

Communicating Your Science!

**Tips and tricks on how
to communicate science digitally**

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Content

Science Communication

Science communication is the practice of communicating science-related topics to non-experts.

- Science is present in our everyday lives and is relevant for everyone. However, it is a complex topic and often not communicated simply or clearly enough for people to use it in their decision-making process.
- Good science communication has the power to make science easily available for the society, allowing people to benefit from it in their lives.
- To be effective, science should be communicated in understandable and friendly formats.
- It should reduce the use scientific language, and also avoid using terms that can confuse or mislead the audience.



How to start?

1 - Know your target-audience

Who are the people you want to communicate with? Are they younger or older than you? Do they have a scientific background, or are they completely unfamiliar with this specific scientific field?

Understanding the needs and interests of your audience is crucial to shape a message that matters and attracts them. It will help you choose the most **appropriate language, format and channels to communicate** a message they would be interested to read!

2 - Define your overall message

From all the knowledge you have, what is the **most important piece of information you want your audience to walk away with?** Being clear about what you want to communicate will help you stay on track with your key-message and avoid adding too many details that can confuse your audience or make them lose interest.

3 - Add some visuals

Visual aids such as images, pictures, graphic charts and videos are great tools to build a stronger message. People tend to learn and remember information better when supported by visual cues. However, those should complement or be representative of your overall message, otherwise they can have the opposite effect.

4 - Pick the right channel

Different channels reach different audiences and it is important to use the **appropriate channels of communication**. From social media to your school newsletter, **you need to pick the channels that are the most relevant to the audience you want to reach.**



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Communicating science to a non-expert

Scientists are passionate about their research, but usually the general public is not as fascinated by all the scientific details! So first golden rule: **keep it short, simple and relevant!**

The first step to communicating science is knowing your audience. After understanding what is important for them you can decide what message to craft and how to convey it.

Usually, people tend to be interested in the information or results that can directly impact their lives. To get your audience's attention, make sure to **focus on what is relevant** to them and choose a captivating angle to explore it!

Do they know what this word means?


Where do they look for information?

Would my audience be interested in reading this?

What language style catches their attention?

Tips to make your science writing for blogs or newsletters more engaging:

- Stick to a maximum of 3 key messages per article.
- Place the important concepts and ideas at the beginning, don't bury the lead.
- Avoid using scientific terms and abbreviations: if you do, explain them.
- Write in a professional tone, but use friendly and lay language.
- Divide your text into short paragraphs and use short sentences.
- Keep sentences simple and straightforward.
- Use positive and inoffensive language.
- Use examples to explain your ideas.



X "Foods rich in omega-3 fatty acids are good for cardiovascular health."

✓ "Olive oil and salmon are two omega-3 rich foods important for a healthy heart and blood circulation."

Examples of topics you can write about:

- Scientific findings that can be useful in people's lives.
- The results of your experiments: what was most exciting and inspiring for you?
- Interesting or fun science facts.

Social Media

Social media platforms are great tools to share knowledge and reach a high number of people. But in a time where there is so much information online, you need to be creative to stand out.

To create impactful content in social media, you need to understand the strengths and limitations of social media and adapt your content to the dynamics and users of each platform.

#foodtechnology
#foodproduction
#foodscience



When communicating science on social media:

- 1. Take time to draft and review your post** and make sure it is scientifically accurate. Use software to help you avoid embarrassing typos and grammatical mistakes.
- 2. Include your sources and scientific references when possible (in the text or in the image).**
- 3. Create your own visuals or find royalty-free pictures/videos** that support your key-messages or concepts. Always post with an image to reach more people!
- 4. Make sure the images you create are the right size** to be visualized on each platform (search online for the correct image sizes for each social media platform).
- 5. Schedule your posts at a time when your target-audience is online** to ensure wide reach (ex: students might engage more with social media after school hours).
- 6. Interact with your followers:** like and answer their comments and engage with the discussion.



How to use our social media tool kit?



Use the ready-made images

Use the ready-made images to create your own captions on the topic. Explore the world of food science with your online community.



Use the social media templates to post on Facebook and Instagram

If you want to talk about a specific topic, use the project's templates to create your own images and posts!



Make sure to keep the images simple (a small and catchy sentence is enough!) and use the tips on this booklet to create your captions.


Food Additives

Substances added to food for specific technological functions such as to colour, sweeten or to help preserve foods.

