



CONNECT | ENRICH | TRANSFORM

The following training sessions are available from LUMCON's Science Media Officer. Each workshop is modular and flexible. Descriptions include multiple topics that could each comprise a 1-hour training session or workshops can be extended or combined to be several hours, a full day, or built into a multi-day boot camp.

LUMCON media training sessions are interactive, participant-led, and product-driven. Attendees will be asked to think, write, and discuss during each workshop.

Science Media Officer Dr. Virginia Schutte is an award-winning science communicator who has a PhD from the Odum School of Ecology at the University of Georgia and 5 years of extremely broad science media experience. She has delivered training workshops at *Springer Nature's* Naturejobs Career Expos and at various scientific society meetings.

### Training session descriptions

#### How to use social media to meet your goals

Many scientists feel that they 'should' be on social media to tell 'the public' about their work. But social media is simply one of many communications tools available for scientists to fulfill their goals. **This is not a standard introductory social media workshop.** There are many blog posts and how-to advice articles already online that instruct beginners on the technical aspects of using social media. This workshop will talk attendees through goal-setting exercises and demonstrate, with real examples, how any social media network is a Swiss Army knife that can be used to fulfill a variety of needs. Participants will leave with a written profile of themselves and an action plan for how they will use social media to meet their goals, including how to successfully use social media if they want to spend no time on the network at all.

#### Advanced social media practices and techniques

Many social media workshops are introductory and only skim the very basics of how to use social media. **This workshop is for scientists at any stage who already use social media and want to increase their efficacy.** Subjects covered will depend on the audience and can include technical topics like social media management and enhancement software, live posting and broadcasting, how to hold an ask me anything (including using Reddit); philosophical topics like whether attendees should have separate personal and professional social media accounts; and topics on best practices like Twitter for conferences, creating inclusive communications, and dealing with trolls. Participants will leave with a self-created list of goals and action items to improve their social media game.

## Communications to advance your career

Compelling communications can help careers advance and can be used, for example, to effectively construct a CV, build a website, or articulate career goals. Career development workshops cover topics such as **why and how to make a personal website, how to leave academia, and how to navigate the current communications landscape**. Workshop participants will leave with products such as a written outline of their website, a self-created networking action plan, or a list of steps they can take to generate accurate media coverage of their work.