



FACT 2022

SCI-COMM WORKSHOP

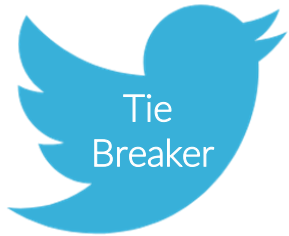
Evelien VanderKloet, *Senior Operations Manager*, OTN
Caitlin Bate, *Field Operations and Data Acquisition Coordinator*, OTN
Naomi Tress, *Data Acquisition Coordinator*, OTN
Bonnie Ahr, *Fisheries Biologist*, Kennedy Space Center



Jargon game

During the presentation write down the science jargon words that you hear!

Whoever gets the most right wins a prize!



Draw your study animal and write a fun fact about them for a tweet!





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Sci-comm for a non-scientific audience

OVERVIEW:

- Science communication
- Writing for a non-scientific audience (guidelines/best practices for writing)
- Using social media
- Incorporating images/visuals

OBJECTIVES:

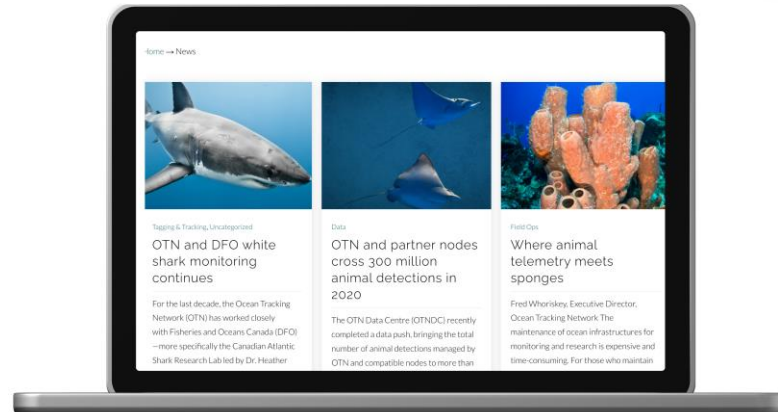
- Utilize tools, tips and tricks to enable better science communication
- Provide hands-on peer editing opportunity
- Create a draft of project summaries for FACT's website



What is science communication?

- 'Scientific communication is the process of distilling technical information about science-related topics into understandable messages and stories for public consumption.'
(mastersincommunications.com)

- Traditional communications
- Online communications
- Other communications



Sci-comm highlights at OTN

- Sci-comm can be 'outside of the box' and involve a mix of different communications channels and activities.
- Tag! You're It!
- Mattel x National Geographic
- Terranaut Club



Barbie

 NATIONAL
GEOGRAPHIC

YOU CAN BE
ANYTHING

Barbie



Considerations for sci-comm

- Know your audience
- Consider barriers
- Key points & takeaways:
 - *Who?*
 - *What?*
 - *When?*
 - *Where?*
 - *How?*
 - *Why?*



