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Finding Your Place in Social Media

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Social media is now the dominant means of communications worldwide and one of the most influential. It has also become a powerful channel for dissemination of science information and dialogue in the academic world.

This workshop will identify and explore promising models and practices for social media use in the community of physicists. It will aim to expand engagement throughout the community. Individual participation, as well as that of member institutions, will be discussed.

The workshop will explore how to develop a social media voice as part of professional science communications activity, and learning the crucial distinctions between personal, professional and institutional voice. We will talk about how to get started and how to use social media to its best advantage. Effective strategies and tactics will be discussed, and dialogue will be encouraged.

Twitter will be used as the case study model, and other social media platforms, including Facebook, Instagram and LinkedIn, will also be analyzed and discussed.

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