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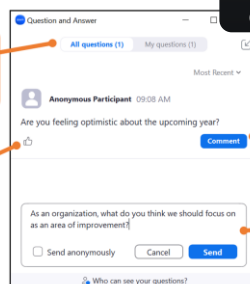
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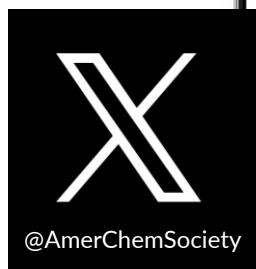


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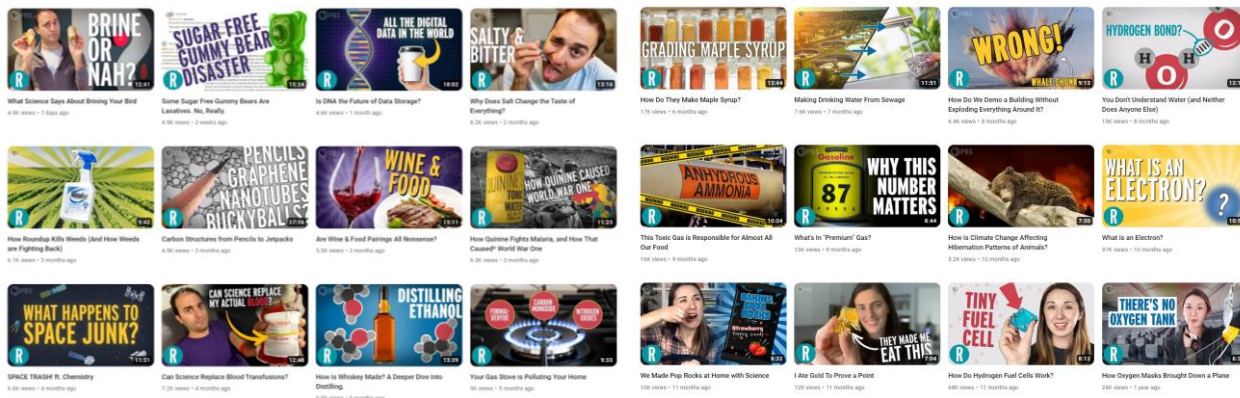
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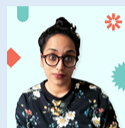
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to listen to?



Check out Tiny Matters, from the American Chemical Society.



Sam Jones, PhD
Science Writer & Exec Producer



Deboki Chakravarti, PhD
Science Writer & Co-Host

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Thursday, June 13, 2024 | 2pm-3pm ET

Chemistry and the Economy: One Door Closes as Another Opens

Co-produced with ACS Industry Member Programs and ACS Division of Business Development and Management

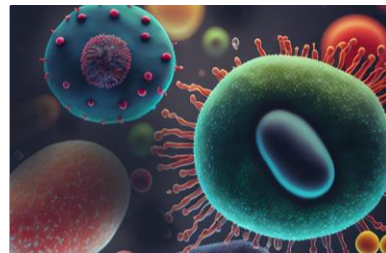
NEXT WEEK!



Thursday, June 20, 2024 | 11am-12pm ET

Revealing Mona Lisa's Secrets Through Advanced Analytical Chemistry

Co-produced with ACS Publications



Thursday, June 27, 2024 @ 11-12:30am ET

Microbiome Mechanics: Building a Healthier Gut

Co-produced with ACS Publications

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👋 Say hello in the questions window!

