

# #SciComm101

## DAY 2: DIGITAL STORYTELLING



# PRESENTERS

Natalie van Hoose, Florida Museum Science Writer

Kirsten Hecht, Florida Museum Ph.D. student & founder #HERpers

Kristen Grace, Florida Museum Photographer

Allie Blackwell, iDigBio Project Assistant

Becca Burton, TESI Communications Manager



# Science Blogging: Techniques from Creative Writing

Natalie van Hoose, Florida Museum Science Writer

# Online Journey of a #HERper



**Kirsten Hecht**  
**Ph.D. candidate**  
**UF School of Natural Resources**  
**and Environment**

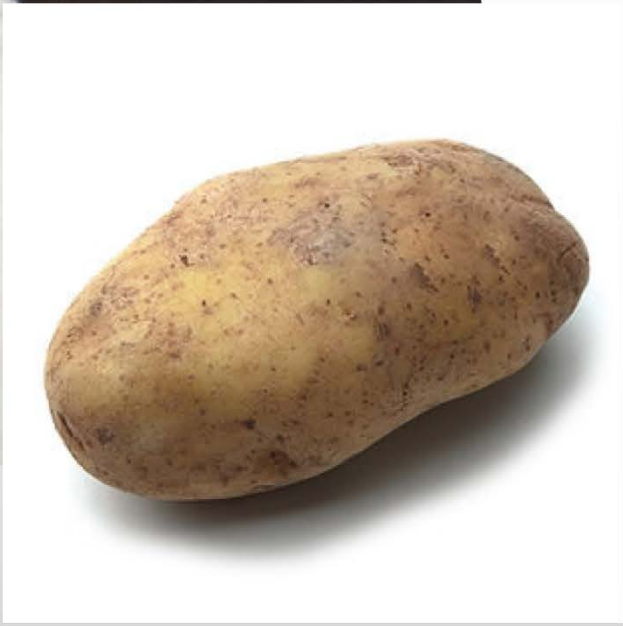




# The Online Journey of a #HERper

Kirsten Hecht, PhD Candidate

 [@Hellbenderhecht](https://twitter.com/Hellbenderhecht)





Subscribe NOW!  
Click Here

- Subscribe
- Advertise
- Enter to Win
- About the Magazine
- Contact Us
- Be in the Magazine
- Photo Contest
- Real Estate Listings
- Newsletter Signup

Follow Us On



## The Snake Lady

When Kristen Stanford began researching the Lake Erie water snake in 1999 from her base at Ohio State's Stone Laboratory near Put-in-Bay, Ohio, there were fewer than 2,000. Now, there are between 10,000 and 12,000 and the snake has officially been delisted as an endangered species. We checked in with the woman known as "The Snake Lady" to see how she did it.

By Colleen Smitek

**On the snake's success:** "It became the 23rd species to be removed from the endangered species list. The populations did, in fact, recover. And we met those goals in 10 years."

**The biggest threat:** Humans. "A lot of people just don't like snakes. I had to tell them, 'Hey, you're not legally allowed to kill these animals anymore.' The water snake had basically the same status as the Bald Eagle. The fine for killing them was up to \$100,000 per animal."

**What works:** "One of the outreach strategies that we use is to help find ways for people to live alongside of these water snakes. There are ways they can discourage them."

**Like what?** "If they are on your beach, pick the far edge of your shoreline, build a little brush pile and the snakes will go there. Don't leave rafts or cushions around. If you leave a hiding spot like that, they're going to crawl under it."

**Goby gobblers:** "Water snakes are eating a million gobies a year," Stanford says. "Considering that there are 9.9 billion gobies in the western basin, that might not seem like much of an impact, but water snakes forage in the same parts of the shoreline where small mouth bass nest. So the snakes are protecting the nests from the nest-eating gobies, which has a very big impact on the lake."

**The bottom line:** "Respect that the snakes are a part of the island environment and have been since the islands were discovered. Try to find a way to peacefully coexist with them is all I ask of people. They can continue to hate the snakes. But they need a place to live too."

**What's next:** Stanford is working to protect the timber rattlesnake, which has gone extinct in some states and is listed as endangered in Ohio. "I like snakes in general because I think snakes are fascinating. Just really neat animals. It's OK if you don't like them."

Related Taxonomy  
- Lifestyle

Popularity:  
This record has been viewed 2015 times.



Jennifer Kaim



FRANZ THEODORE  
**STONE LABORATORY**

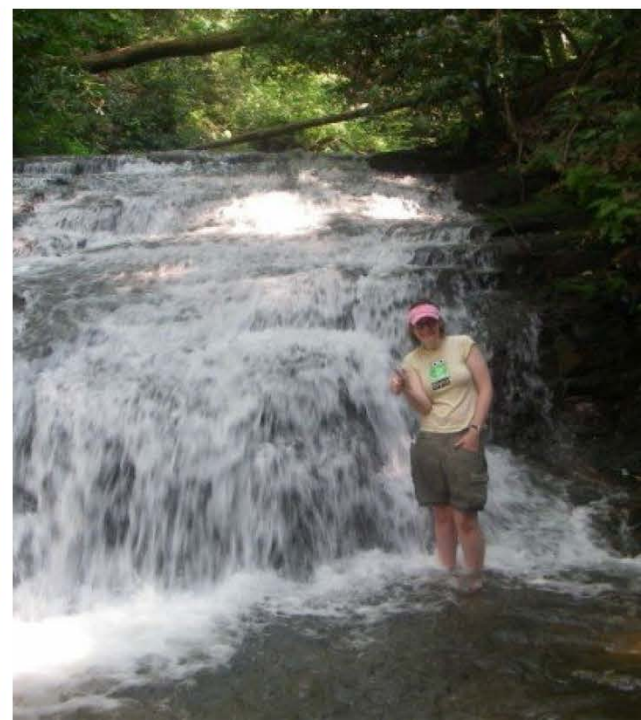
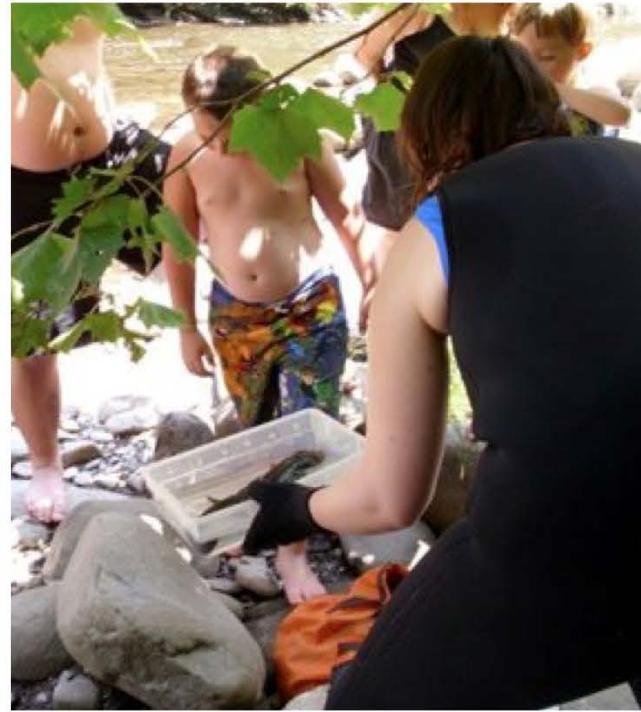
Ohio's Lake Erie Laboratory Since 1895



Education  
Research  
Outreach









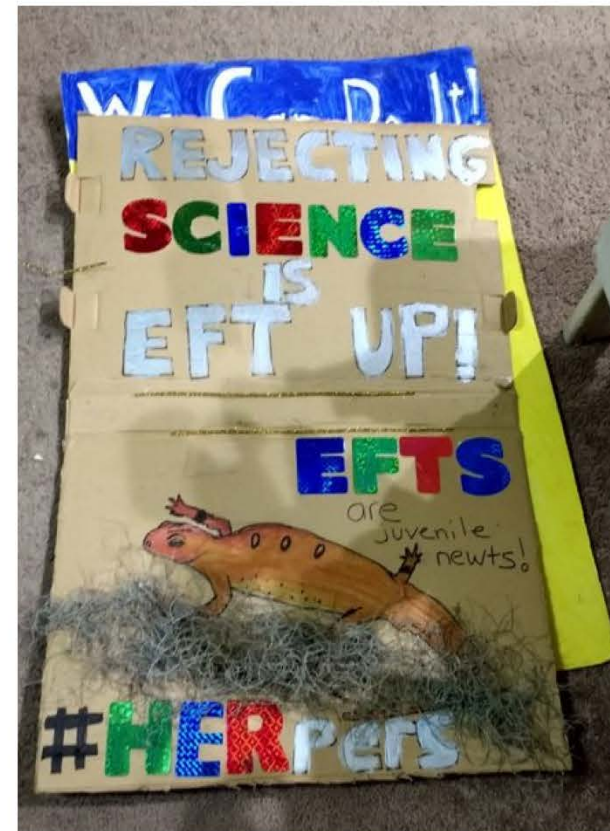


**Public Engagement**

---

**(AKA my PhD Topic)**

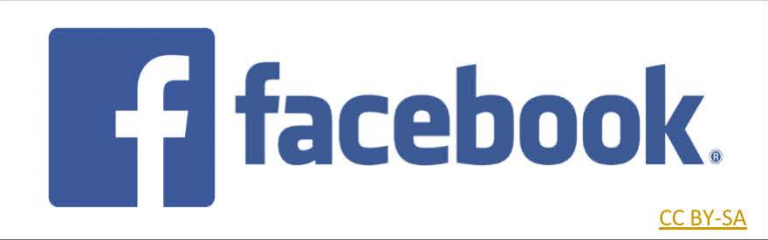
# Anytime, Anywhere







Enter









Shari Ellis  
@sharignv

#SPNHC takes over Gainesville!





Edit profile

## Kirsten Hechtbender

@HellbenderHecht

Salamander Fangirl. Interdisciplinary @UF PhD Candidate. #HERpers founder.  
@herpetALogy #SciEngage #InclusiveSTEM #PhDMom #BadPuns #Geekery  
#HerpHaikus

📍 she/her 🔗 [giantsalamanders.org](https://giantsalamanders.org) 📅 Joined October 2008



# 2016: #HERpers





Hashtag celebrates women in science by encouraging photos with cuddly reptiles

Share on Facebook Share on Twitter



IMAGES: EMILY TAYLOR/REUTERS/VEZIO/ISTOCKPHOTO/ALAMY

BY OLIANA SHI Female scientists brought their scaly, science-y pride to social media Friday.

