

Equal Opportunities Workshop: Navigating Social Media



Facebook, Twitter or LinkedIn, by now, are no longer a new thing. Also, for scientists, social media platforms have become an integral networking tool to connect globally, exchange research ideas and advance careers. However, what is a proper way for scientists to make use of these platforms? In this online workshop, you will gain a better understanding of the current state of digital science communication. You will learn how scientists can integrate social media into their activities — in a helpful and productive way. The workshop advocates a reflected media usage that keeps a close eye on how and when it is recommended for you to 'go online'.

In this workshop, you will ...

- find professional assistance in clarifying your objectives for engaging with social media.
- why should I consider social media? What are my goals?
- find assistance on how social media may help you explore your career options.
- take first steps towards brushing up your personal professional online profiles.

Course flow online

	Individual course work (online)	Individual course work (online)	Individual course work (online)
	Individual feedback from the instructor		
Live webinar: Technological development and science communication	Live webinar: How can social media be integrated into your academic activities?	Live webinar: What are the greatest challenges with social media?	Live webinar: Where to go from here? How can social media help explore career options?

In between the sessions, you are expected to work approximately one hour with the course materials provided to debrief or prepare the next session (please schedule 3 h for homework!)

Individual coaching sessions with the instructor will be scheduled on the first day of the course.

Contact:

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Gefördert durch



Coach

Dr. Karin Bodewits comes from the Netherlands, where she studied Biology. After spending some time at Puleva Biotech in Spain and Unilever in China, she completed a PhD in Biochemistry at the University of Edinburgh. In 2012, she founded the successful company NaturalScience.Careers, a seminar and talk provider for natural- and life scientists. In this function, she became a book author, short story writer, speaker and seminar leader. She published a wide range of career and soft skills-related articles in magazines like Chemistry World and Nature jobs.

When and Where

Online-Workshop

16 January 2023

17 January 2023

19 January 2023

20 January 2023

9:00 – 11:30 each

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