

Using Social Media for #SciComm: An Interactive Tutorial

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Do you have a desire to share your favorite images/publications/thoughts with the general public? Do you want to hear what others in your field are doing? Social media offers a unique ability to transmit and receive pictures, links and thoughts in nearly real time. From a science communication standpoint, this allows you to share with a potentially global audience. This presentation will give you an overview of social media, and demonstrate what it can do for you. Social media terms like “trending,” “hashtag,” and others will be explained. This will be a hands-on workshop-type presentation, and if you are equipped with a smart phone you should be able to follow along. For best results, please install a QR code reading app on your phone, e.g., Bar-Code (iPhone & Android), QRDroid(Android) and i-nigma (iPhone, Android, Windows, BlackBerry).