

Social media for scientists

Content

Social media can help you to keep yourself informed, develop your profile, expand your professional network, grow your sphere of influence, and provide inspiration in your workday.

This course provides you with the knowledge and tools necessary to further your career with social media. For this, you need to define clear objectives of what you want to achieve on social media, be able to write successful posts and keep a cool head when discussions get heated.

The workshop mixes theory, practical examples, discussions and exercises to provide participants with concrete hands-on skills, including golden rules, checklists and University of Bern guidelines. It focuses on X (ex-Twitter), alternative microblogging platforms and LinkedIn.

Learning outcomes

By the end of the course, participants will be able

- to develop a strategy for using social media
- to decide which channels to use
- to write efficient posts that are readable, informative and appealing
- to appropriately manage heated debates
- to expand their network.

Individual feedback

Participants will be given a home assignment of around one hour between the two workshops. Individual feedback will be provided.

Trainer

Owner of [Saraga Communications](#), Daniel Saraga has more than 15 years of experience in science communication. His current and previous clients include various universities in Switzerland and abroad, the ETH Board, the Swiss National Covid-19 Science Task Force and Luxembourg's parliament. He was previously head of science communication at the Swiss National Science Foundation, a science journalist and editor-in-chief of three multilingual popular science magazines, the founder of the Kidslab at the University of Basel and a researcher in physics, holding a PhD from University College London. He has been training scientists on policy advising, dealing with the media and using efficient writing techniques for several years.

Target Group

This course is aimed at doctoral and postdoctoral researchers interested in using social media in their work. No experience is required.

Requirements

A laptop with internet access and the ability to access a OneDrive folder are required during the course (a Microsoft Office account is not required).

Participants must fill a [form](#) in advance to provide information on their social media accounts used professionally. They must also provide two written items about their work, such as research articles, projects or proposals, interviews with the media, appearances in a newsletter, etc. This input must be uploaded as a Word or Pdf file on a OneDrive [shared folder](#), the filename being the participant's full name (Firstname_Lastname_ followed by a number if necessary).

In case the form and material are not submitted in time before 13 March 2024, 9 a.m., participation will be cancelled and the place will be offered to people on the waitlist.

Language: English

Participants: max. 12

ECTS: 0.5

Location: Main Building, Hochschulstr. 4, room 117

Dates: Wednesday, April 3 & 10, 2024, 8:30 a.m. – 2 p.m.