
Early Career Researcher Support Programme

Public Engagement / Science Communication Course

Social Media for Scientists

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29 March 2022

09.00 – 14.00 hrs. (including breaks)

Objectives

Social media platforms can be used to communicate and disseminate information - which also makes them attractive to scientists. Fields of application include, for example, broadening and maintaining networks, announcing and discussing research, staying informed about latest developments in science, finding literature, or searching for jobs.

For people who are new to the field of social media or are not sure how to start using them for academic purposes, the abundance of platforms can be confusing.

This course will introduce the social media platforms most commonly used by scientists* and provide examples of how they can be used. Participants are encouraged to bring their own examples, ask questions and engage in the discussion.

**the focus is on platforms used in the western hemisphere; platforms like WeChat (China) will not be covered*

Topics

- Social media platforms for scientists
- Social media platforms that encourage interaction
- Image-based and video-based platforms
- Social media platforms for networking and career
- Personal platforms
- How to get started

Target group

Everyone who is interested can participate. The course mainly addresses people who are looking for some guidance on how to get started with social media. People who already have some experience are equally welcome and are encouraged to share some of their experiences.

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Format and Schedule

Live online via Zoom (the link will be provided before the course)

Time: 09.00 – 14.00

Please note that in our online courses, we expect people to turn on their cameras. This is a matter of respect towards the lecturer/s and the other participants. It also makes any kind of interaction much easier.

Registration

To register for this course, please visit the course web page:
<https://www.marum.de/en/education-career/2022-03-29.html>

Please note that your registration will be binding.

The registration deadline for this course is **28 March 2022**.
Registrations that are sent after the deadline will not be considered.

Any enquiries regarding the course should be addressed to early-career@marum.de.