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](https://tinygu.de/en21skills)

Organizational Information

<table>
<thead>
<tr>
<th>Language / Format</th>
<th>English / Online</th>
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<tbody>
<tr>
<td>Target group</td>
<td>Doctoral Candidates at all stages and Postdocs (R2/R3) from all faculties</td>
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<tr>
<td>Duration</td>
<td>Approx. 1 hour</td>
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