

Schedule of workshop

For the purposes of your 2-day workshop, we have outlined 8 modules.

The modules will give the researchers a thorough understanding of how to generate effective communication content for the Web as well as encourage meaningful conversation about their research using social media tools.

We recommend running the workshop in this way, as it will allow the scientists to understand and use the tools in the context of communicating effectively online (as opposed to being standalone technical sessions).

More in-depth learning materials, with explanatory notes and activities, will be available in the workshop booklet.

Day 1

- Module 1: Why use Web 2.0 / social media in your science communication strategies
- Module 2: Using blogs to raise awareness of your research
- Module 3a: Using images in Web 2.0 communication
- Module 3b: Using video and audio (multimedia) in Web 2.0 communication
- Module 4: Connect and engage with your audience

Day 2

- Module 5: Unpacking the Web 2.0 social toolbox
- Module 6a: Where and when to communicate and interact using social 'networking' tools
- Module 6b: Using video and audio (multimedia) – continued from Day 1
- Module 7: Managing risks of communicating using social media
- Module 8: Measuring success of your Web 2.0 and social media activities



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