

#SACNAS2015: Social Media and Effective Science Communication ^[1]

Submitted by [Mónica Ivelisse Feliú-Mójer](#) ^[2] on 3 November 2015 - 2:36pm



^[2]



Dr. Yaihara Fortis-Santiago, Ms. Liz Neeley, Dr. Danielle N. Lee and I.

[Updated November 4, 2015]

First, a reflection:

Access to science opportunities—to the privilege and power of science—is not equitable nor equal. This was my truth—and that of many people I know—growing up. I didn't have much access to role models, to programs, to information. I didn't know I could be a scientist. Once I became a scientist I made it my mission to leverage my knowledge and privilege to make science accessible to people like me.

Over the past nine years, I have been using science communication to empower scientists and communities that are traditionally excluded from the process of science. For almost a decade, I

have been helping scientists, through one-on-one coaching and most recently by offering workshops (including the two below at SACNAS 2015), become better communicators by exercising the public communication of science, predominantly to minority communities.

I firmly believe that effective communication skills are critical for the advancement of science and the careers of scientists. For scientists from underrepresented backgrounds, these skills cannot only help them advance their careers and increase their visibility, but also empower their communities. Ultimately, my goal is that by building their communication skills, minority scientists cannot just add a diversity of perspectives to the way science is shared and done, but help bridge the pervasive cultural gap between science and minorities. My vision is that by helping scientists from underrepresented backgrounds become more effective communicators they can lift their communities as they climb to create a more just and equitable world.



LizNeeley
@LizNeeley

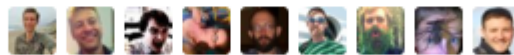


Following

Leaving #SACNAS2015, am more convinced than ever that science is a language of power and #scicomm is a social justice issue. Feel determined

RETWEETS
54

LIKES
84



4:25 PM - 30 Oct 2015



My favorite #SACNAS2015 tweet (and probably one of my favorite ones, ever). Thank you, Liz.

From the #SACNAS2015 sessions:

Last week, at the SACNAS National Conference, I had the honor of (once again) leading professional development sessions to help scientists from underrepresented backgrounds build their communication skills. Huge thanks to my colleagues and friends Dr. Yaihara Fortis-Santiago [3], Ms. Liz Neeley [4] and Dr. Amy Vashlishan-Murray [5] who co-chaired and co-presented these sessions about social media for personal branding and career advancement and effective communication skills. Also thank you to Dr. Danielle Lee [6] for her support and inspiration. Below you will find the slides from our two science communication sessions, as well as tweets and additional resources.

Social Media for Personal Branding and Career Advancement ^[7] from **Mónica Feliú-Mójer** ^[8]

Delivering Science: Effective Communications Skills to Become a Successful Scientist ^[9]
from **Mónica Feliú-Mójer** ^[8]

Additional resources:

- [Escape from the Ivory Tower: A Guide to Making Your Science Matter](#) ^[10]
- [English Communication for Scientists](#) ^[11]
- [American Association for the Advancement of Science \(AAAS\) Mass Media Fellows Program](#) ^[12]
- [Communicating Science: Tools for Scientists and Engineers](#) ^[13]
- [Practical Science Communication Strategies for Graduate Students](#) ^[14]
- [Successful Science Communication: A Case Study](#) ^[15]
- [The Art of Science Communication: William Zinsser on How to Write Well About Science](#) ^[16]
- [An Introduction to Social Media for Scientists](#) ^[17]
- [Science Communication & Writing Curricula at Select Universities](#) ^[18]
- [Let's talk about Twitter](#) ^[19]
- [Science and Social Media: Some Academics Still Don't Get It](#) ^[20]
- [Houston, We Have a Narrative: Why Science Needs Story](#) ^[21]
- [Contributing to Your Community Through Science](#) ^[22]
- [Diverse Scholar National Association of Science Writers Diversity Travel Fellowship](#) ^[23]
- [iBiology Young Scientist Seminar Series Competition](#) ^[24]
- [Alan Alda Center for Communicating Science: Before and After from Young Scientist Series Competition](#) ^[25]
- [The Story Collider](#) ^[26]
- [Don't Be Such a Scientist: Talking Substance in an Age of Style](#) ^[27]
- [Am I Making Myself Clear? A Scientist's Guide to Talking to the Public](#) ^[28]

Our sessions, in tweets:

[&amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;lt;a
href="//storify.com/monicafeliu/sacnas2015-social-media-for-professional-branding-"
target="_blank"&amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;gt;View
the story "#SACNAS2015: #SocialMedia
&amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp; Effective #SciComm
Sessions" on
Storify&amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;amp;lt;/a&amp;amp;amp;amp;amp;amp;

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