

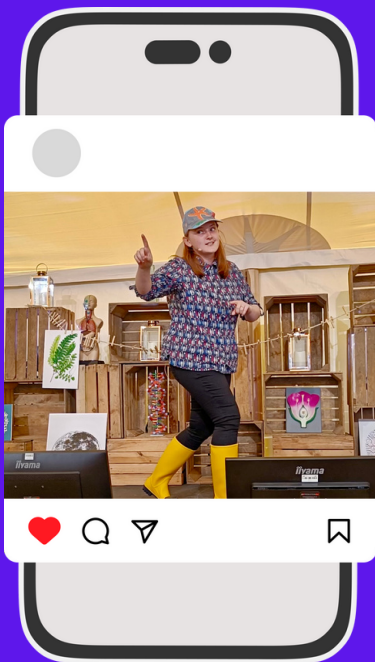
# # SIMPLE SOCIAL MEDIA FOR SCIENTISTS

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

- Help engage the public around your research/knowledge
- Raise the impact of your research in academia
- A great way you can learn new skills
- Network with scientist 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 on social media and tips on how to avoid some of the potential negatives and deal with them if you do.



*Dr Elizabeth Mills has over 5+ years of experience writing, filming, illustrating and presenting science communication. Her enthusiastic and engaging style has led to opportunities to appear on TV (CBeebies), create science shows for festivals, podcasts, public speaking events and science standup! In 2021 she was awarded Royal Society of Biology New Researcher Outreach and Engagement Award.*

*She has run successful science social media and science accounts for her own brand and other organisations*



# # SIMPLE SOCIAL MEDIA FOR SCIENTISTS

## What length of workshop?

This course runs as a half day workshop which enables me to cover information about the types of ways to share your science on social media, possible negatives and how to deal with them - as well as time for discussion and questions.

## Can the workshops be customised?

Absolutely, before each training session I will always sit discuss the needs of the trainees and how I can tailor my training to them. A personalised itinerary and a maximum number of people I can conduct this training for will then be provided with the training quote.

### 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> |
| 11:00-11:45 | <ul style="list-style-type: none"><li>• Exercise to understand what way may be the best platform/way to share your science on social media</li></ul>   |
| 11:45-12:30 | <ul style="list-style-type: none"><li>• Discussion and Questions</li></ul>   |