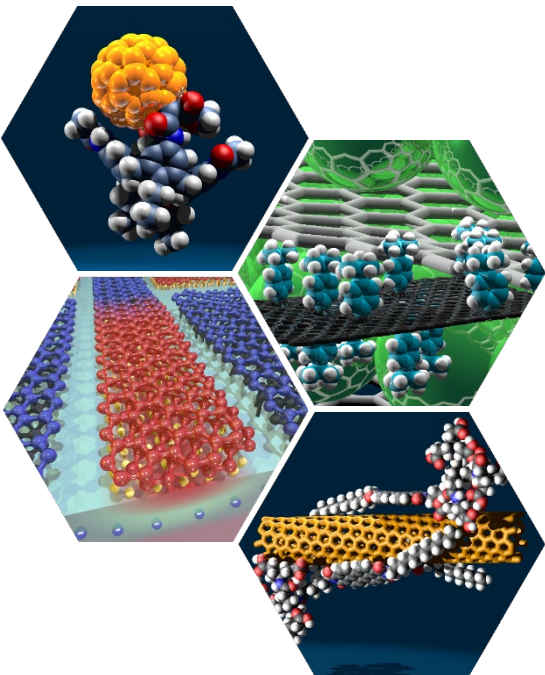


## Workshop: Navigating Social Media



Facebook, Twitter or LinkedIn, by now, are no longer a new thing. Also, for scientists, social media platforms have become an integral networking tool to connect globally, exchange research ideas and advance careers. However, what is a proper way for scientists to make use of these platforms? In this online workshop, you will gain a better understanding of the current state of digital science communication. You will learn how scientists can integrate social media into their activities — in a helpful and productive way. The workshop advocates a reflected media usage that keeps a close eye on how and when it is recommended for you to 'go online'.

### In this workshop you will ...

- find professional assistance in clarifying your objectives for engaging with social media.
- find out, why should I consider social media? What are my goals?
- find help in figuring out which of the many media platforms is the right one for you.
- find assistance on how social media may help you explore your career options.
- take first steps towards brushing up your personal professional online profiles.

**16<sup>th</sup> & 17<sup>th</sup> January 2023**

**19<sup>th</sup> & 18<sup>th</sup> January 2023**

**9:00 am – 11:30 am**

**Online Workshop**

In between the sessions, you are expected to work approximately one hour with the course materials provided to debrief or prepare the next session (please schedule 3 h for homework!)

Individual coaching sessions with the instructor will be scheduled on the first day of the course.

Contact:  
SFB 953 Geschäftsstelle  
e-Mail: [sfb953@fau.de](mailto:sfb953@fau.de)

Friedrich-Alexander  
Universität Erlangen-Nürnberg

Dr.-Mack-Str. 81  
90762 Fürth  
[www.sfb953.fau.de](http://www.sfb953.fau.de)

**Coach:** Dr. Karin Bodewits comes from the Netherlands, where she studied Biology. After spending some time at Puleva Biotech in Spain and Unilever in China, she completed a PhD in Biochemistry at the University of Edinburgh. In 2012, she founded the successful company NaturalScience.Careers, a seminar and talk provider for natural- and life scientists. In this function, she became a book author, short story writer, speaker and seminar leader. She published a wide range of career and soft skills-related articles in magazines like Chemistry World and Nature jobs.