

Navigating social media as a scientist

Duration:	1 day
Course type:	In-house seminar
Trainer:	Peter Kronenberg,
Target group:	PhD students and postdocs
Number of participants:	Max. 12



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

In this workshop part, you will gain a better understanding on the current state of digital science communication. In detail, you will learn how scientists may integrate social media into their activities — in a helpful and productive way. We advocate a reflected media usage that keeps a close eye on how and when it is recommended for you to 'go digital'.

<p>Why...?</p> <p>... should I consider social media usage?</p>	<p>What...?</p> <p>... are my objectives for engaging in social media?</p>
<p>Which ..?</p> <p>... social media platforms are working best <i>for me?</i></p>	<p>How...?</p> <p>... can social media help me further my career?</p> <p>... can I get started? First steps to brush up my professional online profiles</p>

This course can be combined very well with "Self-presentation, small talk and networking" (p. 40).