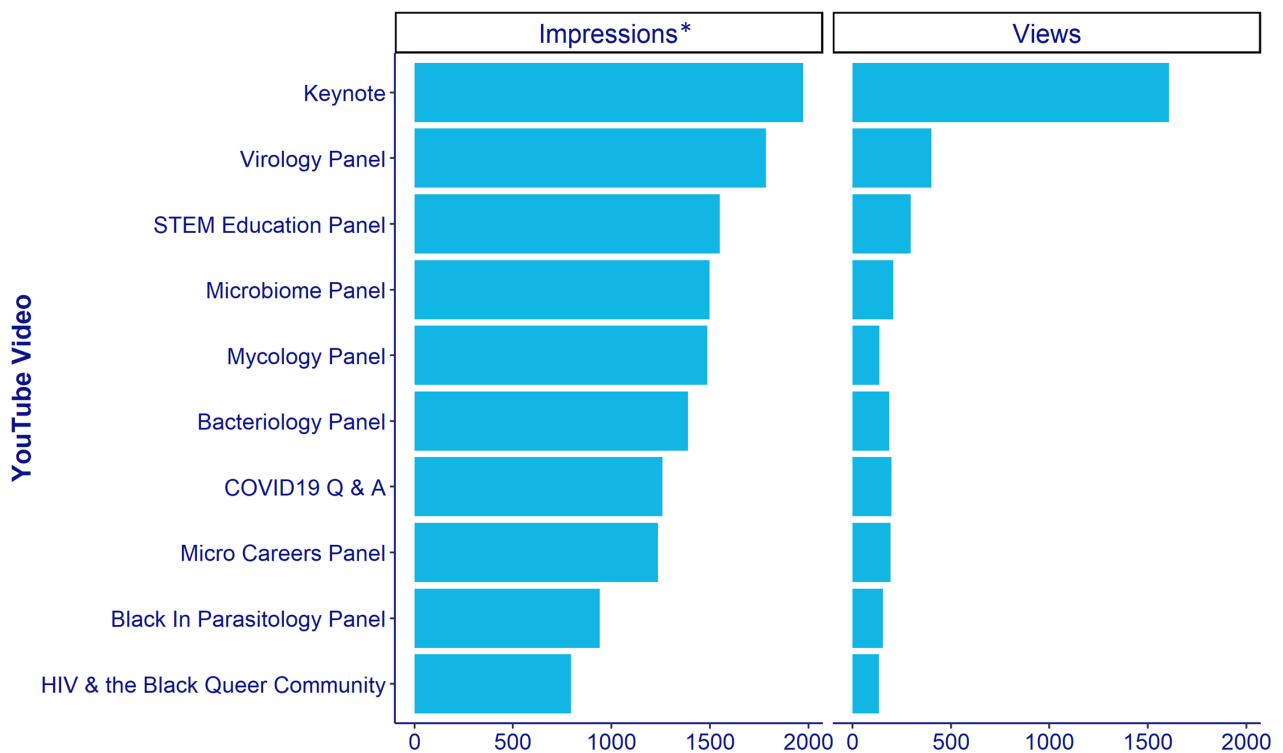
Highest Performing Video

- 1606 Views
- 348 hr. of View Time
- Gained 24 Subscribers



Programming Impressions & Views

From post-event YouTube views



*How frequently the video thumbnail appeared in a YouTube feed

2.7

percent of viewers
used subtitles.

316

YouTube subscribers

762

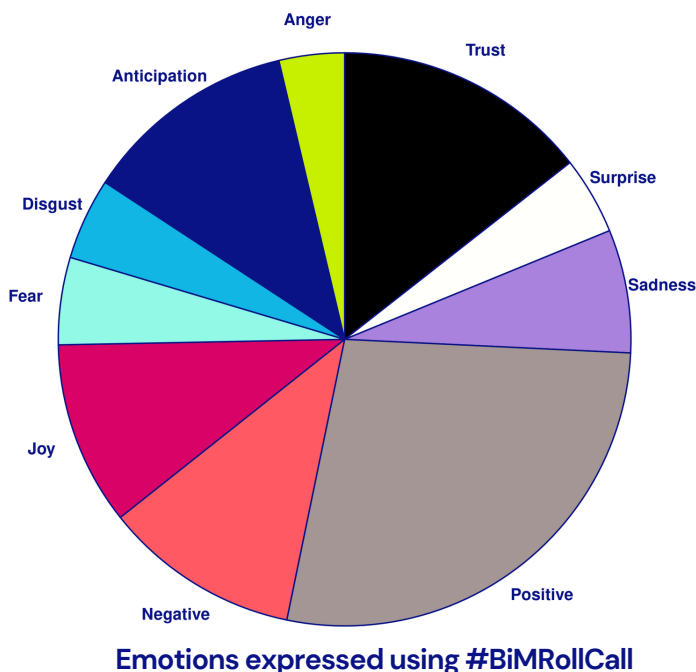
hours of YouTube
watched. in the
months following

