COMMUNICATING YOUR OTN SCIENCE

1. Tell a **story** with your data
   Remember AND, BUT, THEREFORE (Randy Olsen)

2. **Understand** your audience
   Public, politicians, progeny (kids) = lose the jargon and use analogies, pictures & videos

3. **Share** your story on **social media**
   Consider use of Twitter or Facebook, your story readership can be magnitudes higher than publication
4. **Ask** to share your story
   Escape from the Ivory Tower (Nancy Baron) & seek out opportunities - blogs, newspaper, town hall magazines, naturalists’ clubs, child/youth programs, ENGOs, museums/aquariums, fairs/festivals, etc.

5. **Communicate your science** now
   You only live once, no time like the present to dive into or dip your foot into the world of science communication
Think SUSAN when communicating your science!

Storytelling
Understand your audience
Social media
Ask (& you shall receive)
Now!