



## Enhance Your Science With Social Media: No ... Really

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The ability to communicate the societal value of basic research to nonacademic audiences is morphing from an optional soft skill to a crucial tool for scientists who are competing over finite or shrinking resources for research.

Findings suggest that scientists have begun to embrace social media as a viable tool for communicating research and keeping abreast of advancements in their fields, as well as building their scientific reputations. This poster will look at how social media is changing the way that scientists are interacting with each other and with the global community.