CURIOSIDADES

### Medo de cobras e lagartos? Pesquisadoras postam fotos com bichos nada fofinhos

A ideia se espalhou após uma herpetologista criar uma hashtag e compartilhar uma imagem de seu trabalho

1 min de leitura

EPOCA NEGÓCIOS ONLINE 26 FEV 2016 - 16H19 | ATUALIZADO EM 26 FEV 2016 - 16H23

LEIA TODAS AS REVISTAS DA EDITORA GLOBO



## Scientists Are Tweeting Photos Of Themselves With Reptiles And Amphibians

"I wanted to remind people that some of us love to get muddy and catch awesome critters."

Posted on February 26, 2016, at 9:22 a.m.

Kelly Oakes  
BuzzFeed Staff, UK

View 21 comments ↓



Kirsten Hecht, a PhD student at the University of Florida, started the hashtag #HERpers to highlight the work of women in herpetology – the study of reptiles and amphibians.

Kirsten Hechtbender  
@HellbenderHecht

Attn #Herpetology gals: I know we work hard. Let's share pics using #HERpers & show the twitterverse! #WomenInSTEM



108 2:05 PM - Feb 24, 2016

60 people are talking about this

Since then plenty of other women in science have taken up the





# Catching Snakes with Long Nails

*How a Herpetology Conference Brought #MeToo to  
Science*



the  
**MARJORIE**  
Reclaim #FloridaWoman

# Other Projects

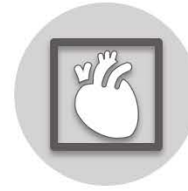
The image shows the Twitter profile for herpetALlogy (@herpetALlogy). The profile picture is a collage of people and the hashtag #herpetALlogy. The bio reads: "A place from @PARCorg to talk about #equity #inclusion #diversity & #conservation in #herpetology. This week's guest is @muddynat #herpetALlogy". It also includes a link to parcplace.org/about/diversit... and states "Joined August 2018". The profile has 1,248 following and 3,194 followers. A pinned tweet from May 24, 2019, states: "This is the officially recognized account of the @PARCorg Diversity, Equity, and Inclusion Task Team (DEITT). We share content related to our mission & host weekly Wednesday take-overs. #herpetALlogy #reptiles #amphibians See our upcoming schedule at calendar.google.com/calendar/embed...".

The image shows the website for the Foundation for the Conservation of Salamanders. The navigation bar includes Home, About Us, Initiatives, Grants, Support FCSal, and Contact Us. The main heading is "Keep the World Slimy". The mission statement is: "Our Mission is: To disseminate information about the threats to salamanders and their habitats; To increase awareness about salamander diversity, biology, and conservation; To raise money for salamander conservation, education, and research; To fund salamander conservation, education and/or research initiatives through an annual grant". The "Latest News" section includes: "Now accepting applications for the 2020 Daniel M. DiGiacomo Grant! See the Call for Proposals for more information.", "Vernal Pool coloring book by FCSal grant winner Kristine Hoffmann now available.", "Save the Date for the 5th Annual Salamander Saturday on May 2nd, 2020.", "Amphibian Report Card Launched! Learn about our latest project (click here).", and "Daniel M. DiGiacomo Grant Update now available (click here)". The "Checkout the FCSal Store" section says: "Purchasing any of the items on the website directly support salamander conservation and research grants. Check them out here." The footer features four icons with descriptions: "Chopsticks" (aim to increase awareness about deforestation for chopsticks), "Grants" (visit grants section to apply for grant funds), "Salamander Saturday" (initiative to raise awareness about salamanders), and "The Salamander Fund" (small non-profit for funding research, education, and conservation).

# What I Get Back



FUN!!!



FULFILLMENT



JOB SKILLS



KNOWLEDGE



RESEARCH IDEAS



CONFERENCE  
OPPORTUNITIES



CONNECTIONS  
WITH JOURNALISTS



SUPPORT AND  
COMMUNITY



NETWORKING



**Butch Brodie** @butch\_brodie · Jul 25, 2019  
 #JMIHfashion is fun AND important. What you wear is you, not a reflection of your science

**Kirsten Hechtbender** @HellbenderHecht · Jul 25, 2019  
 As promised for @AmphibiArik, we're scoping out the #JMIH19 fashion scene. Here's @anatinmyshoe telling us about her lucky conference pants. Video credit @Ordegon21. Show us your #JMIHfashion.



3.6K views 0:04 / 0:21


1 retweet 6 replies 27 likes

**RealScientists - Jen** @realscientists · May 10, 2019  
 One funny related story about me. A couple years ago @jk\_rowling insulted Hellbenders which made me sad & sparked me to tweet about how awesome Hellbenders were for two days straight. I still periodically tweet her about Hellbenders hoping to inspire some love for slimy bois. 🐸

**J.K. Rowling** @jk\_rowling  
 I woke up today in the belief that there's no form of otter I can't love. Then Twitter introduced me to the 'snot otter!'


4 retweets 21 replies 123 likes

**RealScientists - Jen** @realscientists  
 I laugh about this bc it's something that has become an ongoing joke in my life but she's probably not even aware that I'm doing it. So if anyone feels like joining in to make the signal bigger, I will not object. 😂  
 #RaiseHellbender #RowlingWithHellbenders



8:52 PM · May 10, 2019 · Twitter for Android

**Dr. Chelsey Crandall** @ChelseyCrandall  
 Love how many #HERpers are showing that #SnakesAreForGirls!



#snakesareforgirls

1:25 PM · Dec 18, 2017 · Twitter for iPhone


49 Retweets 108 Likes

COSMOPOLITAN STYLE BEAUTY LOVE POLITICS HOROSCOPES

In short: thank you, herpetologists for giving us this. Yes, we amphibiCAN send news. And we will.

**Katie Notopoulos** @katiennotopoulos · Oct 15, 2018  
 I've just learned of a hashtag #SendNews that is for herpetology Twitter to post photos of... news

**Kirsten Hechtbender** @HellbenderHecht  
 Why wouldn't we? Look at this magnificent creature!  
 #sendnews pic.twitter.com/siUvr5ruN  
 18 6:53 PM · Oct 15, 2018



nature

CAREER FEATURE · 10 JUNE 2019

**When English is not your mother tongue**

Seven researchers discuss the challenges posed by science's embrace of one global language.

Chris Worthington & Jaana Oksanen

I'm a member of @herpetALLogy, a Twitter group that brings together herpetologists of different backgrounds, languages and orientations. We have the space to talk about ourselves. The barriers can be hard to fathom for those who don't face them.



**Sneha Dharwadkar**  
 @Herpomania Follows you



# Advice:

## Set Goals. Remember this is a marathon

S	M	A	R	T
Specific	Measurable	Attainable	Realistic	Timely
What <u>specifically</u> do you want to do?	How will you know when you've reached it?	Is it in your power to accomplish it?	Can you realistically achieve it?	<u>When exactly</u> do you want to accomplish it?

This Photo by Unknown Author is licensed under [CC BY](#)





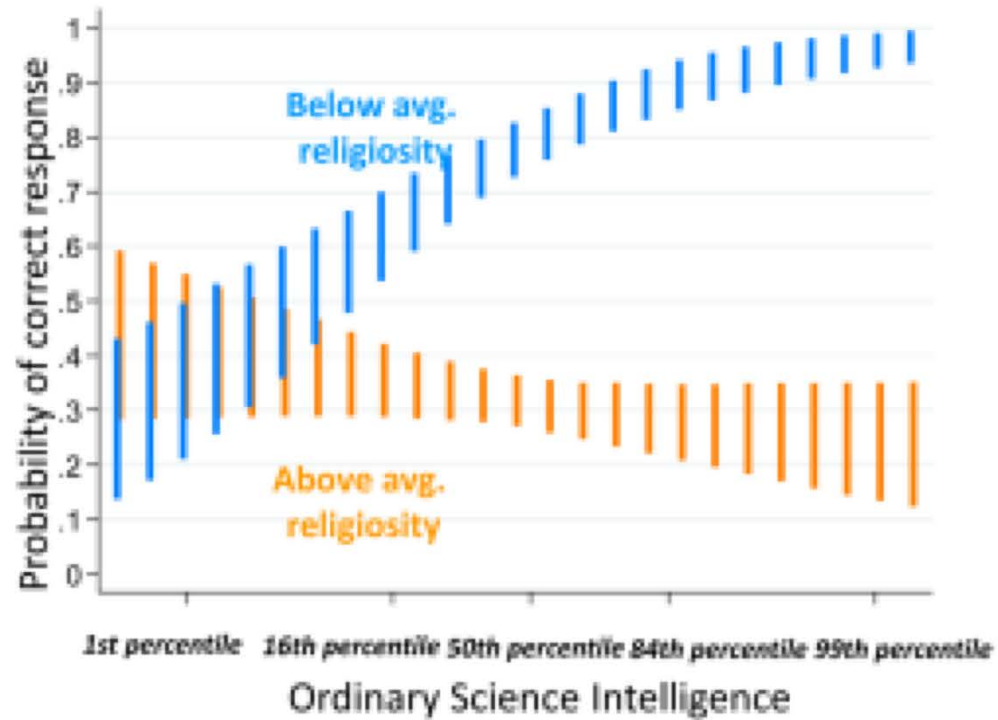
**What do we need to know about how people see the world?**

