

# COMMUNICATE ON SOCIAL MEDIA



## Training in digital communication

**You want to spread your research results to a wider audience. To do this, you can turn to social networks such as Twitter and Instagram. This training course is carried out in two steps. Before the session, we will show you how to create accounts on the social media you want to communicate on. Then, on the day of your course, you will discover the fundamentals of using social media, learn how to use them effectively and familiarise yourself with software that will help you have a bigger impact.**

## Objectives

Use social media  
Make your style more dynamic  
Familiarise yourself with associated software

## Training duration

1 day

## Number of participants

Up to 8

## Audience

Scientists (experts, researchers, engineers or technicians) or communicators

## Educational resources

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

## Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

## Prerequisites

None

## Program

### Use social media

Define communication objectives  
Learn how to optimise your social media use

### Make your style more dynamic

Simplify and shorten your sentences  
Remove dead weight and jargon  
Introduce examples and images

### Familiarise yourself with associated software

Learn to use a graphic tool  
Use software to plan your publications