

Social and Professional Networking Tools for Science Communication

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Abstract

Do you ever wonder how you can become better connected with colleagues, collaborators, students, and the general public? With over 80% of Internet users in Europe present in social media, this is an important time for scientists to utilise these outlets to share their science with colleagues and the general public. In this short course, we will introduce reasons as to why social (and professional) media can help you, your lab, or your organisation. We will introduce participants to Facebook, Twitter, LinkedIn, the new SETAC website, Mendeley, and Research Gate and will cover ways to effectively use these various social media platforms in science. We will also cover the basics such as account management, privacy and other concerns. We encourage all participants to actively engage in a hands-on workshop as part of the course.

Course objectives

The objective of this course is to explain the importance of utilising social media for professional development and to introduce participants to various social media types.

Course level

Introductory