Think about a Facebook argument



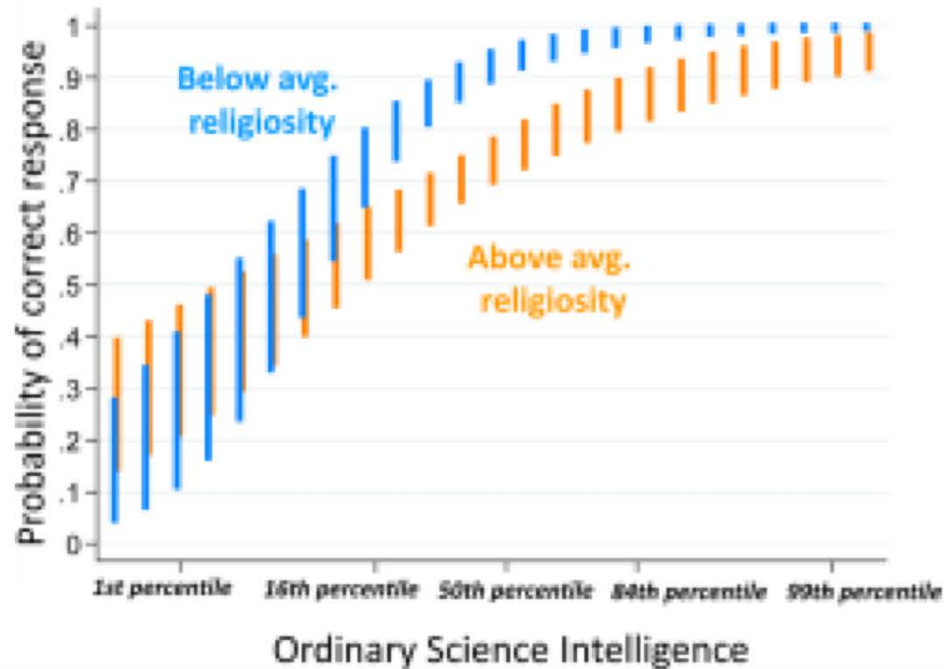
Belief,  
Knowledge,  
and Identity  
Kahan  
(2015)

Human beings, as we know them today,  
developed from earlier species of  
animals (T/F)



Belief,  
Knowledge,  
and Identity  
Kahan  
(2015)

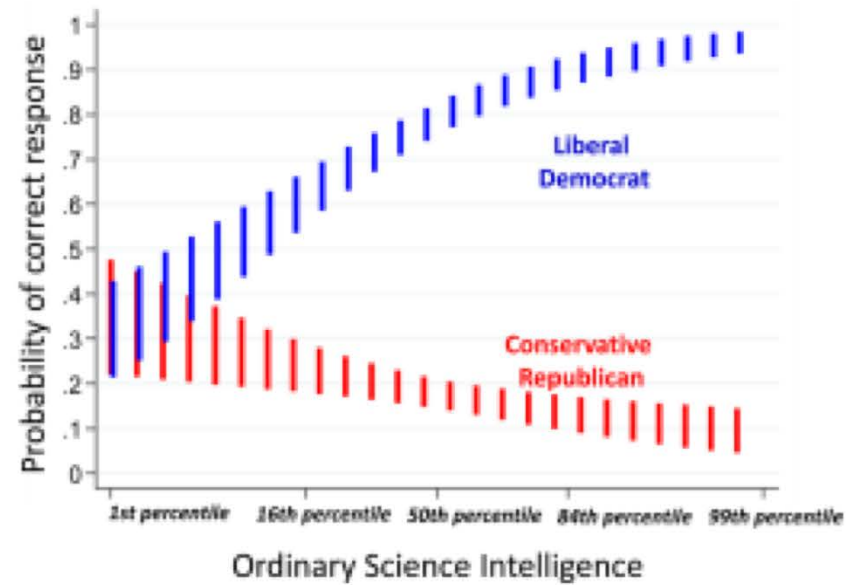
According to the theory of evolution,  
human beings, as we know them today,  
developed from earlier species of  
animals (T/F)





Belief,  
Knowledge,  
and Identity  
Kahan  
(2015)

There is “solid evidence” of recent global warming due “mostly” to “human activity such as burning fossil fuels” Agree/Disagree



# Values



**A person's principles or standards of behavior; one's judgment of what is important in life.**



**Developed over your life through culture, experiences, how people view the world, etc.**



**FACTS ALONE  
DON'T  
WORK**

# ASK AN EXPERT



This Photo by Unknown Author is licensed under [CC BY](#).

This is a field of study!



This Photo by Unknown Author is licensed under [CC BY-NC-ND](#).





## Best Practices for Engagement

# Make your content accessible:

- Add descriptions for videos, gifs, photos, links
- #CapitalizeEachWordOfAHashtag
- Social Media accessibility best practices

[https://accessibility.umn.edu/tutorials/accessibl  
e-social-media](https://accessibility.umn.edu/tutorials/accessibl-e-social-media)





@Hellbenderhecht  
kirstenhecht@ufl.edu

# Thank you!!!



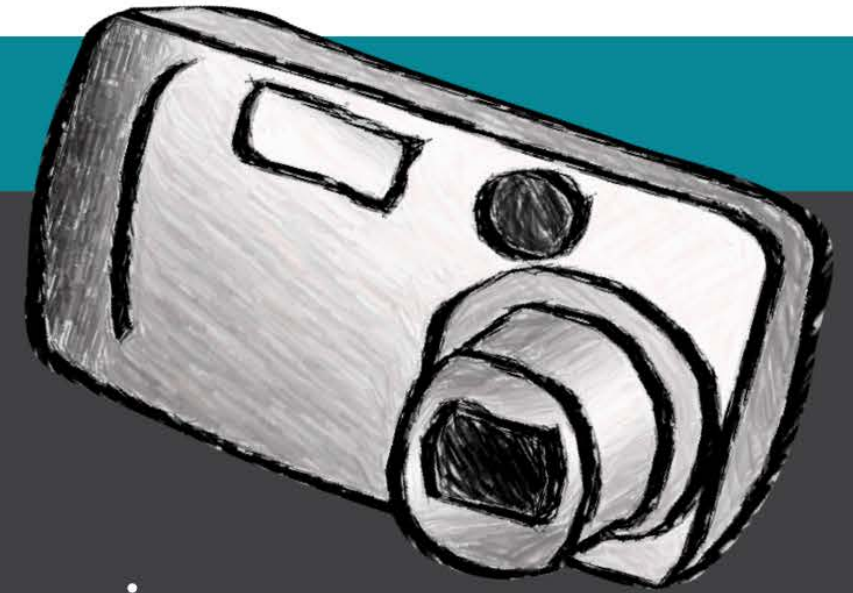




# SciComm 101

Why are good visuals important in science communication?

And... **how do I take better photos?**













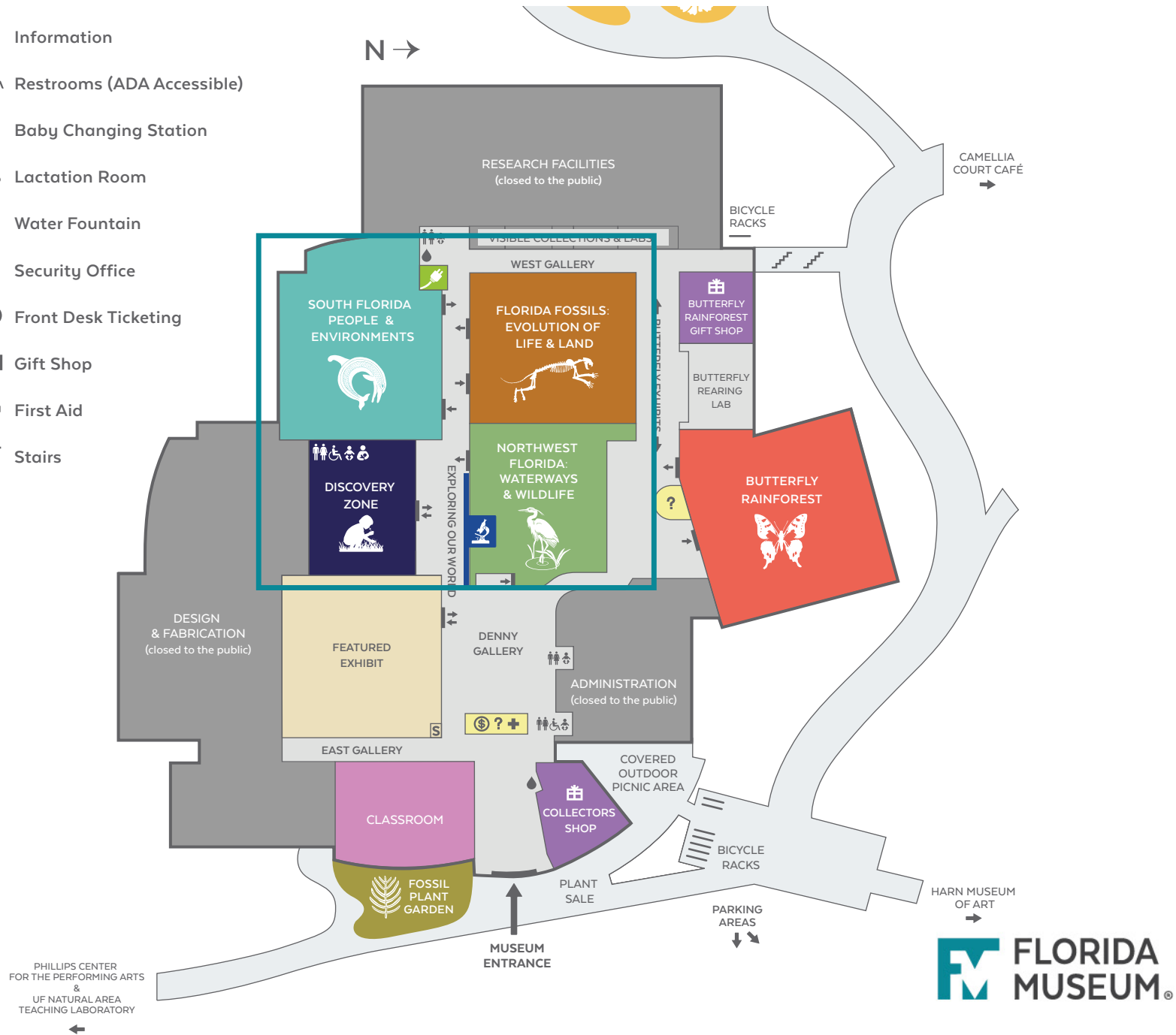
Kristen Grace

FM photographer and @floridamuseum Instagram manager

# Assignment | Part 1

- Use your camera, tablet or smartphone to take photos of three different objects in our exhibits (excluding the Butterfly Rainforest and Amazing Pollinators)
- Take note or photograph info panel for later activity
- One of the three final images can be a selfie with related object in background
- Keep in mind these images may be shared with group

-  Information
-  Restrooms (ADA Accessible)
-  Baby Changing Station
-  Lactation Room
-  Water Fountain
-  Security Office
-  Front Desk Ticketing
-  Gift Shop
-  First Aid
-  Stairs





Review your  
photos



Pick your three  
favorites



kgrace@  
floridamuseum.  
ufl.edu

Please put your  
full name in the  
subject line

6

## FACTS ABOUT VISUAL CONTENT



65%

65% of us are visual learners

80%

Colored visuals increase people's desire to read content by **80%**.