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Talking Science: Communicating Your Research to Diverse Audiences



SAM JONES, PhD

Executive Producer and co-host, Tiny Matters



KERRI JANSEN

Science Writer, ACS Productions

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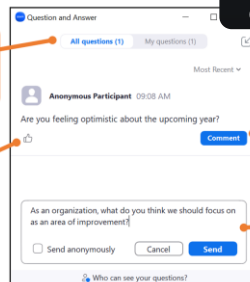
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SAM JONES, PhD

Executive Producer and co-host, Tiny Matters



KERRI JANSEN, PhD

Science Writer, ACS Productions

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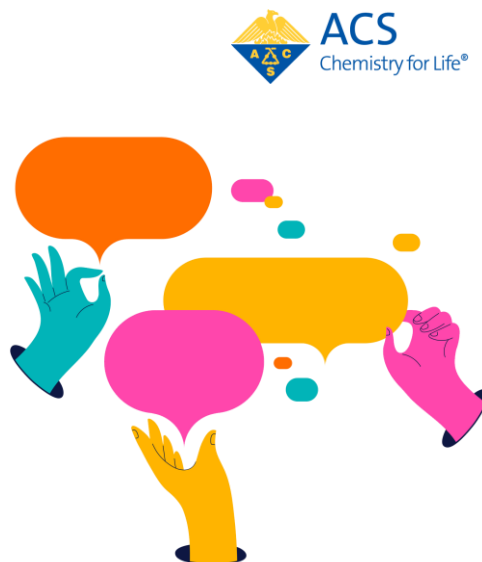
Talking Science: Communicating Your Research to Different Audiences

Sam Jones, PhD

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What you can expect

- General strategies for communicating your work more effectively in person and on social media
- How to adapt the way you talk about your scientific work for different audiences
- Tips for crafting questions to learn more about the work of others (and yours in the process!)
- How to prepare for a successful media interview and be discovered more easily by science journalists



Who am I?

- The Executive Producer & Co-host of the American Chemical Society podcast *Tiny Matters*.
- Science journalist
- Before moving into science communication, I completed a PhD in Biomedical Science at the University of California San Diego.



Before beginning a career in science communication



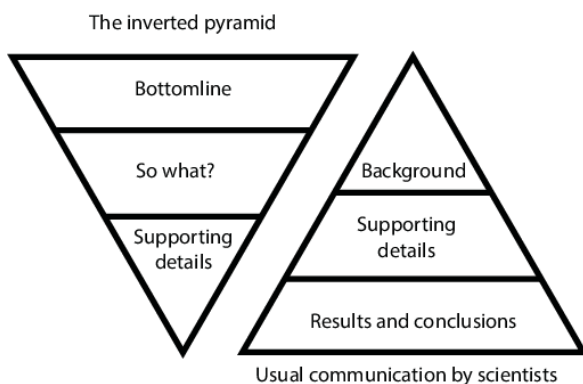
Biomedical Science PhD program, University of California San Diego, 2013-2018



Academic writing is *very different* from writing for a general audience



The inverted pyramid in science journalism — the most important information is presented first.



Hut et al. (2016) *Hydrology and Earth System Sciences*

Assistant editor, **c&en** CHEMICAL & ENGINEERING NEWS



- *Chemical & Engineering News* is a weekly magazine geared toward academics and people with at least an undergraduate level training in chemistry.
- My role was to make sure the production schedule ran on time, which included editing and occasional writing.
- I learned the ins and outs of a weekly production schedule, how to work on a tight deadline ... and that I wanted to reach a more general audience.

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Writer & host, *Reactions*



<p>ARE CALORIES REAL? 7:57</p> <p>We 🍌 Burned 🍌 Food to Figure Out How Many Calories It Has 13K views • 1 year ago</p>	<p>LESS ADDICTIVE? 5:35</p> <p>Can Science Make Less Addictive Opioids? 6.2K views • 1 year ago</p>	<p>STOLEN?! 5:41</p> <p>Catalytic Converter Stolen? Here's Why. 39K views • 1 year ago</p>	<p>PFAS 4:25</p> <p>Forever Chemicals 17K views • 1 year ago</p>
<p>Working Dogs vs. Machines, Bomb Detection 8:23</p> <p>8.9K views • 1 year ago</p>	<p>HOW DID WE BEGIN? 8:09</p> <p>The Science of How Life Started 6.6K views • 1 year ago</p>	<p>COVID, One Year Later: What Do We Know Now? 8:09</p> <p>10K views • 1 year ago</p>	<p>Why Doesn't Banana Candy Taste Like Banana? 10:05</p> <p>12K views • 1 year ago</p>

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Executive producer & co-host *Tiny Matters*

Tiny Matters is a science podcast about the little things that have a big impact on our world. We answer questions like, 'what is a memory?', 'is sugar actually addictive?' and 'are we alone in the universe?'

