

Using social media to make crystallography accessible

Rhiannon Morris

*Walter and Eliza Hall Institute, Parkville, Australia;
morris.r@wehi.edu.au*

Social media, as the name suggests, is a useful tool for staying connected socially with one another, however more recently it has also been used to spread ideas and communicate science to a broad audience. Social media platforms such as Instagram, Twitter, Facebook and Youtube are increasingly being used to explain difficult scientific concepts in easy to understand language to a broad audience of both other scientists and other members of the public. This presentation will discuss how scientists can use social media to communicate their science, and how I have used platforms such as Instagram and Twitter to talk about crystallography and biochemistry in an accessible manner. This presentation will also dive into how scientists and science communicators have used social media in an attempted to break down the barriers between scientists and the rest of the public, and improve public perception of who scientists are and what we do.

Keywords: Crystallography, Social Media