

Writing About Your Research

Course Agenda

Time	Activity	Description
09:00 - 09:30	Arrival, registration	
09:30 - 11:00	Key principles of communicating science	<ul style="list-style-type: none"> • Fundamental principles of science communication • Making your research accessible: how to structure a short, popular-science-style explanation of your work • How to tailor your communication to different audiences • Tips for effective writing
11:00-11:15	<i>Coffee break</i>	
11:15-13:00	Writing for non-specialists	<ul style="list-style-type: none"> • Exercise 1: draft a short popular-style article about your research • Exercise 2: working in pairs, edit your partner's article. Course trainers circulate and offer feedback. • Best practice in science communication: avoiding hype
13:00 - 13:30	<i>Lunch</i>	
13:30-15:00	Introduction to press releases; long-form science writing	<ul style="list-style-type: none"> • How press releases work, the role of the press office • How science hits the headlines • Long-form writing: features and the power of narrative • Exercise 3: working in pairs, devise "hooks" to draw an audience in to a long-form story about your work • Narrative in non-written contexts: TV / radio and talks.
15:00-15:15	<i>Tea break</i>	
15:15-16:45	Science and social media	<ul style="list-style-type: none"> • Social media overview: what's out there, how it can help • Blogging: what makes a great blog, multimedia content, how to blog if you have little time • Twitter and other social media: use in academia and outreach • Exercise 4: "webify" your short article, design a social media post to publicise it • Tools and strategies to manage social media
16:45 - 17:00	Final discussion	<ul style="list-style-type: none"> • Recap of the day, discussion of any questions
17:00	END	