

PRBB Intervals Course Proposal

Course Title

Make your research viral: social networks and science

Proposed date(s)

Two sessions: October 17th and 24th, from 2 to 6pm

Course Language

English (Exercises may be done in Spanish or Catalan)

Course Leader(s) and very brief summary of relevant qualifications and experience (no more than 2 lines for each trainer)

Áurea Martín is a research assistant and social/media activist who has been giving workshops on effective use of the mainstream social networks for social and cultural communication for the last four years.

Maruxa Martínez-Campos is a biologist, PhD, currently in charge of the social media at the PRBB. She is also the editor of the monthly publication “Ellipse” and has worked as an editor in the OA journal *Genome Biology*.

Rationale for course

The best way for the general public to get into science is by knowing what is going on in science. Social networks offer a great opportunity to communicate science, both at lay and expert audiences. Yet many researchers are still wary of social media. This workshop will give an overview on tools that PRBB scientists can use to promote their research, scientific events, talks or seminars through Facebook, Twitter and other useful web 2.0 networks, as well as tips on how to use them to engage with other scientists.

Course aim - general

Participants will learn tricks and tips to make the most of the opportunities we have nowadays to communicate science with hundreds or thousands of people almost for free.

Specific learning outcomes

- How to **get your message to the** wide general (or not so general) public using social networks.
- How to **prepare a campaign** to inform about a specific scientific event, talk, publication you want to share.
- How to **give information on the go** or **livestream** from your smartphone during a seminar, debate, event, and how to engage attendants into helping with this communication strategy.
- Secondary objective: How to **discover other people** who also are communicating science, collaborate with them and keep updated

Course contents (outline of topics to be covered)

- Communication nowadays: Online, local, global, collaborative. How to make the most of it.
- Overview of free networks and tools to communicate your science: creating content, spreading the word
- Planning a strategy to advertise an event or to communicate your day-to-day research (***Practice based on the student's own proposals**)
- In-depth look at some tools: Twitter - How to get people to know and share your message
- In-depth look at some tools: Bambuser - how to livestream from a smartphone
- Live communication and feedback:
 - Tweeting seminars, livestreaming events
 - Encouraging participants to talk about your event (and to make it effective)
 - Allowing online participation
- Post-event work: If it worked out well, let people know!
- Measuring success
- Legal considerations (good practices, copyrights and copyleft)

Training methods

Apart from a theoretical introduction to the use of the mainstream social networks and some tips/examples on how to use the different tools, most of the course will be hands-on, working in small groups: livestreaming with a smartphone or laptop + webcam, creating videos/blog posts, etc. All work will be done by groups and based on a selection of the proposals sent by the students. The last session after practising these techniques will review the experience and give feedback to the students.

Target group in PRBB

All PRBB residents interested in communicating science, whether with a scientific background or not.

Number of participants (maximum)

15

Total course hours (Please specify: a) direct training with instructor present b) required self-study.

Note: only the direct training hours will be included in the post-course certificate.

- 8h direct training
- Self-study: students may have to start putting into practice the spreading of the activities prepared.

Distribution of course (hours/days)

- **Session one: Oct 17th 2 to 6 pm** (4 hours) Overview of the main social networks and tools, and in depth look to some of them (Twitter, Hootsuite, Bambuser). Students make groups and start to prepare the specific activities.
- **Session two: Oct 24th 2 to 6 pm** (4 hours) Students finish their activities and present them, feedback session. Overview of post-event work and measurement of success.

Pre-course preparation and/or between sessions?

- All students should have a Twitter and Facebook account, or create a new one for the course.
- Students will choose between two types of activity for the course practice: 1) advertising a specific event in time, such as a conference, seminar, or outreach event; 2) or sharing their knowledge,

opinions or research results in a continuous way, be it with the scientific community or the wider society. **More information about pre-course preparation will be sent to the participants before the course.**

Material participants need to bring (laptops, etc...)

Laptops and/or smartphones.

Relevant background reading/ audiovisual/websites or other materials

We shall give links to websites, tutorials and further reading materials during the workshop.

The workshop group (students + tutors) shall decide on a system to communicate between the 1st and 2nd sessions, to improve collaboration among students and feedback / problem solving by the tutors.