

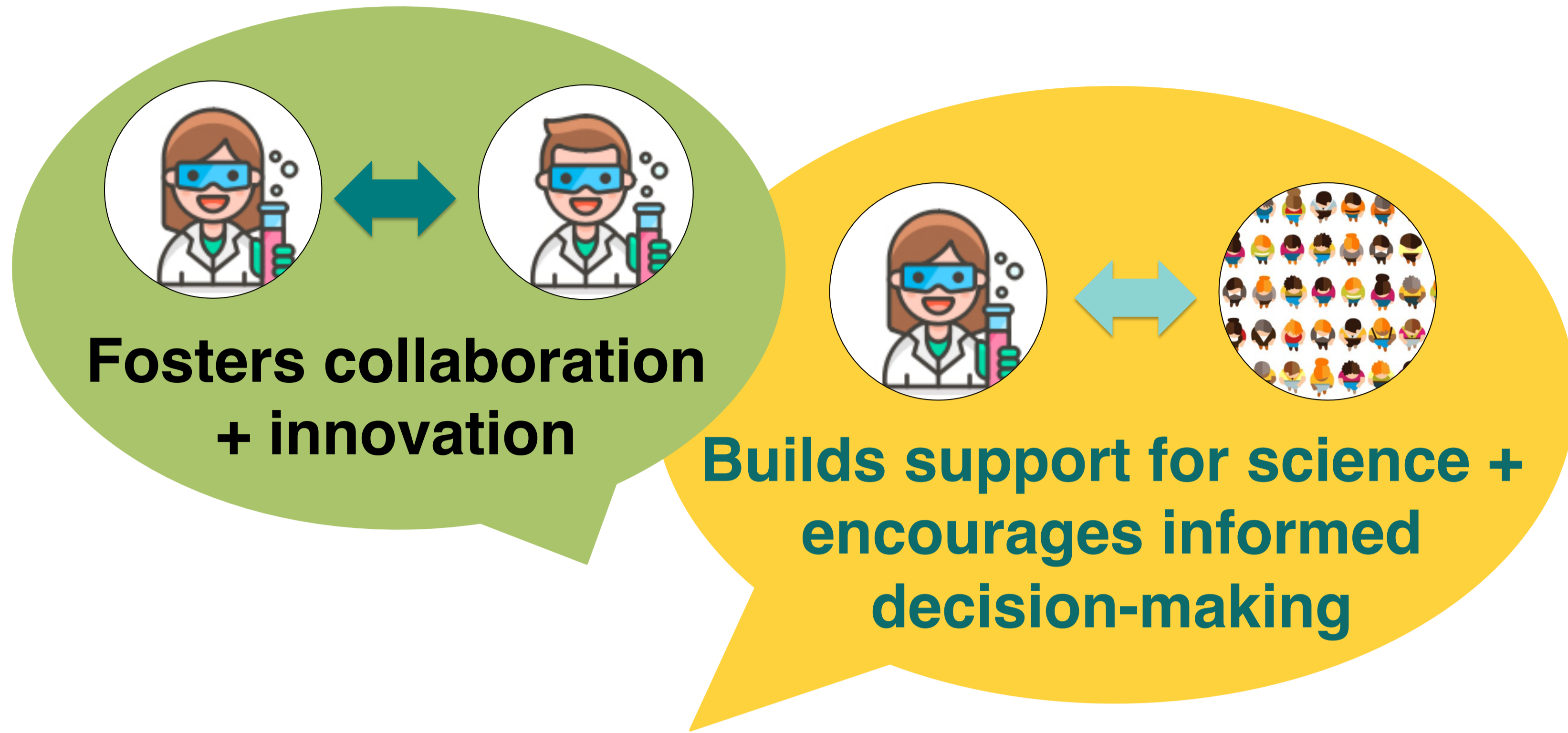
# Best Practices For Science Communication

