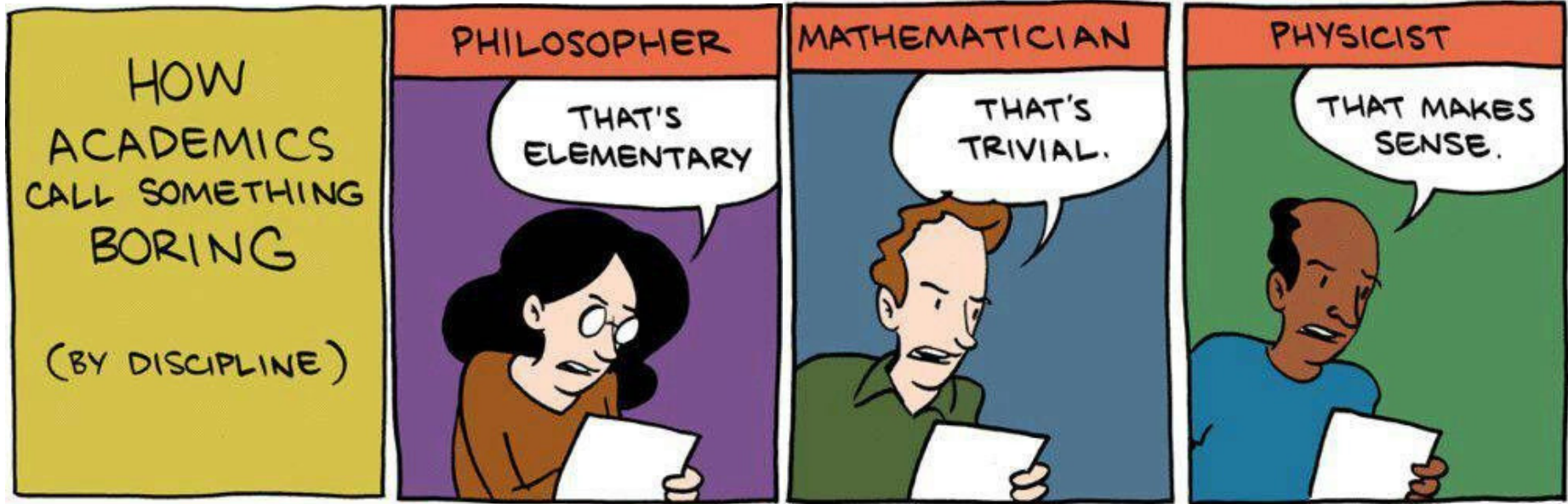




SPEAKING UP FOR

science

HOW & WHY?



You already know (your) science isn't boring

So what is stopping you?

1 / I don't know how...

2 / I don't have time... It's a waste of time...



**Some thoughts from a
fellow (ex-)VIB student**

1 TIP: JUST DO IT

The way to get started is to quit talking and to start doing.

Practice makes perfect. Just like in your PhD, success is related to persistence.

START SMALL

A blog? A podcast?

Gain confidence and get the ball rolling

BE BOLD

Approach channels with a big audience

Nature jobs blog? The press?

TEAM UP

You are not alone.

Get in touch with like-minded people. Get organised or join an existing initiative.

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FIND YOUR VOICE

You don't need to be the next
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You don't need to tweet.
Find your own voice!

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THE CONVERSATION



YOU'RE STILL A SCIENTIST

“Simplifying without lying and outreach without overselling”

You don't need to give up on nuance: find channels you are comfortable with – there are many – and help change the system from the inside out!

Fight stereotypes (like the title of this session...)

KEEP LEARNING

Practice makes perfect.

There are many courses and workshops!



9th June in Brussels



4-6 July in Brussels
(Dutch)

DEALING WITH JOURNALISTS

They are approachable, but not always reliable

Prepare well, double check with others
(we have a great comm team at VIB)

Be clear about your expectations,
ask to see the edits

Remember: you'll win some, you'll lose some

DEALING WITH THE PUBLIC

Notify relevant stakeholders to avoid unintended offense

Prepare for backlash

Prepare to invest a lot of time

Worried about your credibility? Don't be!



WILL I TAKE A MESSAGE?
I DON'T KNOW - WHAT'S
IN IT FOR ME?



What's in it for me?

SKILLS

Scientific communication and outreach require slightly different but complementary skills.

Good for your CV!

MOTIVATION

Direct impact on
your audience.



NETWORK

You reach a different audience,
also among your peers.

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also among your peers.



IMPACT

Give your own research more exposure.

Join the conversation on open access, diversity, funding, pressure...

What people think of science has a big effect on funding down the line.

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you



science



society

If you're not part
of the solution
you're part of the
precipitate!



I hope to read

hear

learn

ask

find out

more about you or

your research soon!

GET IN TOUCH



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