

American Ornithology 2017: PROPOSAL FOR SYMPOSIUM

1. Type of event (symposium, tools in ornithology).

Symposium

2. Title of event that reflects its theme (maximum 100 characters).

#TheTweetingBird: Using science communication via social media to benefit your research and your career

3. Name, affiliation, and contact information for the organizer(s).

<u>Name</u>	<u>Affiliation</u>	<u>Contact Information</u>
Auriel Fournier	University of Arkansas	aurielfournier@gmail.com
Jordan Rutter	American Ornithological Society	jerutter@gmail.com
Nicole Wood	Central Michigan University	nicolewood@wildlifebiogal.com

4. Name, affiliation, contact information, and talk titles (maximum 100 characters) for 5-6 invited speakers.

<u>Name</u>	<u>Affiliation</u>	<u>Contact Information</u>
Steve Dudley	British Ornithological Union	stevedudley@bou.org.uk

Using Social Media to Help Drive Your Own Research Articles Altmetric Attention Scores

Auriel Fournier	University of Arkansas	aurielfournier@gmail.com
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#MORails #MOScience: Tweeting Live From the Field

Jo Latimore	Michigan State University	latimor1@msu.edu
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Telling Your Story: Communication and Engagement that Advances Environmental Stewardship

Abby McBride	N/A	abbymcb@gmail.com
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The Art of Scicomm: Using SciArt to Connect Your Audience to Science

Jordan Rutter	American Ornithology Society	jerutter@gmail.com
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Using Social Media at Scientific Conferences: A Case Study of NAOC 2016

Nicole Wood	Central Michigan University	nicolewood@wildlifebiogal.com
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Interactive Scicomm Engagement with Live Streaming Apps

5. Preferred duration (half or full day; morning or afternoon session for a half-day duration) and format (regular or lightning symposia).

Full day session and regular format.

6. A description (500 word maximum) of the objectives and topics to be covered during the event, including a brief explanation of the steps taken to achieve diversity in the line-up of invited speakers for the symposium.

Topics

Apps: Facebook, Twitter, Instagram, Snapchat, Periscope, and more ~ The social media audience ~ Showcasing research through social media ~ How organizations can use scicomm to promote their agenda ~ Getting students involved with scicomm ~ Twitter games: How to get your audience engaged ~ Your life in science: Making sense of it via scicomm

Diversity Statement

The organizers will look to invite speakers that have a solid base in social media while being representative of the entire spectrum of American Ornithology members. We champion diversity through our social media channels and our goal is to do the same with this symposium.

Symposium Scheduling

We would appreciate having the scicomm symposium scheduled for the first full day of the conference. Part of the goal of this symposium is to help audience members engage with scicomm via social media during the meeting. This would be easier to accomplish if the symposium was on the first day of the meeting, so that attendees can use the skills and ideas shared at the symposium throughout the meeting rather than only on the last day or two. This worked well at NAOC 2016 where audience members of the scicomm workshop were able to put their newfound skills to use throughout the entire conference. Audience members benefited by having the rest of the conference for exploring scicomm and using it for at-meeting networking. The conference benefited as well with social media mentions and conference hashtag usage dramatically increasing, providing quality social media promotion of the conference. We want everyone, audience members and the meeting, to get the most out of the symposium and feel that this would be a missed opportunity if the symposium was pushed to later in the meeting.

7. Rationale for why the symposium/tool talk is timely and why it would be interesting to a large number of attendees.

The symposium is designed to expose ornithology researchers to science communication through the use of social media, commonly referred to as scicomm. Science communication is undergoing a revolution from traditional techniques that used television and print media as points of focus, to modern techniques that use a variety of social media applications (apps) for interacting with audiences. The scicomm community of scientists is growing at a rapid pace, but many scientists are either unaware of new apps, hesitant to implement a science communication program that they do not fully understand, or skeptical that scicomm distracts from the “real science”. The goals of this symposium are to teach scientists of all scicomm experience levels which social media apps are available, how to use these apps, and how to apply the use of these apps to benefit multiple facets of their careers. By the end of the symposium, audience members will have a new knowledge base that they will be able to start implementing immediately.