



THE AMERICAN ASSOCIATION FOR
THE ADVANCEMENT OF SCIENCE




ENGAGING THE PUBLIC WITH SOCIAL MEDIA



Communicating Science Seminar

NOVEMBER 12, 2020
9:30 - 10:30 AM
VIA ZOOM:



The American Association for the Advancement of Science (AAAS) Communicating Science Workshops goals include building scientists' communication skills and confidence in engaging with public audiences and providing best practices for use of different communication methods and mechanisms. The program uses empirical evidence from research in science communication and public engagement with science, and maintains an evaluation program that confirms workshops are meeting defined goals.

Through discussion, self-reflection, small group work, and practice sessions, workshops focus on the importance of effective communication that clearly conveys scientific concepts. We encourage workshop participants to think about how content applies to their own work and future communication opportunities. Our workshops and seminars provide scientists and engineers with communication skills, resources and practice developing and presenting messages.

The Engaging the Public with Social Media module covers the latest research on use of social media, including why and how scientists can use it to engage, an introduction to using Twitter, and best practices for engaging in online conversations and using social media metrics. Participants develop a personalized social media public engagement plan.



Contact:
Rebecca Ho
rh1010@georgetown.edu

Registration Link:
<https://forms.gle/NFB91NDXVCaV4iA9A>