The 100 most frequently tweeted words during BiM Week



Campaign Participation

From Twitter data



3*

was the median sentiment of tweets sent during BiM week.

15

was the maximum sentiment expressed during BiM week

2018

tweets were sent during #BiMRollCall

*Words were scored from -5 (negative) to 5 (positive) then added to calculate the overall sentiment of a tweet.

HASHTAG	QUOTES	REPLIES	TWEETS
#BiMRollCall	563	913	2018
#BlackInBacteriology	55	96	123
#BlackInMicro	187	356	321
#BlackInMicrobiome	60	82	198
#BlackInMycology	29	28	79
#BlackInParastiology	46	52	91
#BlackInVirology	62	120	155
#CareersInMicro	20	27	49
#MicroRacism	5	2	13
#MyMicroStory	32	65	52

Instagram Sponsorship Posts



Sponsor Engagement

From website and Twitter data

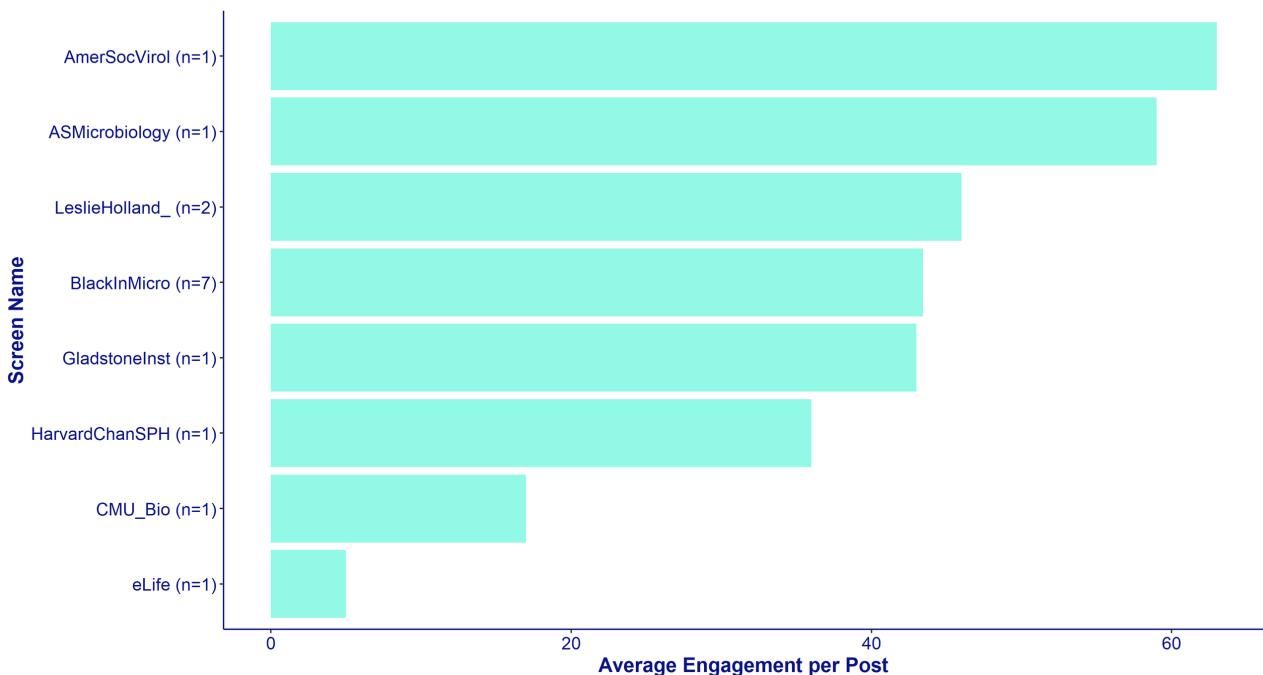


93

unique pageviews of #BiM sponsors during BiM week 2020

15

the number of tweets mentioning sponsors or sponsorship.



