

## TwentyOne Skills



# Engaging, Explaining and Reaching Out: Social Media Science Communication

### Objective

In part two of our science communication series, we focus on active use of social media.

### Description

- Social media for science communication - basics and principles
- Overview of different platforms and their advantages and disadvantages for scientists (e.g. YouTube, Researchgate, Instagram, Facebook, Twitter, TikTok, Blog, Academia, LinkedIn, Messenger)
- How much work is social media?
- From passive to active: the different modes of scientific communication on social media and how I can build a presence and network
- Practical tips for social media scientific communication
- Attention: copyright and shitstorms / negative comments / trolls / hate on the net

### Conditions

In cooperation with TwentyOne Skills, GRADE offers about 35 asynchronous online courses.

The 3-month sessions start at the beginning of January, April, July and October.

Registration is possible at any time. Confirmed participants can access the courses for 3 months at the online platform of TwentyOne Skills.

The registration link can be found here: <https://tinygu.de/en21skills>

### Organizational Information

Language / Format	English / Online
Target group	Doctoral Candidates at all stages and Postdocs (R2/R3) from all faculties
Duration	Approx. 1 hour
Registration	<a href="https://tinygu.de/en21skills">https://tinygu.de/en21skills</a>