Creating a Social Media Presence: Strategies for Digital Science Communication

**Objective**

Social media is work. Creating a presence on a platform requires a clear strategy and a good roll-out. Learn how to take your first steps and be effective in your social media work.

**Description**

- Planning my own social media strategy and defining my own positioning for it
- Identifying and understanding target groups through the use of personas
- Choosing the right platform for my goals and target groups
- Plan content and define it with additional benefits for the target groups
- Growth, workflow, resources and KPIs: the principles

**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 current registration link can be found here: [https://tinygu.de/en21skills](https://tinygu.de/en21skills)