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Science communication: Effective use of social media for scientists

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The paucity of scientists engaging in communicative activities has created a vacuum of knowledge in the age of information. Social media provides the platform to share the discoveries and inventions at the lab scale. Promulgating the research publication is through social media is becoming a routine for the journals. In this talk, I will show the jaw-dropping statistics of people using social media. I will share the key resources and freeware which can be used in order to promote your work with only the basics of graphic designing. Blog and personal website help to create a portfolio for an individual and the lab. I will share the examples of personal websites of scientists promoting their work. We are just beginning to explore the power of social media at this stage; it has a long way to go. Joining the social media revolution at the right time will provide the ample opportunity to stand out as a researcher.

Biography

Rahim Munir is a doctoral candidate at King Abdullah University of Science and Technology (KAUST) and affiliated with the KAUST Solar Center (KSC), where he works on understanding the structure-properties-performance relationship for perovskite solar cells. He completed his MSc degree from the Korea Advanced Institute of Science and Technology (KAIST). He leads a team of scientists from KAUST to perform x-ray based experiments at Cornell High Energy Synchrotron Source (CHESS). Munir is an active member of the Materials Research Society (MRS) and played major leading roles in the MRS-KAUST Student Chapter. He publishes articles on his personal blog and is a volunteer science writer for MRS Bulletin. He has given several invited talks about leadership and communication skills and has encouraged students of Saudi universities to pursue science and engineering as their career. Recently, he organized the "Academic Writing" symposia during the 2016 MRS Fall Meeting in Boston. In his free time, he enjoys reading Oriental philosophy.

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