Examples of Food Additives

Antioxidants


Vitamin C = E300



Protect from oxidation Extend shelf-life

Colour

Curcumin



Add colour to food

In Europe, food additives are identified by an E number and are strictly regulated by EFSA.

Glycemic Index of Foods

A number that measures the power of carbohydrate-rich foods to increase blood sugar levels.


Blood glucose levels ↑

High GI > 70

Foods that tend to release sugar fast into blood and cause a peak in blood sugar. Usually less satisfying foods.

Processed foods with high GI should be consumed in moderation.

But high GI foods, such as fresh fruit juices, can be part of a balanced diet.



Adding fat, fiber or protein to carbohydrate rich foods can decrease the GI of meals.


Normal GI = 55-70

Foods that keep a steady release of sugar into the blood.

Low GI < 55

Foods that tend to release sugar into the blood slowly and steadily, making us feel fuller for longer.

Diets rich in low GI foods have many health benefits!




Fermentation

Natural process carried out by microorganisms that cause unique flavours and textures in foods and beverages.

Alcoholic fermentation

Glucose (sugar) + Yeast = Ethanol & CO₂

Ethanol: Evaporates or makes alcoholic beverages. Makes dough grow & drinks fizzy.



Lactic acid fermentation

Glucose (sugar) + Lactic acid bacteria = Lactic acid & CO₂

Lactic acid: Firm texture & sour flavour.

What are Calories?

1 calorie is the amount of heat or energy needed to increase the temperature of 1 gram of water by 1 °C.


Calorie unit of energy

Expresses the energy in food


1 Kilocalories (kcal) = 1000 calories (cal)

1 Kilojoules (kJ) = kilocalories x 4.186


1 gram of carbohydrates = 4 kcal




1 gram of protein = 4 kcal



1 gram of fat = 9 kcal



1 gram of alcohol = 7 kcal



Use the hashtag #FoodScienceClass

Always add the project's hashtag to your posts and search it to find out posts from other students!



Twitter is a social media platform that allows for easy and quick updates in 280 characters-long post format. **When posting on Twitter you need to be short, succinct and straight to the point.**

When creating Tweets:

- Stick to one **1 key-message per tweet.**
- **Use emojis to make your message playful**, but stick with 2-3 maximum and chose relevant ones. Avoid substituting words with emojis. (ex: key-messages vs - 🗝 messages).
- Use **1-2 popular and relevant hashtags** related to the topic of your post – it will help people find your content. However, **do not chose # that are too vague**, else your post will not stand out (ex: #foodadditives vs #sorbitol).



Instagram is a platform based on sharing pictures or videos, so **visuals are the most important part of your post!**

Tips on creating Instagram posts:

- Explore the **key-messages in the images – keep it short and simple**, using small sentences, bullet points and/or icons. You can add up to 10 pictures per publication.
- **Stick to 1 key-message per picture.**
- **Keep the caption short** and add different hashtags in the end.
- **Promote your post in your Stories** to increase reach.





Facebook is one of the most used social media platforms, so you can reach a broader audience.

Even though Facebook allows for longer posts, people's attention span is short, so **keep it simple and resist the temptation of adding too many details.**

When creating Facebook posts:

- Ideally, have a **maximum of 7 lines per post.** When creating longer posts, divide your information in short blocks of maximum 5-7 lines and add spaces between them.
- **Include questions** to encourage comments and spark a discussion.
- Hashtags are less used in Facebook, but you can still add some to your post.



Picking the right #hashtags

- Choose hashtags that are related to the topic of your post.
- Search different hashtags to check if they are popular or not. Opt for those which are used, but not overly popular.
- Don't use hashtags that are too broad, as your post will less likely stand out from all the others, for example #food.

Scientific posters:

Scientific posters are great ways to share science and spark debate around a topic.

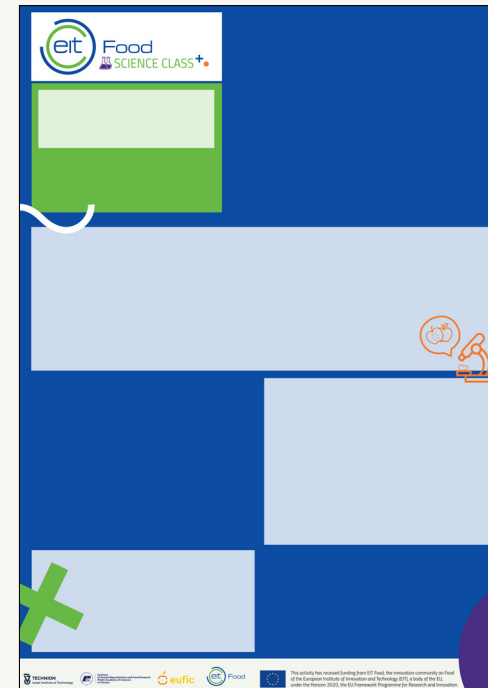
Good scientific posters summarize and convey science in a visually appealing format that is quick to read and easy to understand, even for those who are unfamiliar with the topic.