Tiny Matters is geared toward a **general, science-interested audience not expected to have beyond a high school level science education.**

***Available everywhere you listen to podcasts*



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Using compelling audio and short videos to reach our Tiny Matters audience



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How do you effectively reach different audiences?

Reaching different audiences



Know your audience. Imagine the person you're trying to reach. Are they a researcher in a similar field? A specific funder? A family member? A child? That will dictate your tone as well as word choice.

To get a sense of tone and word choice, seek out other work designed for those audiences (a college level textbook, a legal brief, a kids science book, a science news story from *The New York Times*, a press release [<https://www.acs.org/pressroom/news-room.html>], etc.)

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Consider if you're using too many technical terms, i.e. jargon. Will your audience understand what you're saying? If not, are you clarifying those terms? **A good test: try sticking to 2-syllable words.**

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Be concise. Don't let your sentences get away from you, even if the platform allows it.

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Be creative and, if the subject matter allows for it, have fun. Have a good metaphor? Use it! Short, funny anecdote? Try it out!

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Read what you wrote out loud. Does it sound engaging? Better yet, run it by someone who does not work in your field. Did what you wrote make sense to them?

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Don't be afraid to fail. You will and it will be fine. That's how you improve.

Being a good communicator means listening and asking questions



Consider what an audience would want to know about your or your colleague's work. Ask questions, listen closely, make it a conversation.

- What is the big picture question your work is asking?
- How does this work fit into what the field already knows?
- Is the focus of your research being explored by other groups? How does your approach set you apart?
- What inspired you to go into this line of research when there are so many fields to choose from?
- 10, 20, 30 years from now, what is the legacy you hope to leave?
- *If you're hoping communication will lead to collaboration:* Is there something you wish you could bring to this work (an experiment, knowledge on certain subject matter) that would be easier with outside expertise?

Using social media effectively





Audience Survey Question

ANSWER THE QUESTION ON THE INTERACTIVE SCREEN IN ONE MOMENT

How often do you use social media (X, Instagram, Blue Sky, LinkedIn, etc.) to share your work or the work of others?

- Never
- I post maybe once every few weeks
- I post about once per week
- I post multiple times per week

* If your answer is "Other" tell us in the questions window!

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Using social media



- Communicating your work on social media allows for people outside of your specific field to learn about your work.
- You can bring your passion and personality to social media in a way you can't in research papers.
- Social media use by researchers has been shown to increase their number of [citations](#). It also helps open the door to collaborations.
- It also makes it easier for journalists to find you, interview you, and report on your work.

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Tips for posting on social media



- Before you post, consider: **Why am I posting?** What is the big message I want to get across?
- **Post consistently.** If you're not a big social media user, maybe start with once every 2 weeks. Pick a cadence and be consistent. You can post your own content as well as other content that stands out to you.
- **Include relevant visuals.** Do you have a talk coming up? Include the flier. Are you traveling for research? Include a photo from the trip.
- **#Hashtags** about different topics help users find your content. Don't go overboard, but if there's a relevant one include it!
- **@Tag** any relevant people, organizations, universities, etc. — it alerts them which means they're more likely to share or engage with your post.
- Character limits vary but you can say a lot with very few words. If you have a lot of characters to work with, only as many as you need to get your message across. **Always opt for being concise.**

Help journalists find you!



- **Social media.** You don't need to be on it all the time, but a presence is incredibly helpful.
- Have a website (personal or university or both)
 - Up-to-date contact info
 - Brief description of your work and expertise in your field (not just a list of publications)
 - Is your CV updated? Is the appropriate affiliation, etc. listed?

