

# Research Communications Program

## Social Media for Researchers

<https://researchcommunications.ucsd.edu>

### **Social Media for Researchers 1: How to Do It and How to Prove It**

***Wednesday, January 17, 10-11 am***

The potential reach, low overhead cost and versatility of social media, make it a powerful tool for science communication, education, and networking. This informational session will address how to effectively use different social media platforms to communicate science, ways to make time for social, how to convert existing products into social media content, and how to measure the efficacy of social media efforts.

### **Social Media for Researchers 2: The Pros and Cons of Science in the Public Sphere**

***Friday, January 26, 10-11am***

Social media is a cost effective, high-impact tool. To fully capitalize on the potential of social media, scientists must recognize and understand the challenges and opportunities that social media can pose. This informational session will cover the potential benefits and issues of sharing your science using social media, including information on communicating about contentious topics, hazard and risk.



### **Guest Speaker is Wendy Bohon**

Wendy is a geologist and the owner of the Science Communication consulting company, Dr. Wendy Rocks, LLC. She has worked as a communication specialist for NASA Goddard and the USGS Earthquake Hazards Program.

The Research Communications Program is supported by the School of Physical Sciences, the School of Biological Sciences, and a grant from the Gordon and Betty Moore Foundation