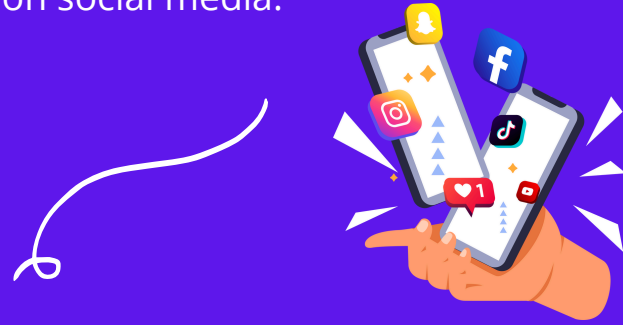


# # SIMPLE SOCIAL MEDIA FOR SCIENTISTS

There are so many benefits to sharing your science on social media:

- Help engage the public around your work
- Raise the impact of your research in academia
- Learn new skills
- Network with scientists around the world
- A creative outlet
- Increase employability



This training will walk you through ideas on how to share your science across different social media platforms in a way that helps you experience all these benefits and more. It will also help to build your confidence communicating on social media and tips on how to avoid some of the potential negatives and deal with them if you do.

## Example Half Day Workshop

- |             |  |
|-------------|--|
| 9:00-11:00  | <ul style="list-style-type: none"><li>• Introduction to the different types of content you can make for different social media platforms</li><li>• Benefits of social media and how to make it work for your career</li><li>• Possible negatives of social media and how to avoid/deal with them when they do</li><li>• Examples scientists using social media</li></ul> |
| 11:15-11:30 | Break  |
| 11:30-12:00 | <ul style="list-style-type: none"><li>• Exercise to understand what way may be the best platform/way to share work tailored to each individual participants needs</li></ul>  |
| 12:00-12:30 | <ul style="list-style-type: none"><li>• Discussion and Questions</li></ul>   |