Preparing for a successful media interview



- Ask the interviewer for a few **questions ahead of time** or at least more detail on what they'd like to interview you about.
- **Practice.** Go through any questions sent or some of those discovery questions I listed out earlier. Practice your answers out loud.
- Know that you can **pause and think** at any time during an interview. You also do not have to answer every question asked.
- If there is a big point you want to get across, state it in a couple of different ways.
- Ask if the interviewer needs clarification. You can ask questions too!
- You can ask to see your quotes before a story runs, but it's not guaranteed or required that they say yes.

Interested in exploring scicomm?

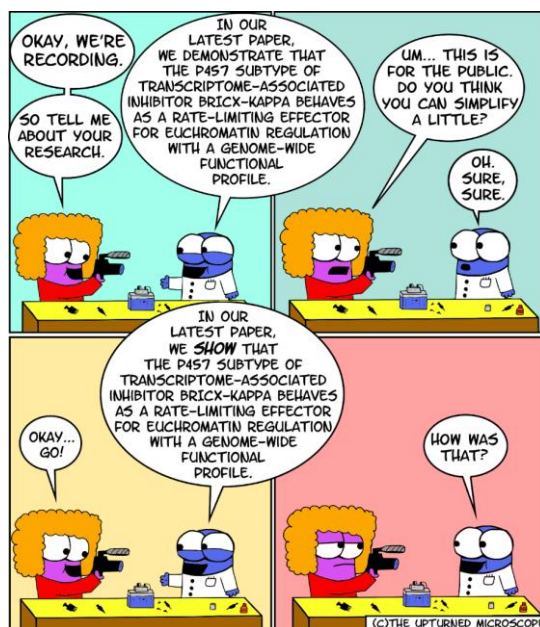


- **Attend career talks** and info sessions for anything you might be interested in.
- **Set up informational interviews.** Buy someone a coffee and ask them questions about their career and how they made it happen.
- There are incredible **FREE resources** (trainings, a pitch database, masterclasses) at The Open Notebook: <https://www.theopennotebook.com/>
- Look for **local science writing chapters** <https://www.nasw.org/regional-science-writing-groups>
- Consider joining the **National Association of Science Writers (NASW)**: <https://www.nasw.org/join>

Where you can find me

X, Bluesky, Instagram, Threads,
@samjscience

Website: sjoneswriting.com



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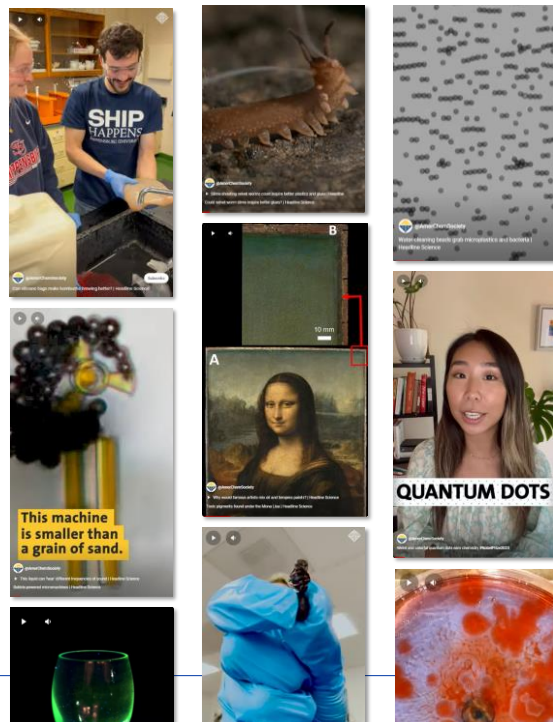
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in the questions window!

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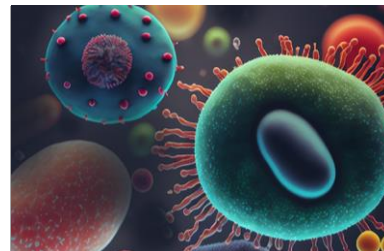
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