

Creating a Social Media Presence: Strategies for Digital Science Communication

TwentyOne Skills

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

Language / Format	English / Online
Target group	Doctoral Candidates at all stages and Postdocs (R2/R3) from all faculties
Duration	Approx. 1:10 hour
Registration	https://tinygu.de/en21skills