



Session 1 – Welcome to the module

“Social media management for citizen science projects”

Welcome everyone! My name is Sofia Oliveira and I am currently finishing my PhD in Science Teaching and Dissemination at the University of Porto (Portugal). Today, I will introduce you to this e-learning module that I prepared along with my team. So, without further ado, I would like to acknowledge Bárbara Barros, Joana Pereira, Paulo Santos and Ruth Pereira for their valuable contributions to this module, which is entitled “Social media management for citizen science projects”. If you are curious about our background and expertise, you can later check the page “About Our Team” in the tab “Further Information”.

This module is designed for both scientists and citizen science practitioners that are somewhat involved in the management of their projects, whether this project is already present in social media or not. And the goal here is to capacitate participants to:

- Enumerate the ways that citizen science can benefit from social media.
- Choose the social media that best suits their project.
- Implement the best strategies to enhance their social media performance and to boost the benefits generated for the citizen science project.

To achieve these learning goals, this module is divided into eight sections, covering topics such as which social media platform to choose, how can social media benefit citizen science, page management, and even content creation.

In most sections, you are first supposed to fill a one-question survey which is designed to spark an internal reflection about each topic. Then, you can choose to scroll through the online presentation, listen to its podcast version or even read the podcast script. To successfully complete this module, you will have to achieve a passing grade in the Final Quiz.

I really hope you find this module useful. See you in the introduction!