

# Using Social Media to Promote Your Research



**Thursday, April 10, 2014  
1:00-3:00pm  
Memorial Union, Garrison Room**

Many view social media as either a fun distraction, a waste of time - or both! But social media tools can be a tremendous resource for academics seeking to share their research, find new collaborations, and ultimately advance their careers.

**Attend this workshop to learn how to:**

- **Use social media to share and promote your research**
- **Identify appropriate audiences and avoid pitfalls**
- **Choose the right platforms to help you achieve your goals**

**Please pre-register using this online form: <http://bit.ly/1ajX6Pc> (Pre-registration will help to guide the format of the workshop and the type of social media tools covered)**

**Workshop Leader: Holly Bik, Ph.D.**, Holly Bik is a postdoctoral scholar in marine genomics, working in Jonathan Eisen's lab at the University of California Davis. Dr. Bik is extensively involved in the use and promotion of social media in academic settings. She has several social media sites dedicated to the dissemination of science including: [Dr. Holly Bik | Deep Sea News](#); [@hollybik - Twitter](#); [Holly's personal Homepage](#); [Holly Bik - Google Profile](#)

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