

## SOCIAL MEDIA FOR SCIENTISTS



### Course description

Members of the public are increasingly using online environments and specially social media platforms to find information about science. It is vital that scientists and scientific institutions start using those platforms to disseminate and promote their research activities. This 3-day course guides students through the communication process on the web and the importance of properly managing their online identity inside and outside social media. Using different platforms (weblogs, Facebook, Twitter, and other social media), students are invited to practice, and learn with the practice of others, their own communication skills. Our approach encourages the contributions based on a more empirical analysis of the effective use of social media by scientists, aiming to inspire the students to reproduce the best practices on the field.

### Study Load (activities/number of hours)

Lectures 8 hrs

Practical activities 16 hrs

Reading/self-study 4 hrs

### Course coordinator

António Granado

### Teachers

António Granado

Ana Sanchez

Joana Lobo Antunes

## **Assessment**

Students will be evaluated for two different exercises:

1. The writing of a post in a specially created weblog on science issues;
2. The curation of a specific science issue, using one of the tools presented during the course.

## **Learning Outcomes**

By the end of the Curricular Unit the students will be able to:

1. Develop a balanced approach to reputation management on the Web;
2. Effectively use social media tools and maintain an appropriate online identity;
3. Create, optimize and promote their professional profiles online;
4. Communicate information and ideas effectively, using a variety of social media platforms;
5. Engage in the dissemination of their research activities using the Web and several social media tools.
6. Understand the importance of using social media for increasing the impact of their research (and their research institutions) and for progressing in their careers.

## **Recommended reading**

Bik HM, Goldstein MC (2013). **An Introduction to Social Media for Scientists**. PLoS Biol 11(4): e1001535. doi:10.1371/journal.pbio.1001535

Powell , Douglas A, Casey J Jacob & Benjamin J Chapman (2012). **Using Blogs and New Media in Academic Practice: Potential Roles in Research, Teaching, Learning, and Extension**. Innovative Higher Education 37: 4, 271-282