85%

People are **85%** more likely to buy your product after watching a video about it.

93%

**93%** of all communication is visual. This is why visuals attract our attention and affect our attitude.

180%

Posts with images produce **180%** more engagement.

60K

Our brain processes visuals **60,000** times faster than text

Source:  
<https://venngage.com/blog/marketing-psychology/>

 VENNGAGE

# How I use my visuals

## **Multimedia projects:**

- Monarchs in Mexico
- Field classrooms with Museum researchers
- Becoming Visible

## **Visuals for Museum science stories**

## **Event coverage and Marketing**

## **Visuals for exhibits:**

- 100<sup>th</sup> Anniversary

floridamuseum









# “iPhoneography”

- Don't be afraid of the selfie stick, and don't just use it for selfies!
- Yes to weird angles
- Shortcut to camera from home screen
- Tap on screen where you want to focus
- Slide “sun” to adjust exposure
- Use HDR to help with exposure
- Use burst
- Play with filters, but don't overdo it – stick to reality



# Things to remember

- Clean your camera lens
- Move in closer, don't zoom
- Avoid using the built-in flash if you can
- Steady yourself to minimize blur
- The back camera takes better quality photos
- Use the timer, especially for selfies

**Buckle up for a  
crash course in  
photography!**

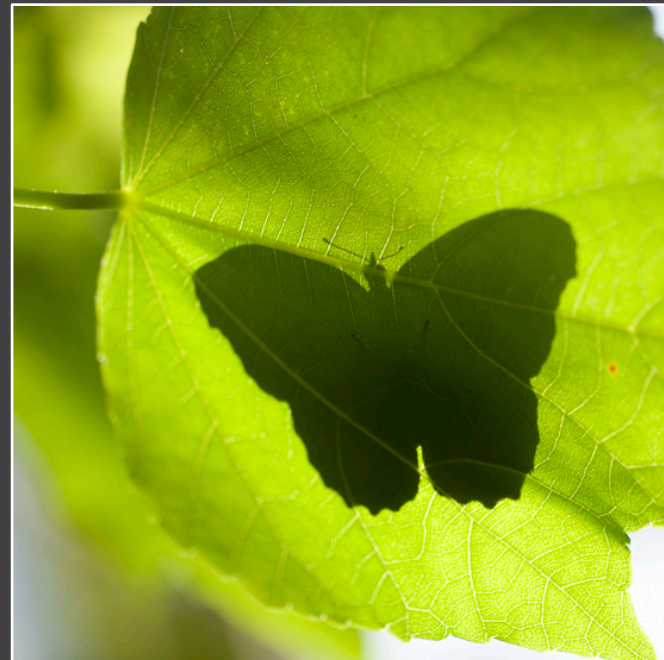
A good image  
needs:

light

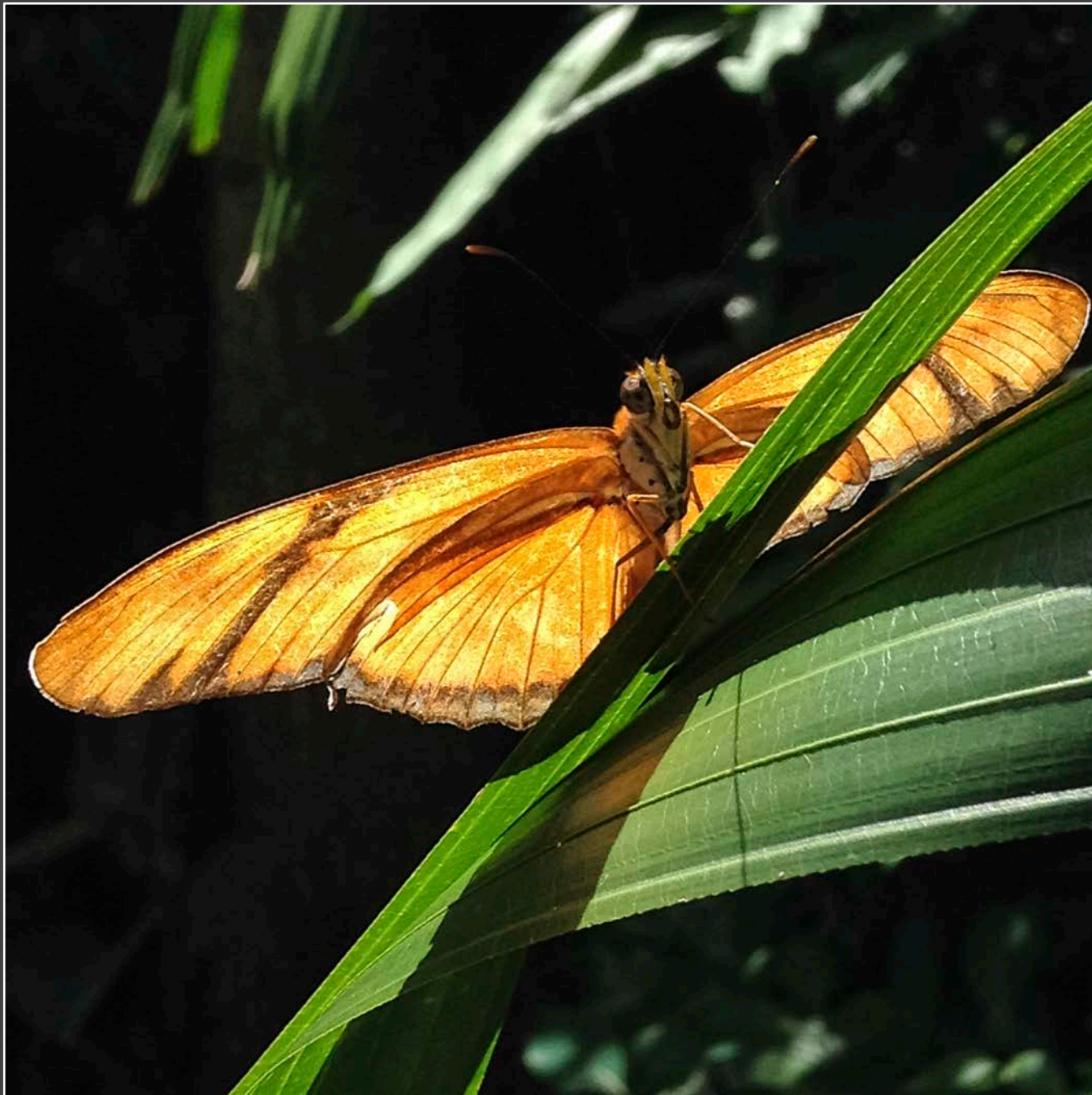
Composition

subject  
matter

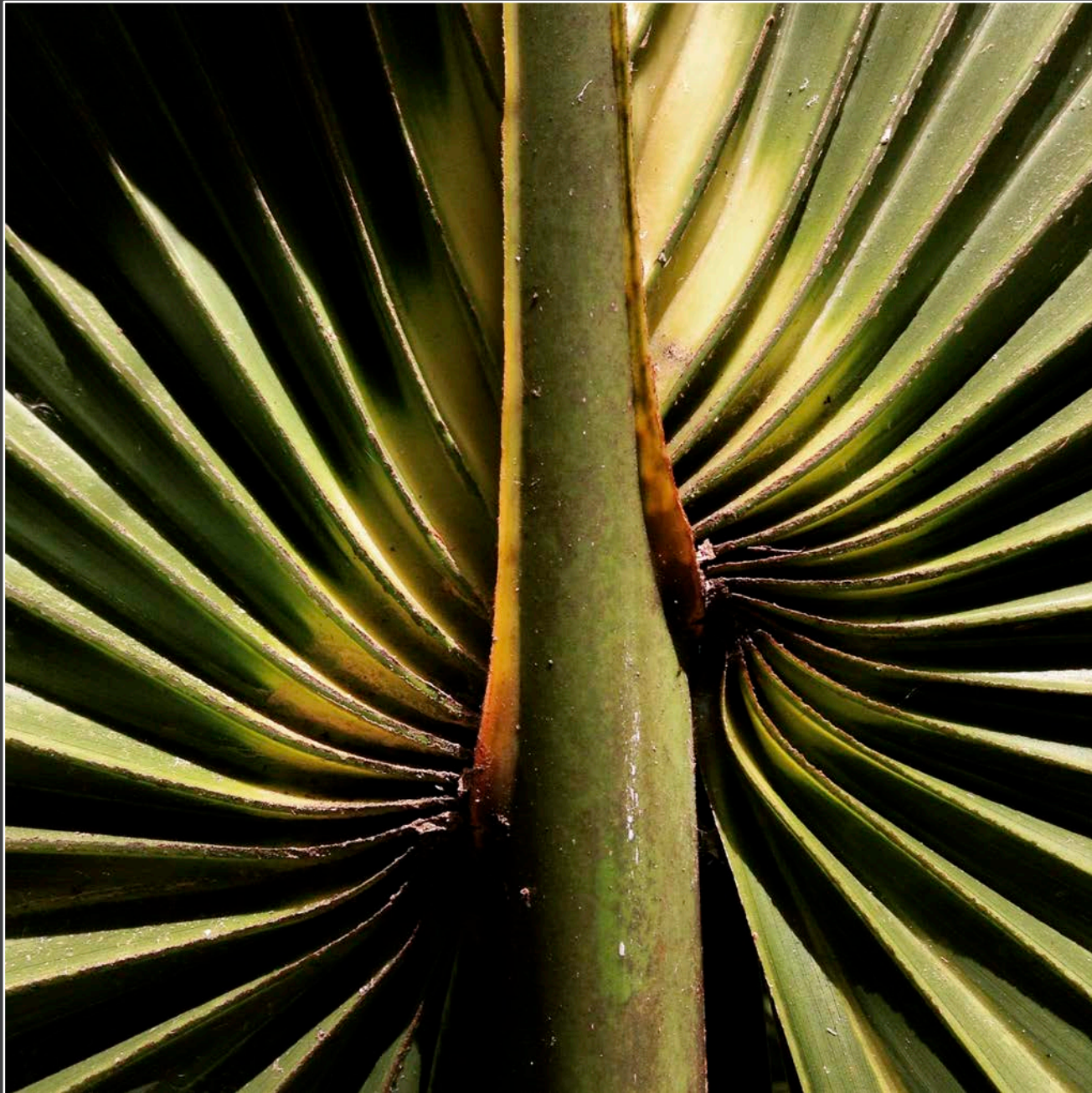
and focus







Observe light -  
Get creative and  
use it to your  
advantage!