How to use our scientific poster templates:

Before you start, ask yourself 2 questions:

What is the most important finding about my research project?

How can I make it more visual and engaging to my audience?

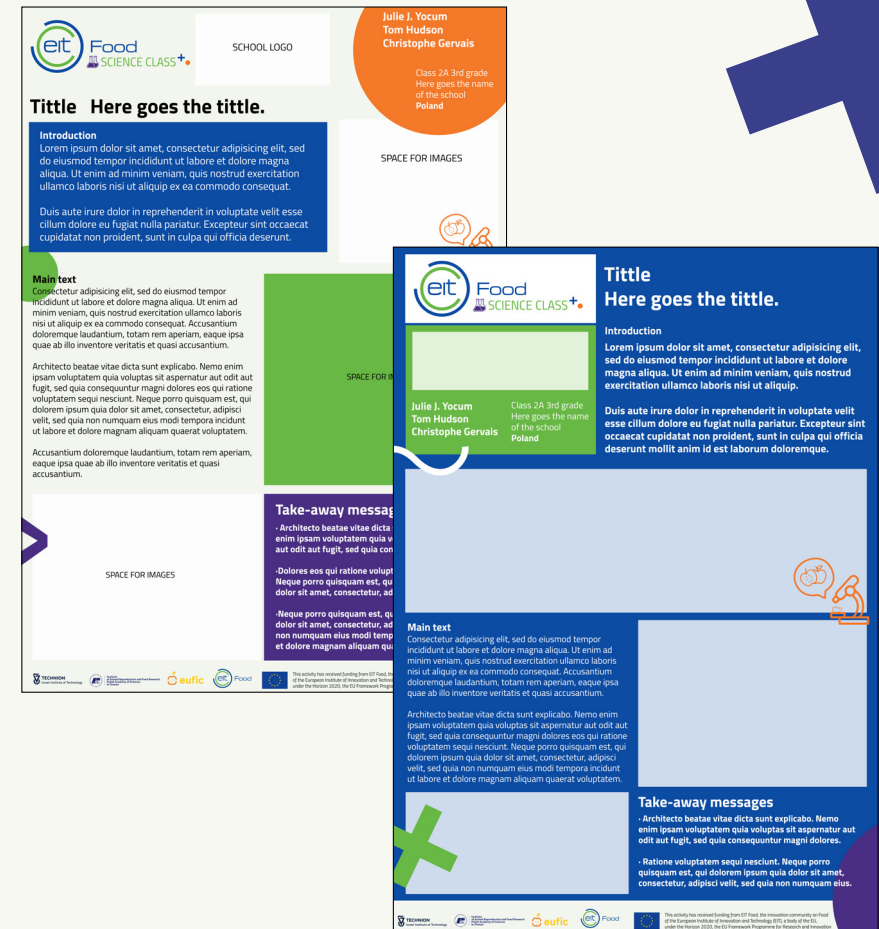


After you decide on your communication goals, it's time you start breaking down science into simple and visual messages that can capture people's attention.

Choose one of templates available and then follow the tips below to create your own scientific poster!

Tips on how to create your scientific poster:

- Choose a short and attractive title, that can spark curiosity in your audience.
- Don't overload the poster with text and images – make sure your information is well spaced.
- Structure your content orderly, to guide people's reading.
- Choose professional-looking fonts and make sure they are large enough to be read from distance.
- Use short paragraphs and sentences.
- Stick to 1 idea per paragraph.
- Use bullets and numberings to simplify information.
- Use clear, straightforward and simple language.
- Leave out details that are not relevant to your results or findings.
- Avoid jargon or abbreviations. Explain scientific terms when you use them.
- Use graphics and schemes to represent information or results.
- Only use pictures for which you have the copyright or direct authorization from the designer/owner.



Take-away messages:

- Your poster is a short story: keep it simple.
- Less text, more visuals.
- Let information flow and breath.