



Science communication in the Digital Era: Social Media

Pitch yourself in 60 seconds

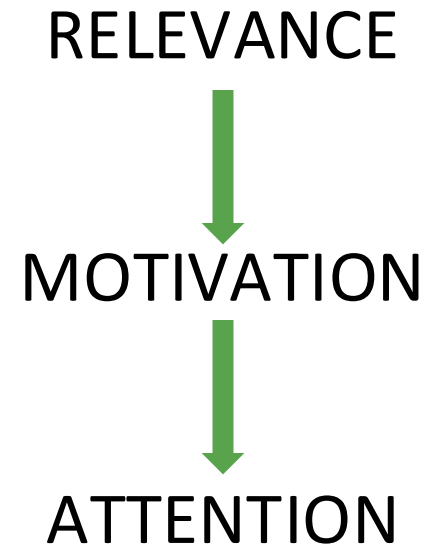
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- Acknowledgement: Paola Rodari

IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System
(D.D. n. 130/2022 - CUP B53C22002150006) Funded by EU - Next Generation EU PNRR-
Mission 4 "Education and Research" - Component 2: "From research to business" - Investment
3.1: "Fund for the realisation of an integrated system of research and innovation infrastructures"

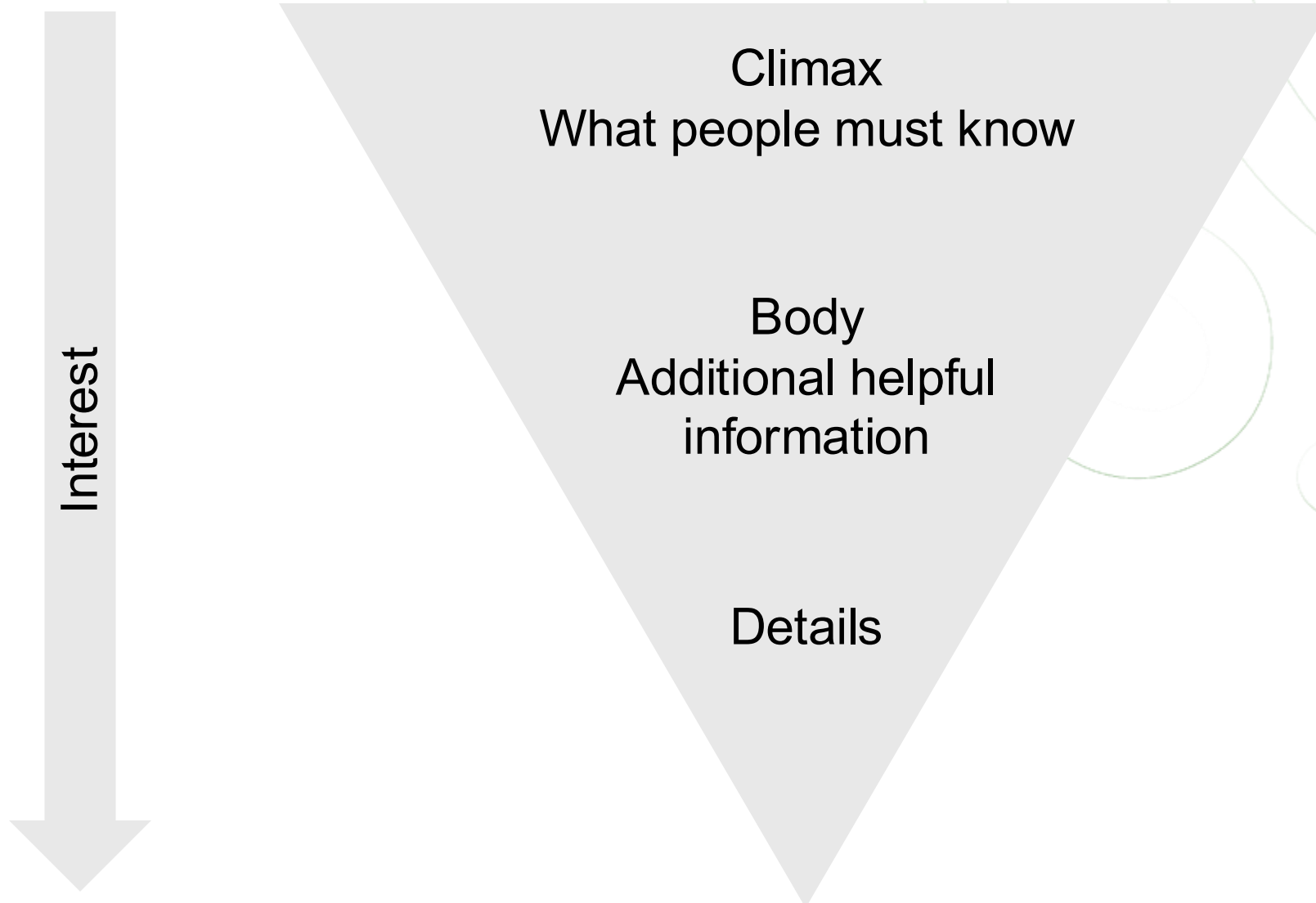


A brief introduction

Science can be difficult, but people listen and make an effort to understand...
if they are really **interested!**



Inverted pyramid



Elevator pitch - Tips

- Know your audience
- What is likely to be **relevant** for them?
- What is the point you want to make?



THANKS!

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