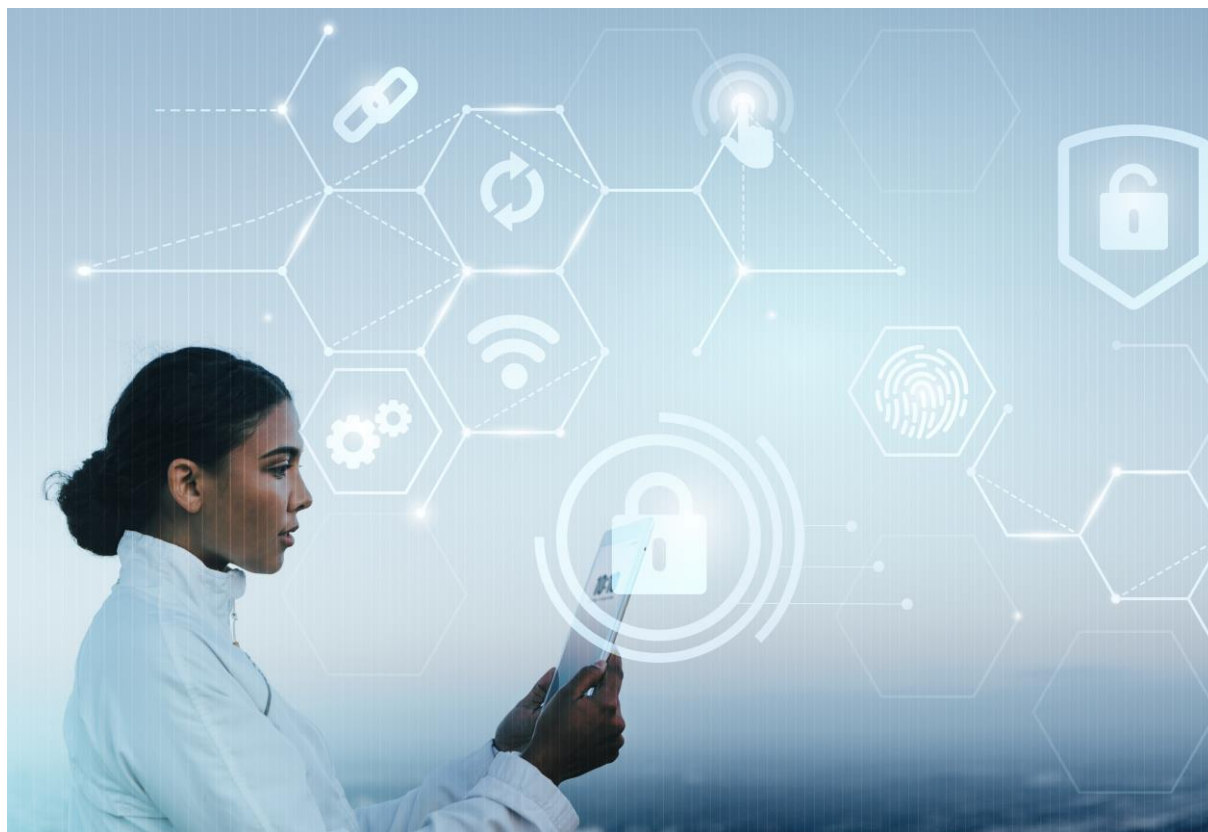


## Navigating social media

<b>Topic area:</b>	Science communication
<b>Format:</b>	Online workshop
<b>Workload:</b>	2-4 webinars of 2-2.5 h each (workload equivalent to 1-2 workshop days)
<b>Trainer:</b>	Karin Bodewits
<b>Target group:</b>	PhD students and postdocs



By now, Facebook, Twitter or LinkedIn are no longer new. Also, for scientists, social media platforms have become an integral networking tool to connect globally, exchange research ideas and advance careers. But, what's a proper way for scientists to use these platforms?

In this online workshop, you will better understand the current state of digital science communication. You will learn how scientists can integrate social media into their activities — in a helpful and productive way. The workshop advocates a reflected media usage that keeps a close eye on how and when it is recommended for you to 'go online'.

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**In this workshop you will ...**

- Find professional assistance in clarifying your objectives for engaging with social media. Why should I consider social media? What are my goals?
- Find help in figuring out which of the many media platforms is the right one for you.
- Find assistance on how social media may help you explore your career options (e.g. after a PhD or postdoc).
- Take first steps towards brushing up your personal professional online profiles.

**Course flow online**



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