#BlackInMicrobiology and their co-leads, Drs. Taylor and Kozik, garnered considerable attention from the press and institutions invested in their mission. As a direct result of Black In Microbiology week, the #BiM team and co-leads have been invited to write articles for at least three peer-reviewed publications including *mSphere* and *The Lancet: Microbe*, tens of times as guest speakers, and interviewed for several articles in high profile newspapers and magazines. The event was featured by 26 blogs and newsletters and listed as an event in over 100 academic event calendars. Below are select media that featured #BiM.

#BiM in the Press

Curated from Google and Twitter mentions



26

Blog & Newsletter
Features

100+

Academic Event
Listings

THIS WEEK IN MICROBIOLOGY (TWiM) 228:
Black in Microbiology with
Ninecia Scott and Chelsey Spriggs



THIS WEEK IN VIROLOGY (TWiV) 672:
Black in Microbiology with
Ariangela Kozik and Kishana Taylor



Continuing Press (2021)



Conclusion

The inaugural Black in Microbiology Week had over 2500 registrants, who were predominantly undergraduates and women. The daily hashtag campaign on Twitter was well attended with 2018 tweets sent during the BiM roll call; furthermore, the sentiment expressed by BiM Week participants was overwhelmingly positive and these data suggest that BiM organizers garnered significant trust from the Black community. BiM Week 2020 was also well received by the broader microbiology and scientific communities, whose organizers and program gained national and international recognition. In fact, as an event, BiM Week has already advanced the careers of several Black microbiologists and brought community to countless others.

The BiM community has expressed a crucial need for more robust career and professional support that can ensure access to the networks, mentoring, and resources necessary for a fruitful career in microbiology, both in and out of academia. Being gifted with the trust of our community, we feel it is our responsibility to both meet these needs and further the goals and mission of BiM Week. To support sustained and tangible progress toward equity for Black microbiologists in the scientific enterprise we are planning the future of BiM, now a non-profit organization known as the Black Microbiologists Association (BMA).

The mission of the BMA is to create a community where Black microbiologists can network across career stages and sectors while also supporting the collective work of pursuing equity in academe, industry,

government, and beyond. Future events will consist of an annual BiM Week along with regular programming such as symposia, workshops, and more as we continue to build our membership and organizational partnerships with institutions, ally organizations, and the public.

We remain incredibly grateful to the sponsors and partners of BiM Week 2020, without whom our enormous success would not have been possible. And although the BMA will continue to do the work of uplifting Black microbiologists, we cannot resolve these issues on our own. We welcome and encourage allyship from individuals and organizations with the shared vision of a more equitable scientific enterprise.

We look forward to continued engagement and partnership with other scientific organizations, societies, journals, funding agencies, and institutions to further promote and enhance the professional networks, career development, and advancement of Black microbiologists. Your continued partnership will help us achieve our programmatic goals, engage in advocacy and outreach, and support the next generation of microbiologists.



Acknowledgements

Additional #BlackInMicrobiology week contributors:

- **Web Design Team Lead**, Nicole Hill
- **Organizing Members** - Brianda Beverly | Ayana Scott-Elliston | Brittanie Brockett | Derek Platt | Elena Lin | Fauna Yarza | Filipe Cerqueira | I'ah Donovan-Banfield | Dr. Jennifer Tsang | Kaylee Arnold | Malique Bowen | Dr. Marta Cobo Simon | Nicole R. Jimenez | Dr. Nikea Pittman | Dr. Sabah Ul-Hasan | Sandra Boitumelo Phoma | Tapoka Mkandawire
- **Sponsorship Volunteers** - Dr. Alicia DeColli | Dr. Chelsea Armbruster | Joe James | Dr. Erin Goley | Tanya Puccio
- **Programming and Budgeting Volunteers** - Dr. Dominique Carter | Dr. Brady Spencer | Dr. Rachel Burckhardt

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We thank you for your ongoing support of #BlackInMicrobiology

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