Social Media for Scientists – Why?

1. Networking.
2. Promote my work/colleagues’ work (science and outreach).
3. Learn about recent publications.
4. Put myself/my lab on the map (a.k.a. build your personal brand).
5. Because it’s kinda fun.
Social Media for Scientists – How?

1. Use common sense.
2. Be intentional.
3. Reach out to people.
4. Don’t forget that whatever you say in social media can be very easily misconstrued.