



## **Why and how I communicate on social and traditional media, and some mistakes along the way**

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I love science and consider water issues crucial for society, which inspires me to try to make water science and issues better known in the broader world through our diverse, modern media landscape.

It is tricky, time-consuming and sometimes frustrating, but often very rewarding. I will share some of my history, views, mistakes and successes on communicating on social and traditional media, to hopefully inspire others.