

Effective digital science communication

Thursday 16 January 2020 16:30 (1h 30m)

The advent of social media has allowed for easier communication of ideas at present than at any other time in human history. But in a crowded marketplace - and one full of disinformation - how can good science cut through the noise? In this session I will critically deconstruct several of my outreach projects, and offer practical advice to those wishing to broadcast their research in a variety of formats. In particular we will focus on video formats, but also discuss podcasting, livestreaming, and the broader use of social media. We will cover the conceptualisation of a media project, effective writing, production tips, post-production workflows, and more.

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