Light can  
add depth  
and texture





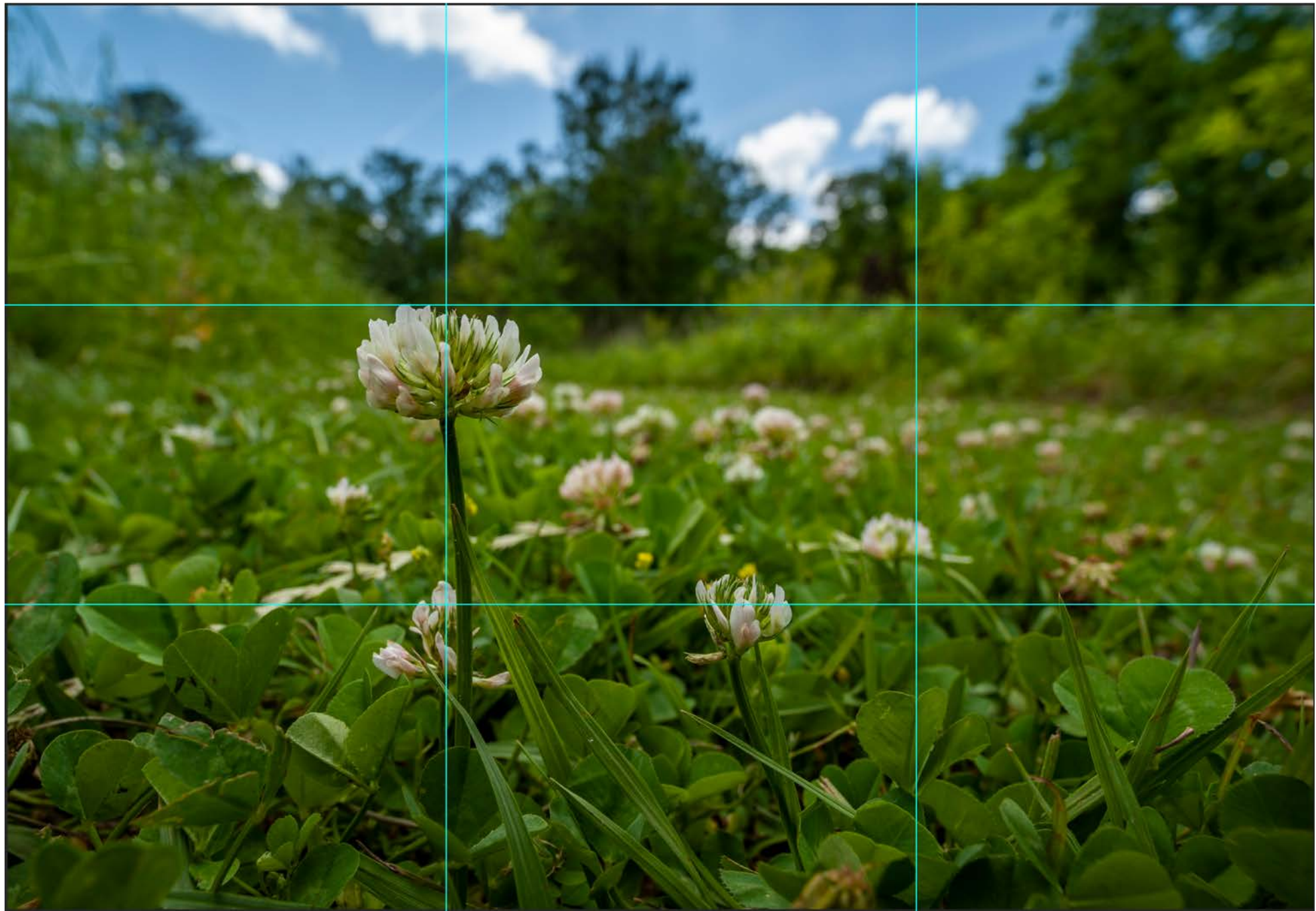










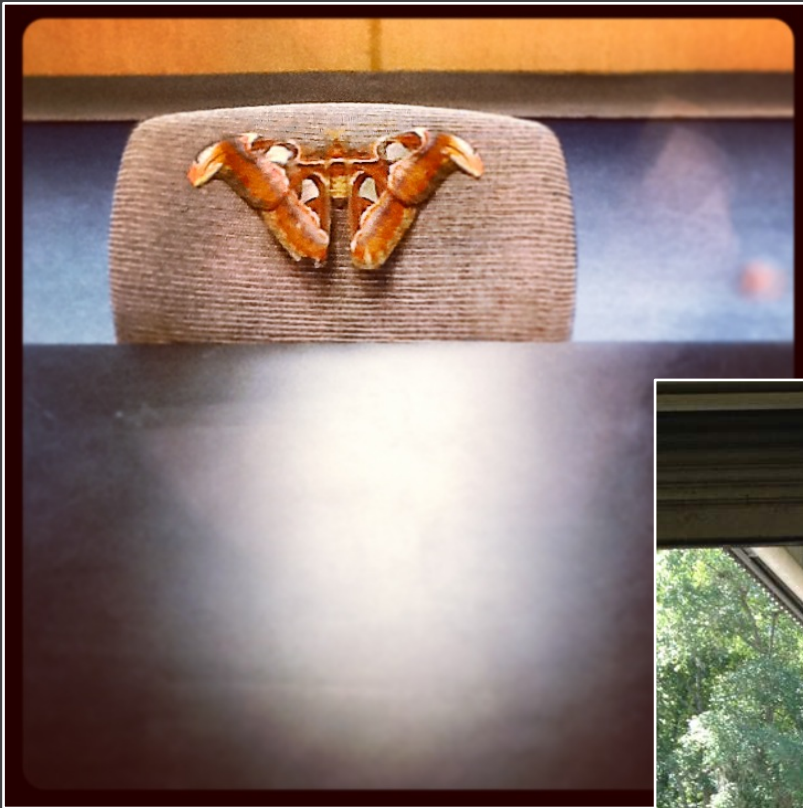












Incorporate  
humor



Look for odd  
scenes





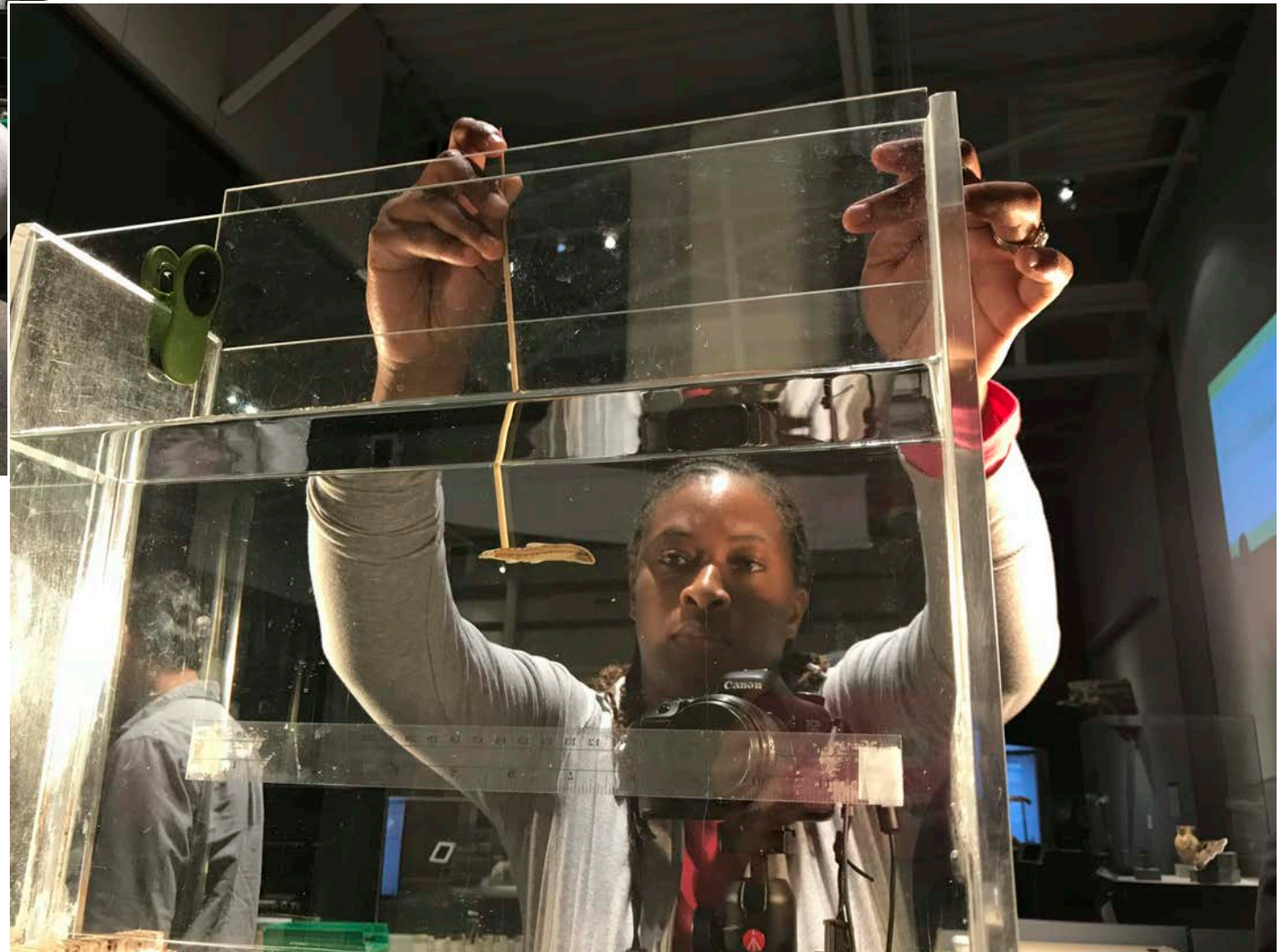
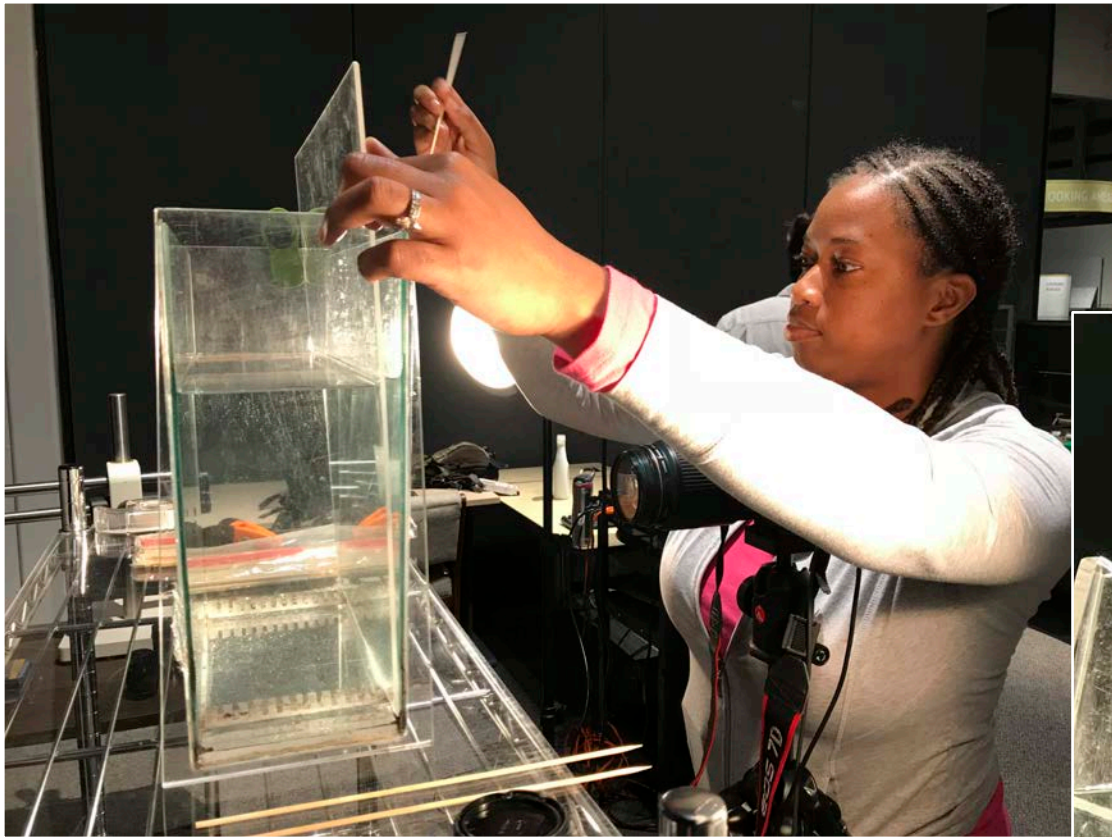
















