

Science & social media

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DESCRIPTION

This workshop explores the dynamic world of science communication across various platforms. This workshop will teach you how to disseminate scientific knowledge to the general public effectively. We'll dive into three key areas:

1. Science Dissemination: Discover the art of distilling complex scientific concepts into digestible, engaging content that captivates diverse audiences. Learn how to convey the excitement and relevance of science in your outreach efforts.
2. Animal Sciences Communication on Social Media: Uncover the power of social media in advancing animal sciences. Explore strategies for creating compelling content, building a community of science enthusiasts, and advocating for the welfare and conservation of animals.
3. Scientific Dissemination in the Media: Understand the role of traditional and digital media in shaping public perceptions of science. Gain insights into how scientists and communicators can collaborate with journalists to convey accurate and compelling scientific stories.

This workshop will equip you with the tools and knowledge to bridge the gap between the scientific community and the world.

STRUCTURE OF THE WORKSHOP (maximum 4 hours)

The activities are the following:

- Science dissemination
- Animal Sciences communication on Social Media
- Scientific dissemination in the media

DATE AND TIME: 6^h June 2024 at 3pm (exact date TBA on Facebook and Twitter)



ISEAS

International Society of
Education in
Animal Sciences

PRICE: 5€ for ISEAS members

PLATFORM: ZOOM (link and password will be sent to participants' email before the workshop)

