

Draft Programme for the interactive online course on

# Science and (Social) Media for Societal Impact

*How to communicate research, data & knowledge with  
society through traditional and social media*

*17, 21 & 24 September, online*

Organised by

## AESIS

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE



# SCIENCE AND (SOCIAL) MEDIA FOR IMPACT

As a key component to advancing impact, science communication plays an integral role in making sure relevant stakeholders in society are being informed of and involved in research. It is clear that scholarly knowledge, no longer to be kept under lock and key in the ivory tower of academia, can greatly benefit society when shared with the relevant audience, through the appropriate channels, and in a manner that resonates with the recipient of the information. Beyond this one-way dissemination of information, communication initiatives now also emphasize focusing on bi-directional engagement, where academics should seek to understand and differentiate the needs of diverse stakeholder groups, and to take part in dialogue, exchanges, and learn from societal groups outside of academia, as well as from academics outside of one's own field.

With these considerations in mind, and to help researchers and other science communicators navigate the evolving landscape of science communication, AESIS is proud to launch our new workshop on **Science and (Social) Media for Impact**.

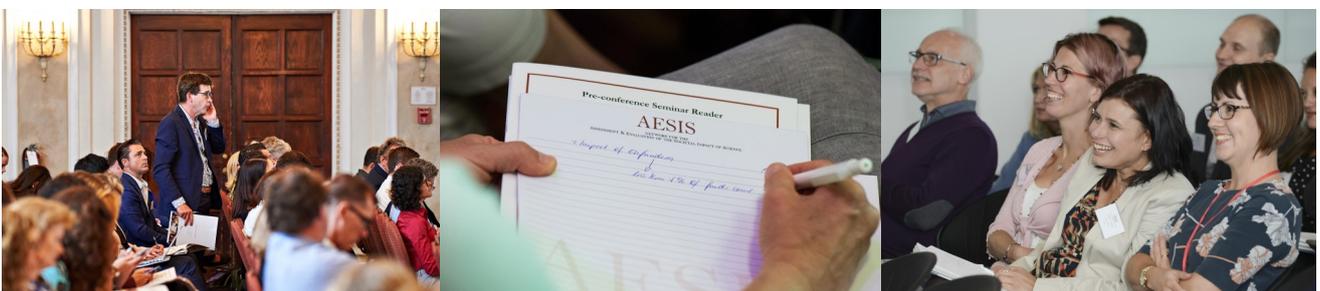
## Target audience

Researchers from academia and industry

Medical professionals, engineers, science journalists and other professionals interested and involved in communicating science to society

Featuring science communication and engagement experts, and taught in an interactive manner, this online workshop will foster discussions and provide insights on the following topics:

- ◇ What can you achieve and how can you benefit through media usage?
- ◇ The role of social and traditional media in science;
- ◇ How do you develop a media strategy to fit your audience, platform, and objective?
- ◇ How can you communicate your research so that it resonates with your audience?
- ◇ What are the aspects to consider before committing to a social media platform?



# Draft Programme

## Friday 17 September

all times in CEST (GMT+2)

12.05 - 12.20 Walk-in

Optional viewing:

### PARTICIPANT PRESENTATIONS OF “SCIENCE COMMUNICATION FOR SOCIETAL IMPACT” COURSE

**12.20** To warm up for the workshop you are about to follow, we offer you the opportunity to join the final participant presentations of the AESIS course preceding this workshop.

The course brings together research managers, science communication strategists, librarians, science funders, policy-makers, press officers, and other professionals involved in science communication and impact of science. After four days of training, the participants will present their plans to further develop the support and impact-structures for science communication in their institution. These presentations and the feedback they receive will hopefully inspire you and help you understand the types of structures you and your colleagues are, or can be, working in.

14.30 - 15.00 Switch to workshop programme

### OPENING AND INTRODUCTIONS

**15.00** Words of Welcome by AESIS

**15.10** Introductions by the participants

◇ Why are you here, what do you hope to take away?

### DEFINING YOUR COMMUNICATION OBJECTIVES

**15.30** Understanding media communications in relation to science and research

◇ Background, context and overview of science communication

◇ Considerations: platform, frequency, content, audience, and more...

*Ger Hanley\** Founder of Write Fund, Ireland

16.20 - 16.35 Break

**16.35** *Ger Hanley continued...*

17.25 End of Day 1

\* confirmed speakers

# Draft Programme

## Tuesday 21 September

all times in CEST (GMT+2)

9.40 - 10.00 Walk-in

10.00 Words of Welcome

### THE ROLE OF MEDIA IN SCIENCE

10.10 Data journalism and information visualisation

***Bahareh Heravi** Postgraduate Director of the School of Information & Communication Studies at University College Dublin & founding Director of UCD Data Journalism CPD programme, Ireland*

11.00 - 11.15 Break

11.15 *Bahareh Heravi continued...*

12.05 - 12.20 Break

### BEST PRACTICE CASE-STUDY

12.20 Communicating beyond cultural contexts — customising your message to the audience to build genuine connection and understanding

***Zehra Waheed** Director, Centre for Business and Society, Lahore University of Management Sciences, Pakistan*

13.10 - 13.40 Break

### SCIENCE JOURNALISM & COMMUNICATION

13.40 Global perspectives in science journalism and communication

***Anita Makri** Freelance Writer, Editor & Producer, & Tutor of Development Reporting in Science Communication, Institute of Continuing Education, Cambridge University, United Kingdom*

14.30 - 14.45 Break

14.45 *Anita Makri continued...*

15.35 End of Day 2

\* confirmed speakers

# Draft Programme

## Friday 24 September

all times in CEST (GMT+2)

9.40 - 10.00 Walk-in

10.00 Recap of Day 2 & Introduction to Final Day

### CONTENT CREATION FOR IMPACT

10.10 Communicating the Value of Science: storytelling to engage the public

◇ Creating resonance with your audience through storytelling

*Fergus McAuliffe\** Education, Public Engagement and Communications Manager, Irish Centre for Research in Applied Geosciences (iCRAG), Ireland

11.00 - 11.15 Break

11.15 *Fergus McAuliffe continued...*

12.05 - 12.20 Break

### BEST PRACTICE CASE-STUDY

12.20 #ScientistsWhoSelfie Project — Sharing selfies to build trust and dismantle unfavourable stereotypes in science

*Becky J. Carmichael* Science Coordinator, Louisiana State University, United States

13.10 - 13.40 Break

### PARTICIPANT PRESENTATIONS

13.40 Part 1

14.20 - 14.30 Break

14.30 Part 2

15.00 End of Course

Online Reception

\* confirmed speakers