

_ÖA Workshop: "Social media at the UFZ and in science"

In this workshop we will introduce the social media channels at the UFZ: Which channels exist, what are the respective goals and which channels are suitable for certain purposes. Furthermore, we will inform about the criteria that have to be considered in order to register an own social media channel from science for science. Finally, we introduce the *Alumniae group on LinkedIn, which has been active for almost a year: What is the status and which topics are of interest to potential alumniae?* What are the general wishes from the scientific community?

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Session Classification: Breakout Session