

American Association for the Advancement of Science (AAAS) Communicating Science Professional Development Sessions

Science Communication and Public Engagement Fundamentals Seminar

April 4, 2019 | 3:00 — 4:00pm
JPL Assembly Room (JPL 4.04.22)

The flagship Science Communication and Public Engagement Fundamentals module focuses on the core components of successful public engagement. Participants are introduced to the AAAS public engagement framework, a guide they can apply to all kinds of interactions. Participants learn how to identify a public engagement goal, determine the relevant audience, craft tailored messages to achieve their goal and rehearse their engagement scenario.

Engaging the Public with Social Media

April 5, 2019 | 9:00am — 12:00pm
Faculty Center Large Conference Room (JPL 4.04.12C)

The Engaging the Public with Social Media module covers the latest research on use of social media, including why and how scientists can use it to engage, an introduction to using Twitter, and best practices for engaging in online conversations and using social media metrics. Participants identify their goal and audience and develop sample tweets.

To register: <http://research.utsa.edu/events>

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