



Softskill-Seminar **Social Media and STEM: Industry Edition**

Trainer

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Freelance science writer, editor and communications consultant
Communications training and career-building workshops
Extensive experience with corporate and academic clients

Aim

Changes in the perception and usage of social media are complicating its use as a digital marketing tool for STEM. Digital marketers with insufficient knowledge of STEM industries need additional guidance on how to effectively leverage social media and give the best return on investment. Ineffective and misdirected programs are common in this sphere. Drawing on the trainer's extensive experience as a go-between for STEM companies and digital marketers, this workshop looks at what social media can actually deliver to companies targeting these markets. The aim is to give project owners (e.g., marketers, sales people, copy writers) the insights they need to run their own social media programs or guide non-STEM digital marketers onto the right path.

Audience

Marketers, sales people, copy writers and other project owners and decision makers

Required preparation

Short survey

Course Agenda*

The workshop addresses the following questions

Does social media still have a role in STEM marketing?

How do you define your goals?

- Who: your own institution, select groups, the world
- What: your message, your projects, your events, your opinions
- How: text, imagery, audio, video

What are realistic goals given recent changes in perceptions and usage of social media?

- Who can you expect to reach?
- What can you communicate to them?
- What media are actually effective?

What are the right channels for communicating with your audience?

- Can corporations effectively use academic social networks with limited audiences?
- Which public social networks are popular in your branch of STEM?

How do you adapt your brand and tone of voice for social media?

How do you build your audience?

- Is it important to go viral?
- What are the right and wrong ways to go viral?
- What are brand ambassadors?

The art of self-promotion

- Your company as a thought leader
- Products and launches
- Webinars, conferences and other events

How do you maintain a long-term presence?

- How can you stay relevant to your audience?
- What trends do you need to watch for?
- How do you handle replies and other interactions?

What statistics do you really need?

- Is it necessary to use a social media aggregation platform?
- How can academic institutions and corporations interact online?

Available format

1 day with selected modules or 2 consecutive days

Maximum number of participants

14

*Note: A 1-day version of the workshop covers a selection of the material established in consultation with the participants.