## An Early Career Researcher Perspective

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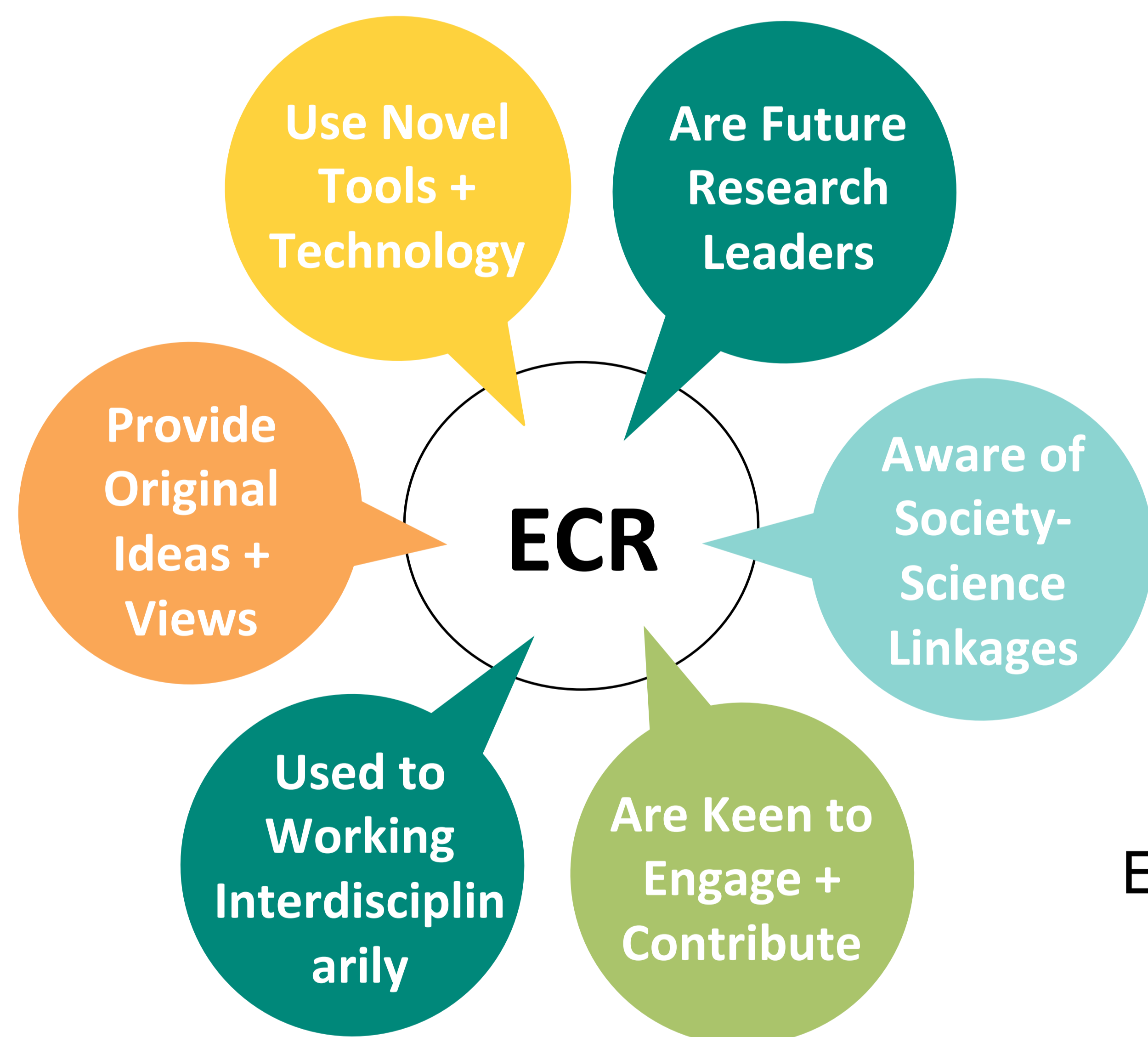
### Why?

