

# Science communication workshops for scientists, students and academic staff

## Courses

<b>Media training</b>	Be in control when talking to journalists
<b>Effective writing</b>	Write to be read
<b>Social media for scientists</b>	Use social networks effectively
<b>Science advising</b>	Ensure impact when providing expert advice
<b>Langue inclusive facile</b>	Communiquer facilement de manière neutre (en français)

→ See page 2 for more details.

## About the courses

- In English or French
- In-person or online
- From two half days to two full days
- Practical exercises made between the courses

## About us

**Saraga Communications** helps academic and public institutions in the research, education and innovation domain make their communication coherent and effective. We offer strategic advice, train staff and implement projects. We write texts, reports, speeches and social media posts, edit translations, coordinate infographics, illustrations and videos, and consult on institutional, scientific and political communication. We are based in Basel and work in French, English and German. Our clients include the ETH Board, Swissuniversities, Swissnex, the Fonds national de la recherche du Luxembourg as well as universities and research initiatives.

→ See [www.saraga.ch](http://www.saraga.ch)

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## Media training

### Be in control when talking to journalists

Talking to the media offers a unique opportunity to showcase your research and share your knowledge with society. But the media can distort what you intended to say. Our workshop provides you with the tools to take control of your message and of your relationship with the media.

- Know the media
- Golden rules to control your messages
- Exercises (an interview with journalist, written answers, avoiding hard questions)
- Grow your media presence

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## Effective writing

### Write to be read

Explaining your research in writing gives you control over your messages – provided your texts are read. Our writing workshop gives you the tools to write clearly, accurately and effectively, from the simple tweet to blogs and press releases.

- Adapting your message to your audience
- Golden rules of effective writing
- Exercises (summarise your research, improving texts)

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## Social media for scientists

### Use social networks effectively

Social networks allow you to inform and sharpen your profile, to expand your professional network and sphere of influence – and spice up your workday. But the risks should not be overlooked. Our workshop gives you the tools to navigate social networks effectively.

- Integrate social media in the research cycle
- Golden rules of social media
- How, where and when to post
- Exercises (evaluating posts, writing posts)

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## Science advising

### Ensure impact when providing expert advice

Scientists cannot simply state their knowledge when advising authorities and associations. They must understand their audiences in order to reach them. Our workshop provides you with the tools to ensure that your messages can be integrated into the decision-making processes.

- Interactions between science and policy
- Golden rules to communicate expert advice
- Exercises (evaluating policy briefs, writing a policy brief)

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## Langue inclusive facile (en français)

### Communiquer facilement de manière neutre

Pourquoi exclure des gens lorsqu'on écrit? L'écriture inclusive est sensée, est parfois exigée, mais peut créer des résistances. Aucune raison d'avoir peur: notre atelier vous donne tous les outils pour y arriver facilement et sans sacrifier l'élégance de vos textes.

## **Courses given (2021– )**

### **2024**

- CUSO: Media training, fall semester
- Reatch/SNSF: Media, introduction
- HES-SO: Media, introduction
- Skintegrity: Science communication, introduction
- Idiap: Media training
- FNR Luxembourg: Science advising
- University of Bern: Social media for scientists, spring and fall semesters

### **2023**

- Sweet Consortia: Social media
- LISER (LU): Media training
- LISER (LU): Efficient writing and video making
- LISER (LU): Social media for scientists
- Reatch/SNSF: Media, introduction
- Reatch/Swiss Academies of Art and Sciences: Efficient writing, introduction
- Reatch/University of Bern: Efficient writing, introduction
- Swissnex China: Efficient writing and communication strategy
- FNR Luxembourg: Science advising

### **2022**

- LISER (LU): Writing workshop
- LISER (LU): Media training
- Swissnex Brazil: Effective writing and story telling
- Conseil de la concurrence (LU): Ecriture efficace
- LISER (LU): Social media for scientists

### **2021**

- LISER (LU): Individual media training
- Chambre des Députés du Luxembourg: Ecriture efficace et policy briefs
- FNR Luxembourg: Science advising