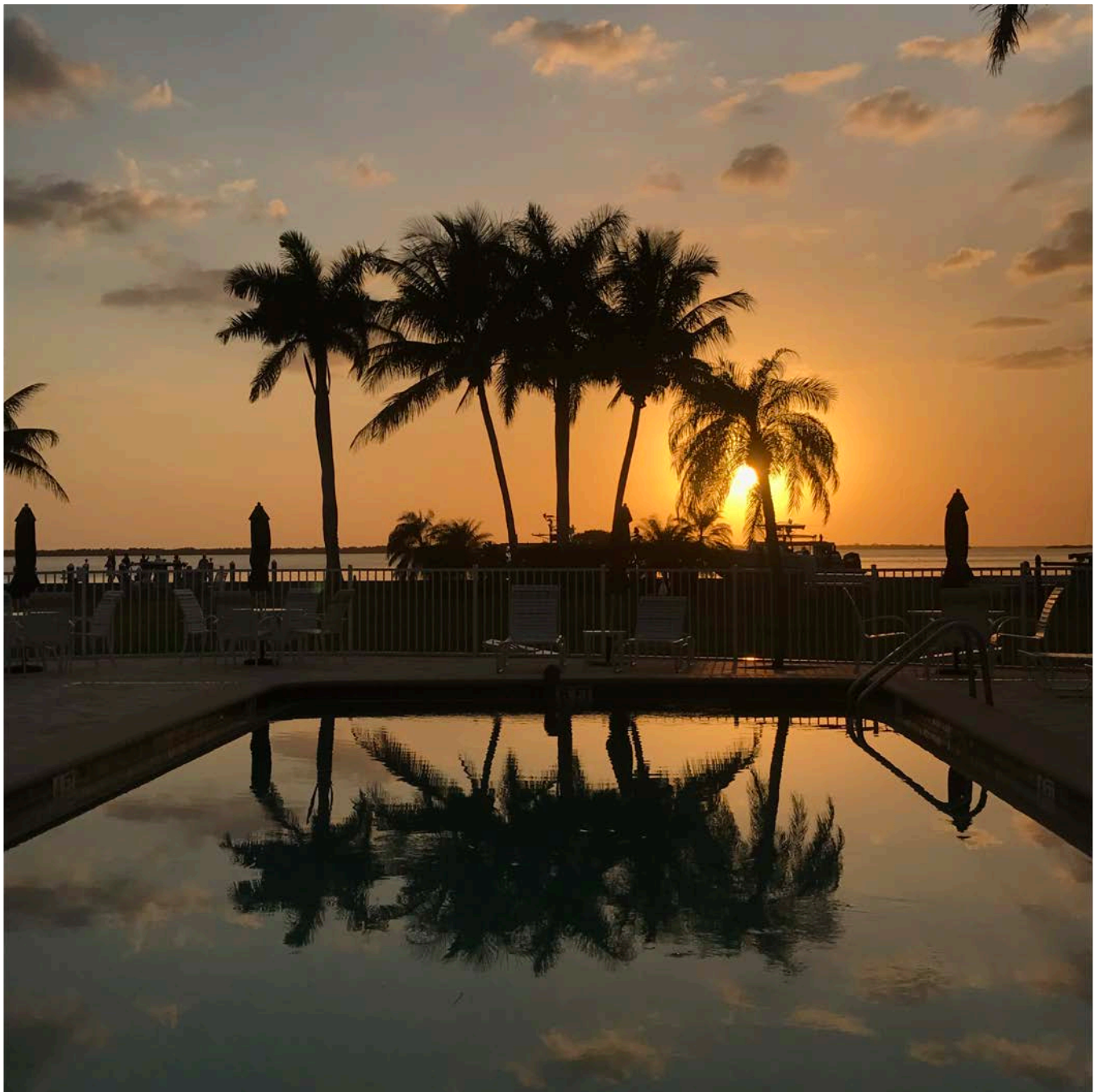




Use composition to frame your subject and add context

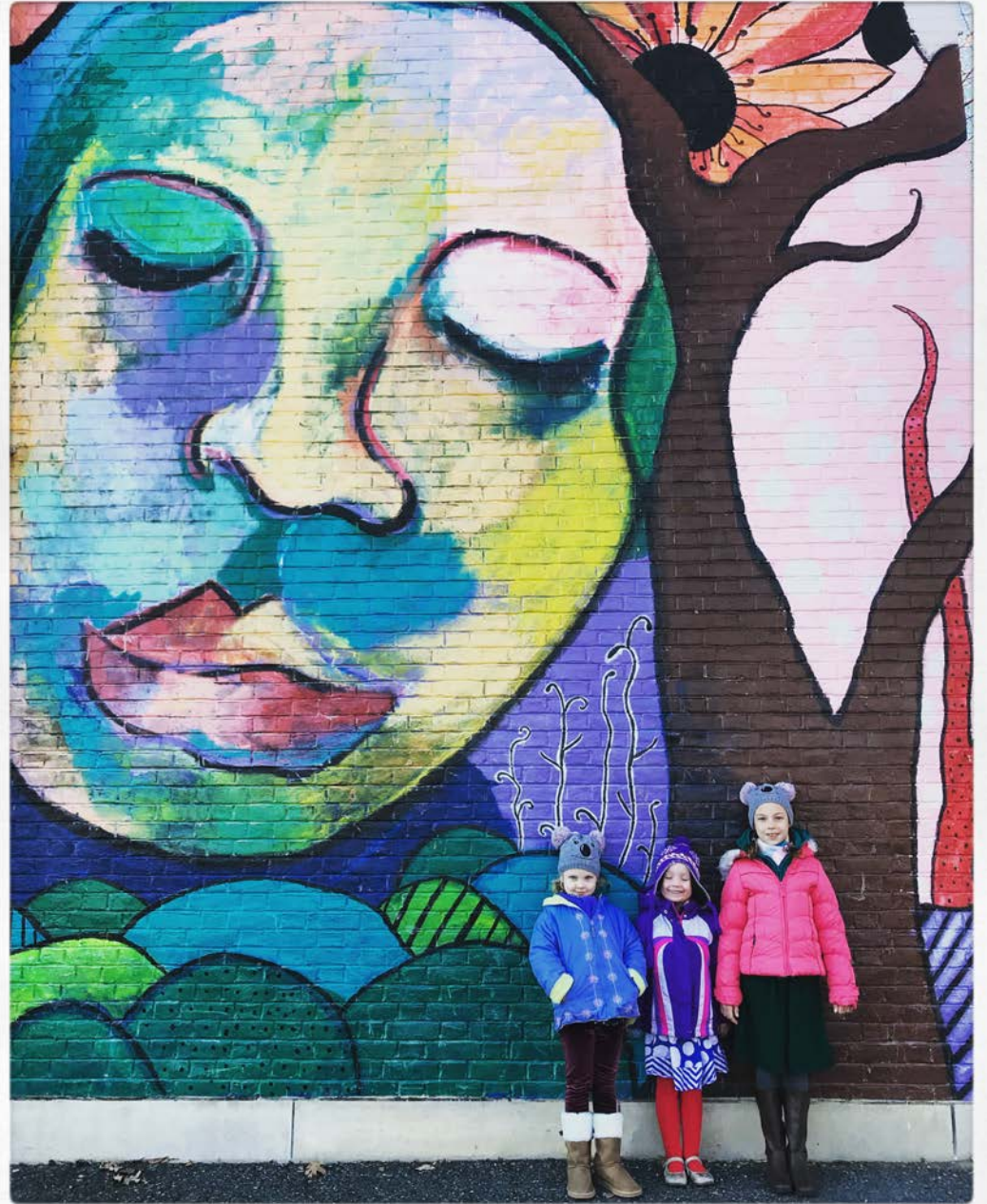








Look for color patterns, balance and juxtaposition













Selfie  
game –  
make it  
relevant







## SciComm | Conservation Photogs on Ista I like to follow:

Lary Reeves - [@biodiversilary](#)

Mac Stone - [@macstonephoto](#)

Peter Houlihan - [@peterhoulihan](#)

Jennifer Adler - [@jmadler](#)

Carlton Ward - [@carltonward](#)

## Other resources:

- [Photographer Challenges Himself to Shoot Fantastic Photos With a \\$1 Camera](#)
- <https://buzzsumo.com/blog/how-to-massively-boost-your-blog-traffic-with-these-5-awesome-image-stats/>
- <https://expertphotography.com/the-complete-guide-to-smartphone-photography-96-tips/>



# Now take these tips and go photograph the world!

For starters... let's revisit that assignment...

