

# 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


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## 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

A large salmon is swimming in a river, moving from left to right. The water is clear, and the riverbed is composed of various sized rocks. The salmon has a pinkish-red body with a yellowish-green patch on its side. The background is a soft, out-of-focus green, suggesting a natural outdoor setting.

Think **SUSAN** when  
communicating your science!

**S**torytelling

**U**nderstand your audience

**S**ocial media

**A**sk (& you shall receive)

**N**ow!