



VIth International
Conference
on Mammoths
and their Relatives

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EUROPEAN
ACADEMY OF
SCIENCE
AND ARTS

MINISTRY FOR
MACEDONIA
AND THRACE

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WORKSHOP ANNOUNCEMENT

Soci@l Media for Scientists: Engaging With Your Peers and Colleagues On-Line

CHAIR: Victoria Herridge (Natural History Museum, London)

Increasingly researchers are using on-line tools to engage with their research peers and the general public, and social media can be an excellent way of building a professional on-line presence, potentially increasing the impact of your research. This practical workshop will introduce key online social media tools ([Twitter](#), [Facebook](#), [Tumblr](#)) and provide training in how to use them effectively to connect and communicate with researchers, journalists and the general public online. It will explore the opportunities that these tools can open up, discuss where things can go wrong, and identify the pros and cons of using social media as a professional researcher. Specifically, participants in this workshop will:

- >> Identify what they hope to gain from using social media (e.g. networking with other researchers, public outreach, enhancing a mainstream media presence & the quality of media coverage), and how to tailor an on-line strategy to achieve this.
- >> Set-up a Twitter account, and learn how to use it to: promote a newly published research paper; make connections and build collaborations with other researchers; find out about the latest research and funding news; interact with journalists and policy makers; follow conferences on-line; communicate your science to the general public.
- >> Discuss participants' concerns about using social media, and provide practical tips in how to mitigate them.

FORMAT:

1. Talk: An introduction to Social Media for Scientists.

Victoria Herridge (@ToriHerridge on twitter and founder of TrowelBlazers -- trowelblazers.com & @trowelblazers)

2. Panel Discussion, with open questions from the floor, on the pros and cons of social media:

[full panel line-up TBD: confirmed participants: Victoria Herridge (NHM), Geoff Smith (MONREPOS Archaeological Research Centre); Dr Annie Rassios; provisional acceptance from science writer and journalist Brian Switek]

3. Practical Session.

[NOTE: participants ****must**** bring either a laptop, or a tablet, or a smart-phone with a WiFi adaptor]

This workshop will be limited to 30 people, and advance sign-up is necessary.

Express your interest on mammothconference2014@gmail.com. Further information on www.mammothconference.com
[follow us on Twitter](#) #mammoths2014

PANEL PARTICIPANTS:

Dr. Victoria Herridge is a post-doctoral researcher at the Natural History Museum, London. Her research focus is on the evolution of insular dwarf elephants, and she is currently writing a popular science book on this subject (Bloomsbury Sigma, 2015). She is also an award-winning science communicator, and is active in a personal capacity on twitter as @ToriHerridge. Victoria also runs trowelblazers.com, a crowd-sourced blogging and social-media initiative.

Dr. Geoff M Smith is a post-doctoral researcher at MONREPOS Archaeological Research Centre and Museum for Human Behavioral Evolution (Germany). His research focus is on Palaeolithic subsistence behaviour and faunal taphonomy. He discusses and posts news about Palaeolithic Archaeology at www.geoffmsmith.org and through twitter as @geoffreymsmith.

Dr. Annie Rassios first came to Greece to do doctoral research in Geology in 1975... and stayed, though apparently she still has an office waiting for her at the University of California. Employed by the Greek geological survey (IGME), she's been exploring the secret corners of the Greek wilderness for over 30 years. In the meantime, she's produced six books ranging from "proper science" to "popular science" to "pretty picture" science and even a well-received novel. And now, she's one of the writers for [The Earth Story](#), a facebook page with over 600,000 members! Her ~200 posts have had a "reach" of over 7 million.