

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

Enviado por [Mónica Ivelisse Feliú-Mójer](#) ^[2] el 3 noviembre 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:

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

Additional resources:

- ### ***Our sessions, in tweets:***

[&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;gt;View
the story "#SACNAS2015: #SocialMedia
&amp;amp;amp;amp;amp;amp;amp;amp;amp; Effective #SciComm
Sessions" on
Storify&amp;amp;amp;amp;amp;amp;amp;amp;amp;lt;/a&amp;amp;amp;

- Tags:**
- [SACNAS](#) ^[29]
 - [SACNAS 2015](#) ^[30]
 - [Science communication](#) ^[31]
 - [social justice](#) ^[32]
 - [underrepresented communities](#) ^[33]
 - [URM](#) ^[34]
 - [Social media](#) ^[35]
 - [twitter](#) ^[36]

Source URL:<https://www.cienciapr.org/es/blogs/equipo-informa/sacnas2015-social-media-and-effective-science-communication>

Links

[1] <https://www.cienciapr.org/es/blogs/equipo-informa/sacnas2015-social-media-and-effective-science-communication> [2] <https://www.cienciapr.org/es/user/moefeliu> [3] <https://twitter.com/yfortiss> [4] <https://twitter.com/LizNeeley> [5] <https://twitter.com/genegnome> [6] <http://www.twitter.com/dnlee5> [7] <https://www.slideshare.net/moefeliu/social-media-for-personal-branding-and-career-advancement> [8] <https://www.slideshare.net/moefeliu/delivering-science-effective-communications-skills-to-become-a-successful-scientist> [9] <https://www.slideshare.net/moefeliu/delivering-science-effective-communications-skills-to-become-a-successful-scientist> [10] <http://www.scribd.com/doc/139349871/Escape-From-the-Ivory-Tower-Chapter-8-Delivering-a-Clear-Message> [11] <http://www.nature.com/scitable/ebooks/english-communication-for-scientists-14053993/118519407> [12] <http://www.aaas.org/program/aaas-mass-media-science-engineering-fellows-program> [13] <http://www.aaas.org/communicatingscience> [14] <http://onlinelibrary.wiley.com/doi/10.1111/cobi.12305/abstract> [15] <http://arstechnica.com/science/2010/06/successful-science-communication-a-case-study/> [16] <http://www.brainpickings.org/2015/05/27/william-zinsser-on-writing-well-science/> [17] <http://journals.plos.org/plosbiology/article?id=10.1371/journal.pbio.1001535> [18] <http://www.com.uri.edu/scicom/> [19] <https://www.insidehighered.com/advice/2015/05/20/essay-issues-facing-young-academics-social-media> [20] <http://www.scilogs.com/the-leap/some-academics-still-dont-get-social-media/> [21] <http://press.uchicago.edu/ucp/books/book/chicago/H/bo21174162.html> [22] <http://sacnas.org/about/stories/sacnas-news/summer-2015-science-communication> [23] <http://www.minoritypostdoc.org/view/survey-2015-NASW.html> [24] <http://www.ibiology.org/young-scientist.html> [25] <http://www.centerforcommunicatingscience.org/before-and-after-videos-yss/> [26] <http://storycollider.org/> [27] <http://www.amazon.com/Dont-Be-Such-Scientist-Substance/dp/1597265632> [28] <http://www.amazon.com/Am-Making-Myself-Clear-Scientists/dp/0674066057> [29] <https://www.cienciapr.org/es/tags/sacnas> [30] <https://www.cienciapr.org/es/tags/sacnas-2015> [31] <https://www.cienciapr.org/es/tags/science-communication> [32] <https://www.cienciapr.org/es/tags/social-justice> [33] <https://www.cienciapr.org/es/tags/underrepresented-communities> [34] <https://www.cienciapr.org/es/tags/urm> [35] <https://www.cienciapr.org/es/tags/social-media> [36] <https://www.cienciapr.org/es/tags/twitter>