Online sci-comm

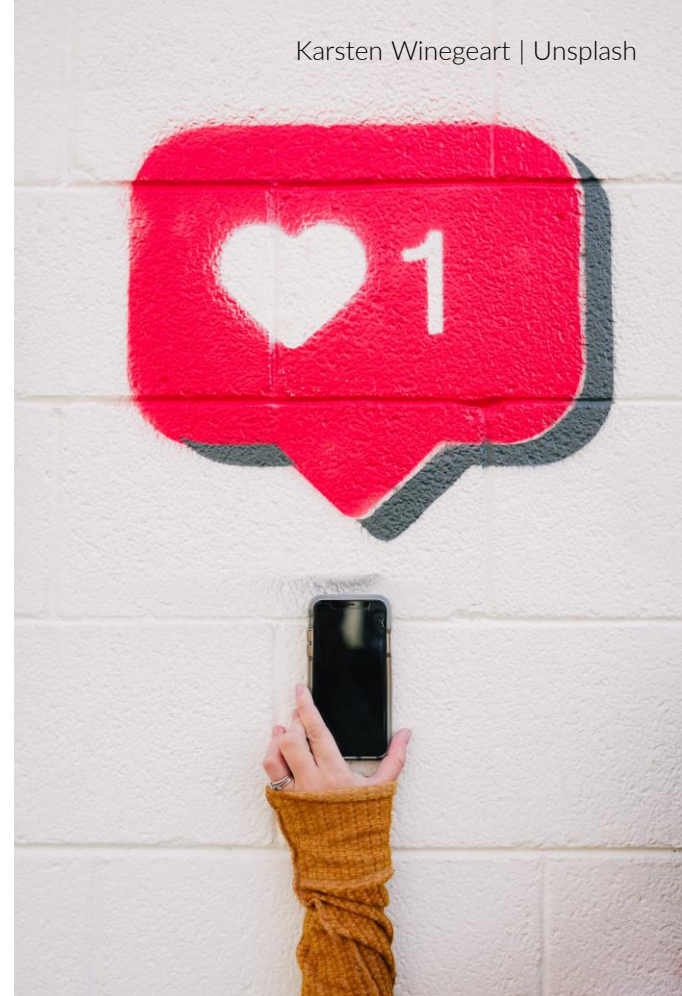
Stats

- There are more than 3.96 billion total social media users across the globe
- Most people spend at least **95 minutes a day** on social media
- Twitter has 211 million daily active users and the largest age group on the platform is 18-29 (42%)

(Sprout Social)

Benefits/purpose

- Connecting with stakeholders
- Disseminating science and research - *sharing, learning, connecting*
- Building a sci-comm portfolio



Sci-comm for social media/Twitter



- Set a goal
- Identify the topic/content
- Consider your audience
- Tag collaborators/stakeholders
- Use hashtags
- [A bit on threads...](#)

Key considerations:

- *Get to the point*
- *Make it relatable*
- *Consider the ask*
- *Tag handles/accounts*
- *Use hashtags*



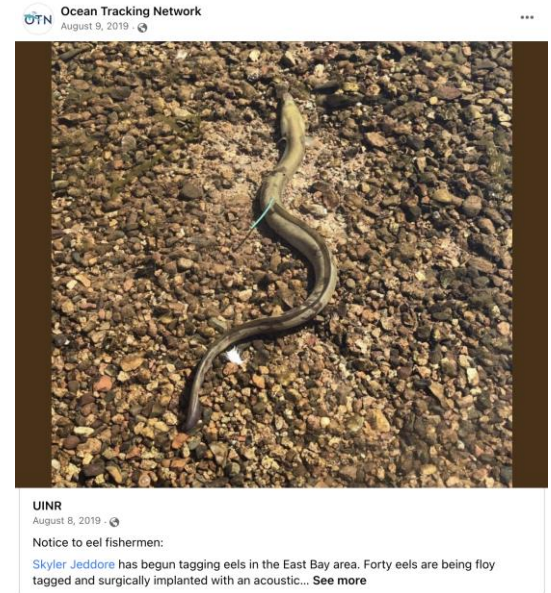
Visual communications

Visual communications

- Applications
- Benefits

Photography considerations

- Safety
- Permissions
- Animal ethics
- Quality



Tips, tricks, & resources

Tips

- Less is more
- Get to the point!
- Use visuals
- Get creative



Resources

- Stock images:
 - Ocean Image Bank
 - Unsplash
 - Pixabay
- Design software:
 - Canva
 - [10 Steps to Designing an Amazing Infographic](#)
 - Science illustrations: Inkscape
- Video software:
 - Lumen
 - Powtoon





Questions?



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Jargon game

There were lots of science jargon words in this presentation, how many did you get? What were the worst?

Winners - bring your sheet to Bonnie during the break!

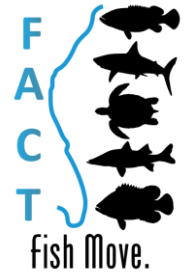


Jargon game

1. Stakeholders
2. Disseminate
3. Elasmobranch
4. Deploy
5. Transmitters
6. Hydrophone
7. Quota
8. Moratorium
9. Stock assessments
10. Academia
11. Aquatic telemetry

Any others?

What's a better way to describe these concepts, making them more accessible?



BREAK
10 mins



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Project Description Activity

Draft a 150 to 300-word project description geared towards a lay audience (30 minutes). Use the template!



1. Use your abstract
2. Run through this readability calculator and note your score
 - <https://charactercalculator.com/flesch-reading-ease/>
 - Aim for between a Grade 8 and Grade 10 reading level
 - Circle any jargon once you've finished writing a first draft. Can any of these words be cut or changed?
3. Take final copy and show your friends – peer review

Tweet Activity

Once the project description is completed, draft a 280-character tweet with hashtag, image, and photo credit (15 minutes).

1. Set a goal
2. Identify the topic/content (include photos!)
3. Consider your audience
4. Tag collaborators/stakeholders
5. Use hashtags

Key considerations: *Get to the point, Make it relatable,
Consider the ask*



Present your output!

Each table pick a representative to report out!

1. What did you find easy?
2. What did you find difficult?
3. What were the best/worst readability scores at your table?
(and who had them)

When you're ready send your project description and tweet to bonnie.ahr@thefactnetwork.org or webmaster@thefactnetwork.org

