

# COMMUNICATE ON TWITTER



## 2-hour visual communication workshop

Many scientists are active on Twitter, some even have millions of followers. This social network is an excellent tool for promoting your professional activity, but also to keep in contact with scientists from all over the world. During this workshop, you will learn to use Twitter to communicate and develop your online community.



### Objectives

Use Twitter for science communication  
Learn how to have an impact on social media

### Training duration

2 h

### Number of participants

Up to 15 people

### Audience

R&D Teams: scientists, engineers, technicians...

### Educational resources

Theoretical background, exercises, training course manual in PDF format

### Evaluation procedures

Questionnaire at the end of training

### Prerequisites

None



### Program

#### Use Twitter correctly

Different functions  
Characteristics of the perfect Tweet

#### Know the Tools linked to Twitter

Graphic tools for creation of visuals  
Tools for planning publications