Creating a Social Media Presence: Strategies for Digital Science Communication (Part 3)

Objective
Social media is work. Creating a presence on a platform requires a clear strategy and a good roll-out. Learn how to take your first steps and be effective in your social media work.

Description
• Planning my own social media strategy and defining my own positioning for it
• Identifying and understanding target groups through the use of personas
• Choosing the right platform for my goals and target groups
• Plan content and define it with additional benefits for the target groups
• Growth, workflow, resources and KPIs: the principles

Conditions
In cooperation with TwentyOne Skills, GRADE offers about 35 asynchronous online courses. The 3-month sessions start at the beginning of January, April, July and October. Registration is possible at any time. Confirmed participants can access the courses for 3 months at the online platform of TwentyOne Skills. The current registration link can be found here: https://tinygu.de/en21skills

Organizational Information

<table>
<thead>
<tr>
<th>Language / Format</th>
<th>English / Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target group</td>
<td>Doctoral Candidates at all stages and Postdocs from all faculties</td>
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<tr>
<td>Duration</td>
<td>Approx. 1:10 hour</td>
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<tr>
<td>Registration</td>
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