Science Communication Training for employees

Modules	Topics	Description of content / Examples of contributions
Introduction to Science Communication	Introduction, basic definitions, the difference between expert (peers) science communication and science popularization, basic rules, useful tools, communicating science toward various audiences	This module should offer basic and introductory information about science communication. After completing this module, participants should know what is science communication, why it is important, what is the difference in communicating science towards various audiences. They should be theoretically familiar with formats of science communication and should get basic idea what way of science communication they need to use to achieve their goal and how to pick their own way how to communicate science. Examples of contributions: introduction - what is science communication; professional vs broad public; various audiences and tools to use; basic rules of communicating science
Communicating Science towards Professional Public	Research/Academic communication - target groups, useful tools, self-promotion Scientific articles - how to write them	This module should introduce relevant target groups of professional science communication and useful tools to use how to communicate science towards them. It also should offer tips and trick how to do your own professional self-promotion as a researcher. Part of this module is also a contribution about how to write a scientific article. It could discuss the methodologies of academic paper writing and publishing while also highlighting the differences between social science and humanities and life sciences approach.
Communicating Science towards Broad Public	Science Popularization - broad public and general audiences. Various options, principles, struggles and ideas. The importance of use of language, the art of simplification and storytelling. Science popularization events and citizen science.	This module should introduce Science Popularization and explain how to approach the broad public and general audiences, how to talk to them and what language to use. It should explain basic principles and struggles and define various options and tools how to popularize science.
Practical Formats of Science Communications	Texts, video, sound, face to face contact. Blogs, videos, podcasts, public lectures, science shows, presentations	This module should offer an overview about various practical formats that can be used to communicate science (mostly towards general public) and how to approach them. Not every format is suitable for every researcher - how to pick the right one? A deeper dive into the most common and popular science communication formats. The module can contain a deeper focus on specific formats.
The use of Social Networks in Science Communication	Twitter, LinkedIn, Instagram, Facebook… and more. How to communicate science on social networks, the types of social networks.	This module should offer an overview about communicating science on social networks. It should help listeners decide, which social network is relevant to meet their needs, and should help them with managing their social networks. The gains and risks of communicating science on social networks and how to approach it.
Media and Science	Media - newspapers, TV, radio, online news and their role in science communication, principles, workflow Press release / general article and how to do it Fake news and mistrust	This module should explain the role of media in science communication. Participants should get information about how media operate and how to find a common language. There can be a focus on expectation versus reality of media communication and finding a common ground. Module can contain a guide on how to write a press release or a general article for broad public.
Visualization of Science	The use of data in science communication	This module should discuss the possibilities of using data to communicate science towards various audiences (towards students, peers, general public). How to work with data and how to visualy transform them to be easy to understand? How to engage audiences with data? Practical showcases appreciated.