#### Science Communication

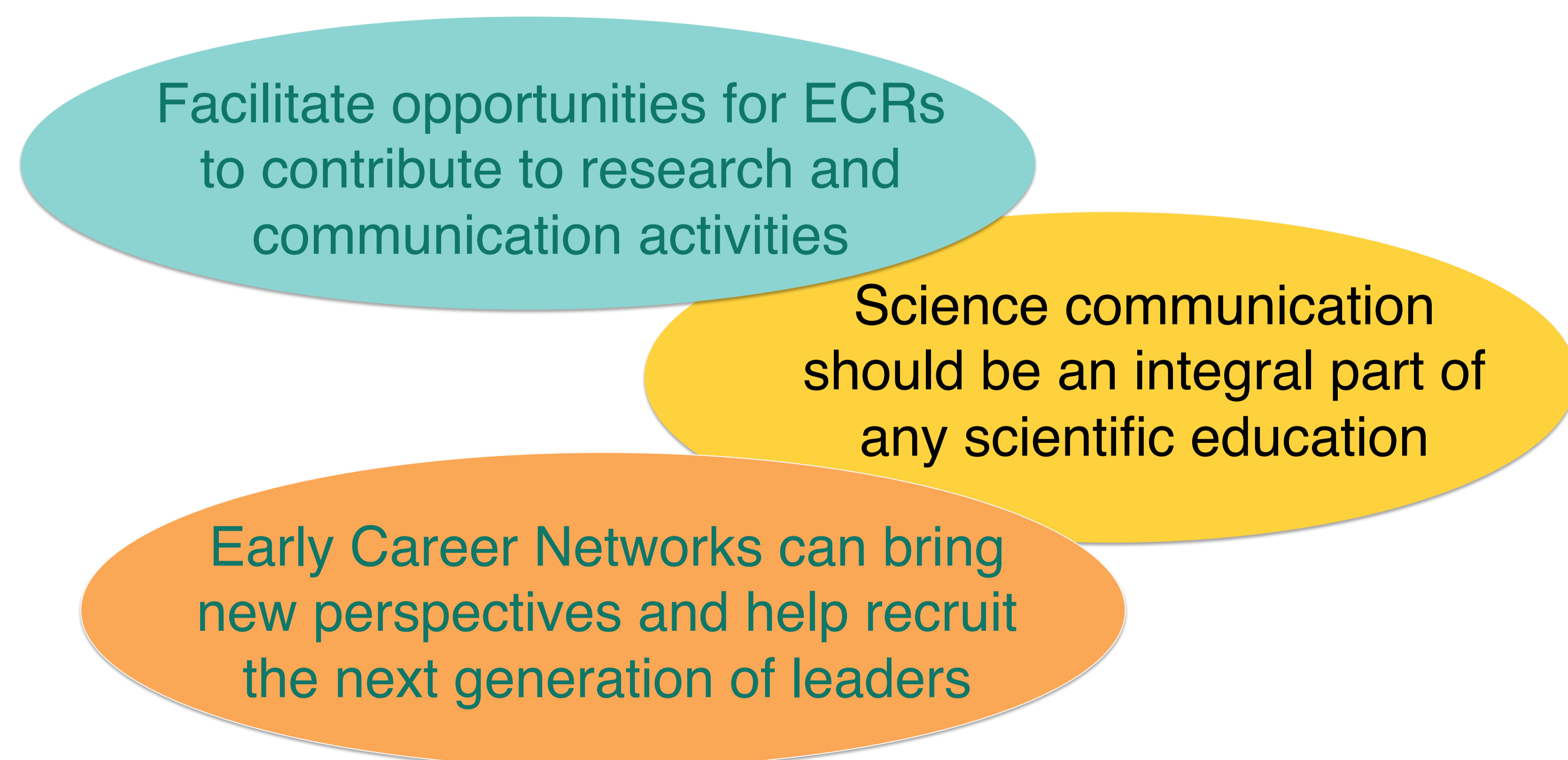


### Why?

#### Involve Early Career Researchers



## Recommendations + Benefits



### How?

#### Consider how people receive information

Engaging with social scientists can help with understanding your audience and how their personal beliefs or values affect how they interpret information



#### Make your message accessible

Tailor-made messages for different media channels, including social media, can help engage wider audiences, particularly those not traditionally reached



#### Empower your audience to be part of the discussion from the beginning

Encouraging an honest, bi-directional dialogue can benefit all – producing more user-oriented science and more informed decision making



#### Assess the effectiveness of your communication

Working with science communication experts can help improve skills and techniques



- Facilitate opportunities for ECRs to contribute to research and communication activities
- Science communication should be an integral part of any scientific education
- Early Career Networks can bring new perspectives and help recruit the next generation of leaders