- Retake the three photos you submitted at the beginning of this presentation
- See if you can improve your photos by trying some of these techniques
- Email them when you return and we will look for improvements! Again, please put your name in the subject line.

[kgrace@floridamuseum.ufl.edu](mailto:kgrace@floridamuseum.ufl.edu)

# SHARING YOUR SCIENCE ONLINE

Rebecca Burton  
Communications Manager  
UF Thompson Earth Systems Institute

Allie Blackwell  
Project Assistant  
iDigBio



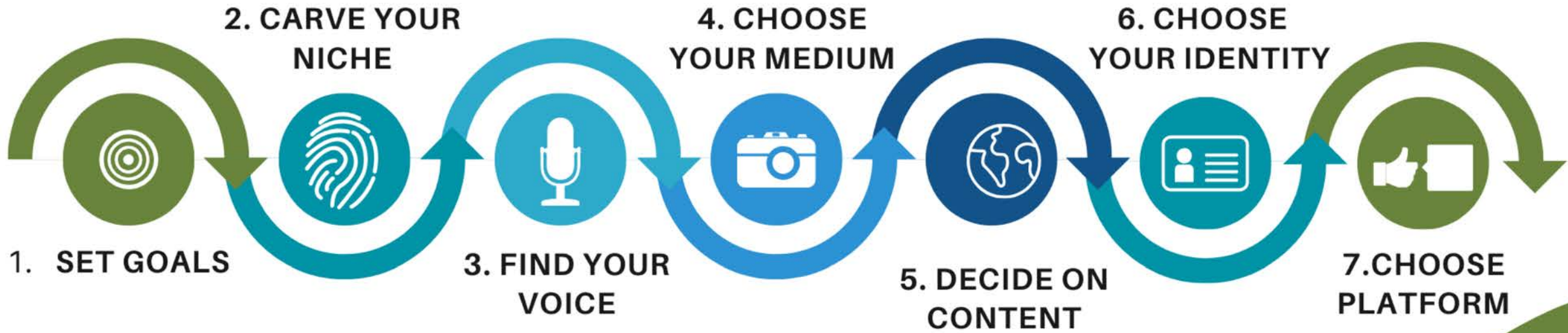


# WHY?

- To reach a broader audience
- To be competitive in the job market
- To make professional connections
- To add value to grant applications
- To help you understand your work better



# MAPPING YOUR DIGITAL PRESENCE





# STEP 1: SET GOALS

- I want to be competitive in the job market.
- I want to meet other scientists in my field.
- I want to build community around a particular topic/group.
- I want to share my science with a broader audience/underrepresented audience.
- I want to inspire the next generation to pursue my field!
- I want to rally support for science-based information.
- All of the above!



# STEP 2: CHOOSE YOUR IDENTITY



Myself, a person who is also a scientist.



I am a scientist only. It's all I talk about.



This identity curates content related to shark science.





# EXAMPLES: INDIVIDUALS



**Dr. David Shiffman** ✓  
@WhySharksMatter

Marine conservation biologist and science writer. Scientific and environmental consultant. Postdoctoral researcher at @ASU @ASUinDC Blogger at @sfriedscience

Washington, DC [davidshiffmancv.com](http://davidshiffmancv.com) Joined August 2009

2,815 Following 46.1K Followers



**Dr. Jane Goodall** ✓  
@janegoodall

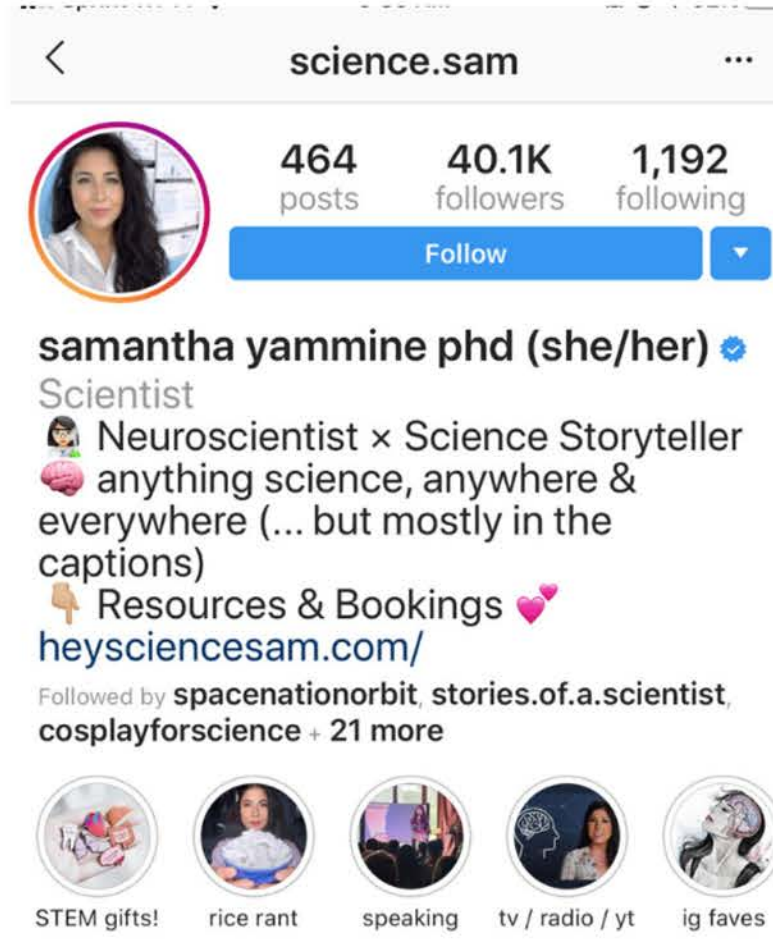
Home About Videos

"We could change the world tomorrow if all the millions of people around the world acted the way they believe"

FOREIGN COMPETITION

DR. JANE GOODALL

Like Follow Share Sign Up



**science.sam**

464 posts 40.1K followers 1,192 following

Follow

**samantha yammine phd (she/her)** ✨  
Scientist

👩🏫 Neuroscientist × Science Storyteller  
🧠 anything science, anywhere & everywhere (... but mostly in the captions)  
👉 Resources & Bookings 💕  
[heysciencesam.com/](http://heysciencesam.com/)

Followed by [spacenationorbit](#), [stories.of.a.scientist](#), [cosplayforscience](#) + 21 more

STEM gifts! rice rant speaking tv / radio / yt ig faves

# EXAMPLES: TOPICS



## Cosplay for Science

@Cosplay4Science Follows you

We're scientists who #cosplay... for educational purposes and #scicomm. Tag your educational cosplays #cosplayforscience

Los Angeles, CA [cosplayforscience.com](http://cosplayforscience.com) Joined October 2017

1,192 Following 1,102 Followers

Followed by Scott Miller, Bailey Blanchard, and 58 others you follow



## Home

### Welcome to our site!

Climate change is one of the biggest problems facing humanity and life on Earth today, and one of the most fundamentally misunderstood scientific theories is evolution. You've probably heard about climate change and evolution in the news and on social media, but what are these concepts, and how do we know they're 'real'? We've made the site to help you understand more about both of these concepts and answer some questions, such as:



Joined ▾ Notifications Share ... More

< knowyourflorida ...

	56 posts	191 followers	139 following
	Message		

## Know Your Florida

Educational Research Center

Get to know your state, your nature, your history-- your Florida. A program led by @uflorida Thompson Earth Systems Institute based at @floridamuseum. [www.floridamuseum.ufl.edu/earth-systems/know-your-florida/](http://www.floridamuseum.ufl.edu/earth-systems/know-your-florida/)

Followed by ufcals, currentproblemsfl, andylievertz + 11 more





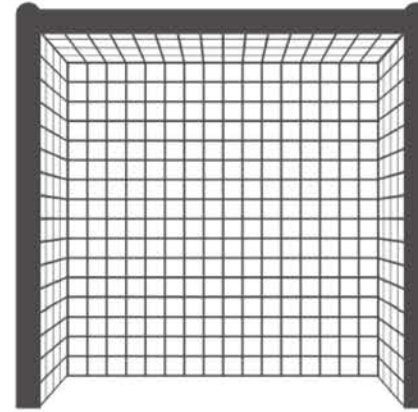
# STEP 3: CARVE YOUR NICHE



Research field



- Interest or specific audience
- Gap/misconception you hope to address



Goal

**The more specific, the better.**

**Your niche helps you choose which content to curate.**

# EXAMPLE: WOMEN OF FISHERIES

## Research area:

Fisheries

## Additional interest/gap:

Roles of women in a male-dominated field

## Goal:

To create a community of women fisheries scientists to be able to talk about issues in the field.





# DESCRIBE YOUR NICHE

**I will curate science-based content about [insert field of study] as it relates to [insert additional interest/research gap] with a goal of [insert your main goal].**



# STEP 4:

# FIND YOUR VOICE AND TONE





# WHAT IS A VOICE



# WHY IS IT IMPORTANT?

- It helps to form connections and relationships online
- It makes your social media content stand out





# FIND YOUR VOICE

- Be yourself. Be authentic.
- Don't try to mimic the style of others.

