



FREE WORKSHOP

# Social Media for Scientists



## Dr Heather Bray

*Lecturer, Science Communication  
The University of Western Australia*

Dr Heather Bray is a Lecturer in Science Communication at the University of Western Australia. Her research uses qualitative approaches grounded in the social sciences and humanities to explore interactions between science (and scientists) and society. Her particular focus is on the use of science and technology in food production, and participation and exclusion in science and science communication.

Interested in Twitter? Curious about TikTok?

In this interactive workshop, we will look at how social media can help scientists increase the impact of their research as well as advance their careers.

We will explore the most popular social media platforms today and share practical tips on growing audiences and creating engaging content.

This free workshop is presented by



SoilsWest is a research alliance between academia, government and industry for a more integrated approach to soil science.



Thurs, 25 Nov 2021,  
2.30 - 4.30 PM



Murdoch University Perth Campus  
Learning Link Building (513) Room  
1.005



Free tickets at:  
[tinyurl.com/247bzz7h](https://tinyurl.com/247bzz7h)

