

Social media for scientists

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



By now, Instagram, X 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? Shall scientists talk to the public directly through social media? And, if so, how?

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'.

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.
- How to create content for social media (e.g. publicise your publications and reach journalists)
- 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

Day 1	Day 2	Day 3	Day 4	Weeks 2-3
Live webinar - What would you like to achieve with social media? - How can social media be integrated into your academic activities? - Which platforms are suitable to reach your goals?	Live webinar How to create compelling profiles on social media for self-marketing, networking, and publicising your science	Live webinar Content creation. How to write engaging, inspiring and informative posts and interact with others on social media	Live webinar What are the downsides of social media and how to prevent them? About time investment, social media addiction, FOMO, and unproductive conversations.	Individual and group course work (online and offline) Feedback from the course instructor
Individual and group course work (create a social media plan)	Individual and group coursework (creating social media profiles)	Individual and group course work (crafting example posts)	Individual and group course work (implement time-management tools and digital detox days)	

All participants receive a script of the course in PDF format for offline and future use so that they can work through the material offline as well as after the course.