## Ask yourself these questions:

- What is the general vibe of your brand(you)?
- What does your brand sound like?



# VOICE VS TONE

Voice = Personality

Tone = Mood





# SETTING THE TONE



**QUESTION**

**ANSWER**

# SETTING THE TONE



**ANSWER**

**QUESTION**



# SETTING THE TONE



**QUESTION**

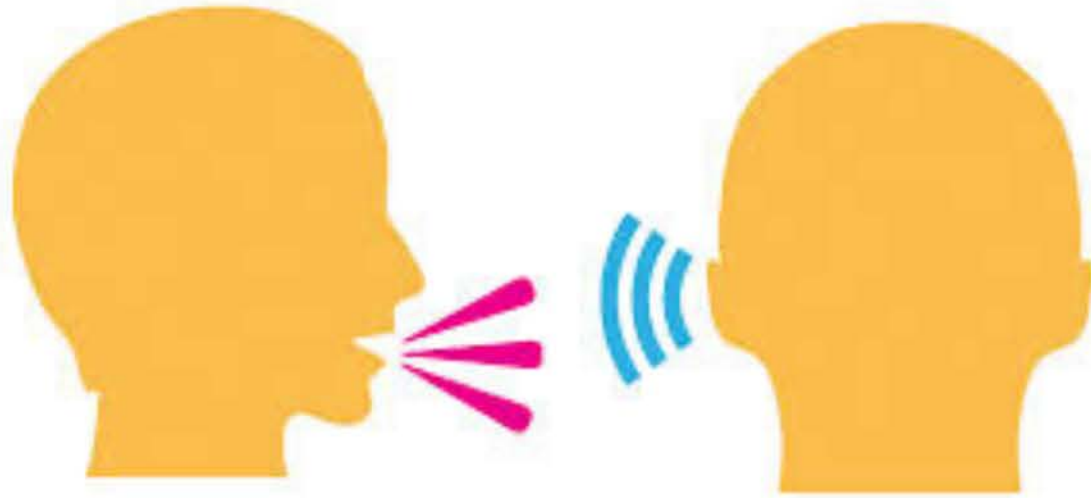
**ANSWER**

<https://www.youtube.com/watch?v=HXnMVRsYaVI>



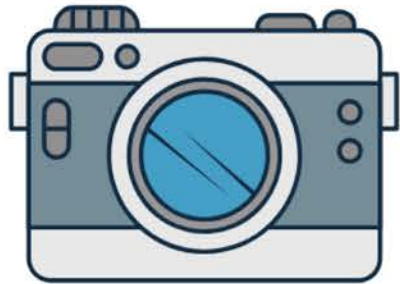
# SETTING THE TONE

- Adjust your tone to each platform
- Listen to the community
- Speak their language, on their terms



# STEP 5: FIND YOUR PERFECT MEDIUM

I communicate best through...





# STEP 6: DECIDE WHAT TO COMMUNICATE

## Possible prompts:

- Current research in your field
- Commentary on news related to your field
- Translate peer-reviewed articles for lay audiences
- Basic scientific concepts (but in a fun way)
- Experiences from the field to humanize your science
- Fun facts related to your field of research

**Again, when planning content, refer to your goal.**



# STEP 7: CHOOSE YOUR PLATFORM(S)



## Questions to answer:

- Which best matches my goal?
- Where is my target audience at?
- Which matches my preferred tone/medium?



# PLATFORMS AT A GLANCE



## Pros:

- Most popular globally
- So many options!
- Excellent scheduling/analytics for pages
- Virtual communities galore
- Longer shelf life of posts

## Cons:

- Algorithm, posts may only go to folks already interested
- Gives preferential treatment to paid content
- Privacy concerns
- Lacks accessibility



## Pros:

- Heavily used by scientists/journalists
- Good for building community & make professional connections
- Hashtags help your content be discovered.
- Microblog
- A great platform to establish your virtual personality

## Cons:

- Not the most popular platform
- Can be an echo chamber
- Character limits can be difficult (though threads are a workaround)



# PLATFORMS AT A GLANCE



## Pros:

- Large audience
- Visual
- Hashtags an easy way to discover/get discovered
- Stories is a powerful tool to show your work

## Cons:

- Algorithm can limit who sees your post
- Preference for paid content
- Hyperlinks/GIFS don't work



## Pros:

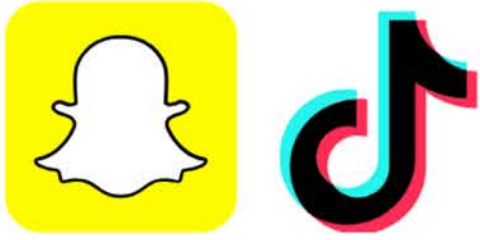
- Second most popular
- Great for science "How to" videos
- Can be repurposed on other platforms

## Cons:

- Videos take time/resources to do them well
- Needs to be content people would search for anyway
- Sometimes your videos get more reach if you post them directly to Facebook



# PLATFORMS AT A GLANCE



## Pros:

- Younger audiences
- Use interactive and fun effects to produce video content
- Great platform to humanize science
- Perfect platform for humor-based content

## Cons:

- Not viewed as "serious"
- Content can be considered ephemeral

## Pros:

- Flex your writing skills!
- Produce longer form content
- Can repurpose on other platforms you use
- Interact and get feedback from other writers

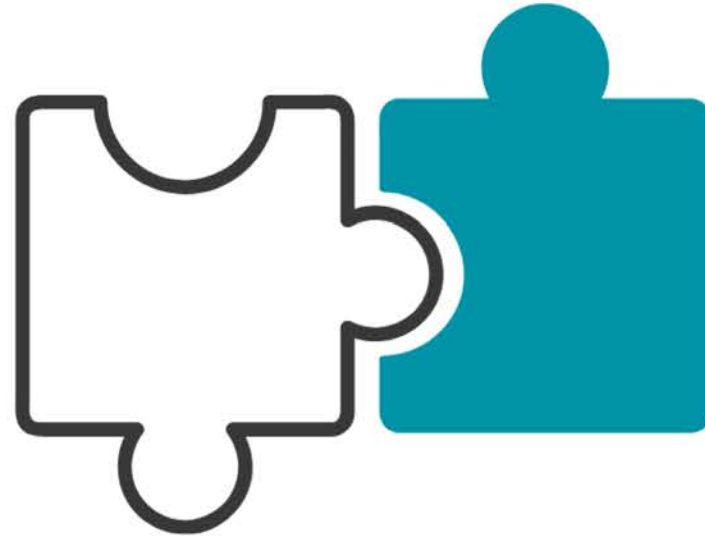
## Cons:

- Depending on what you want to do, Wordpress can cost money
- Need to orient people to these sites using other platforms



# TIPS: MAKE A STRATEGY

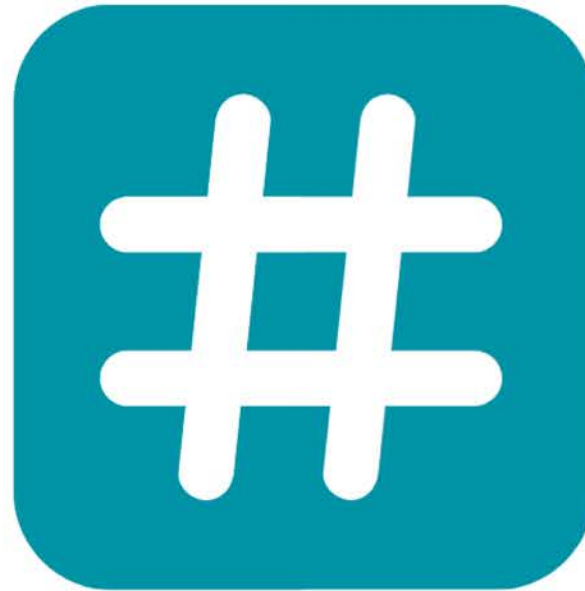
- Be consistent
- Don't be overzealous
- Stay committed





# TIPS: USE THE POWER OF THE #HASHTAG

- Use simple hashtags
- Don't overdo it
- Know some trending hashtags



# TIPS: FOCUS ON QUALITY, NOT QUANTITY

- Use retweeting sparingly. Try to choose impactful science stories to retweet
- Don't hit the share button and call it a day





# TIPS: BE ENGAGED IN THE #SCICOMM COMMUNITY

- Comment on posts by others.
- Follow people who inspire you.
- Pay attention to #scicomm hub pages.



# TIPS: USE VISUALS

- Posts with videos attract 3X more clicks than text-only posts
- Facebook posts from brands that included images earned 87 percent of all engagements, (eMarketer)
- Tweets with images earned up to 150 percent more retweets(Buffer)



# ACTIVITY

**Task:** Craft a brief bio paragraph for the platform of your choice.

**Goal:** To create your digital first impression.

**Identity:** You are speaking as yourself, as an expert in the field.

**Niche:** Use the niche you crafted earlier.

**Voice:** Whatever comes naturally to you!

**Platform:** You choose! Keep in mind character limits/hashtags



# EXAMPLE

**Platform:** Wordpress

*MY NAME IS ALLIE. YOU MIGHT NOT KNOW IT, BUT SOME EXTRAORDINARY SCIENTISTS AROUND THE WORLD ARE DOING SOME EVEN MORE EXTRAORDINARY THINGS. IT'S MY JOB TO TELL THEIR STORIES.*



**Alnycea**

—  
My name is Allie. You might not know it, but some extraordinary scientists around the world are doing some even more extraordinary things. It's my job to tell their stories.

[VISIT PROFILE](#)





# COMBINING TEXT & IMAGES



# ACTIVITY

**Task:** Drawing your writing and photography from earlier, craft a social media post complete with either a photo and/or graphic and caption. Could be a teaser post for your blog post.

**Goal:** To get people outside your field excited about it

**Identity:** You are speaking as yourself, as an expert in the field.

**Niche:** Use the niche you crafted earlier.

**Voice/Tone:** Whatever comes naturally to you!

**Platform:** You choose! Keep in mind character limits/hashtags





**TELL US HOW WE DID**

[bit.ly/scicommdig](https://bit.ly/scicommdig)