



Science is not science until it is shared. We here at the Bioluminescence Hub are dedicated to the development of novel bioluminescent and optogenetic tools for interdisciplinary use. We strive for open and broad dissemination of the tools we have developed along with the scientific concepts underlying their development. In addition to publishing manuscripts and sharing research results at academic meetings, we also make a targeted effort to develop effective outreach materials that will excite a broad range of audiences.

...and why you should too!

- You are the scientists of tomorrow! Taking science out of the lab and into the public is our **duty** as good science ambassadors. **Your unique voices and experiences** add immensely to the conversational tapestry.
- Honing your communication skills **now** will prepare you to effectively communicate your research to diverse audiences in the future.
- Communicating your science across academic disciplines and to diverse public audiences improves the **quality** and **clarity** of your work, increasing both **accessibility** and **fundability**.
- **Science is collaboration!** Increasing engagement with academics, industry, and learners of all ages leads to exciting research collaborations, as well as career prospects you may not have considered.
- In the big picture, the funding landscape for future scientific endeavors is shaped largely by policymakers, and **an informed public is science's greatest ally** in getting good ideas in front of the right people.

How can I start today?

- Create and use professional social media accounts to communicate with your peers, other scientists, policymakers, and the public. Twitter is popular for this, but SciComm happens on all major platforms!
- Explore the possibility for local or digital outreach opportunities. These can be at your current institution (within or outside of your field), or in your local community such as demos or informal talks at K-12 schools, community groups, etc.
- Research existing science communication strategies in your field. How do successful SciComms reach out? What are they **not** doing, and can you help to fill those gaps?
- Write down 2-3 "quotable" key points about your research that are clear, accurate, and interesting. Practice conversations (in person and digitally) using these key points with interested peers, friends, and family.

Social Media Challenge

- 1) Create a professional social media account
- 2) Follow at least 10 scientists that interest you
- 3) Interact! Ask questions, share your research experiences and interests, or participate in interesting conversations you find.
- 4) Report about exciting interactions that you have using the 2021 Practicum Group Folder

Social Media Best Practices

- Remember: Everything is public, and the **internet never forgets**.
- Contribute to conversations, don't derail. Be a positive ambassador, as **negativity breeds negativity**.
 - Think before you post: **"Why am I posting this? Who is my target audience?"**
- Be mindful of sharing content that may be considered graphic or offensive by some. Scientists may get excited about the brain, but not everyone wants to see it!