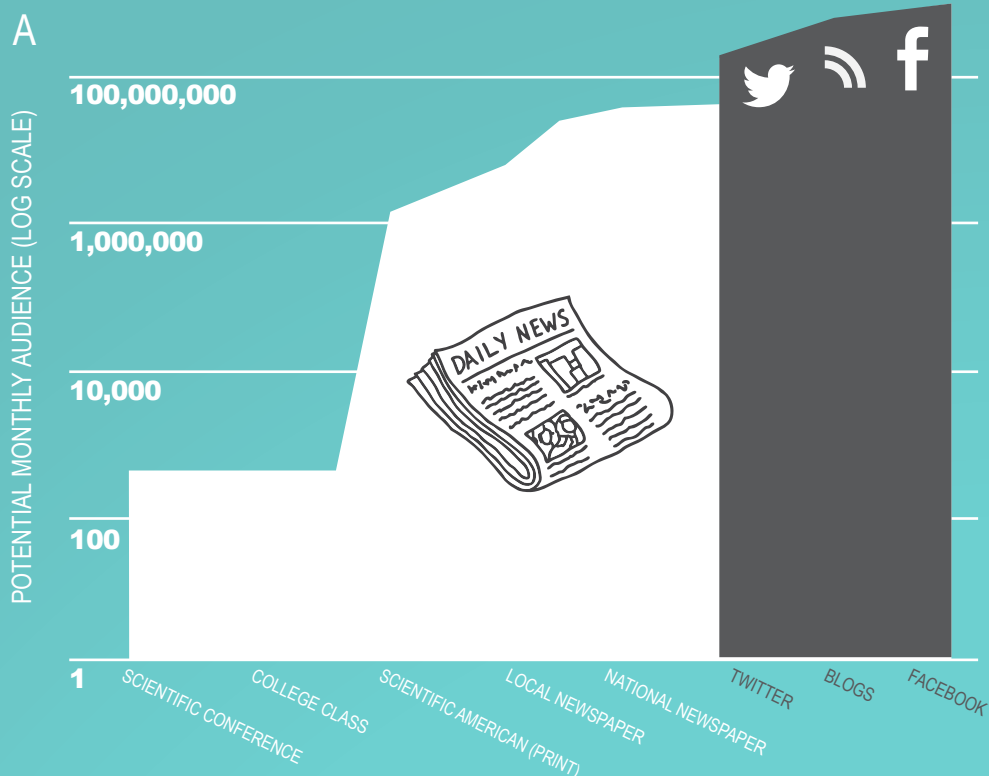


7WAYS

ONLINE COMMUNICATION CAN HELP YOUR SCIENTIFIC CAREER

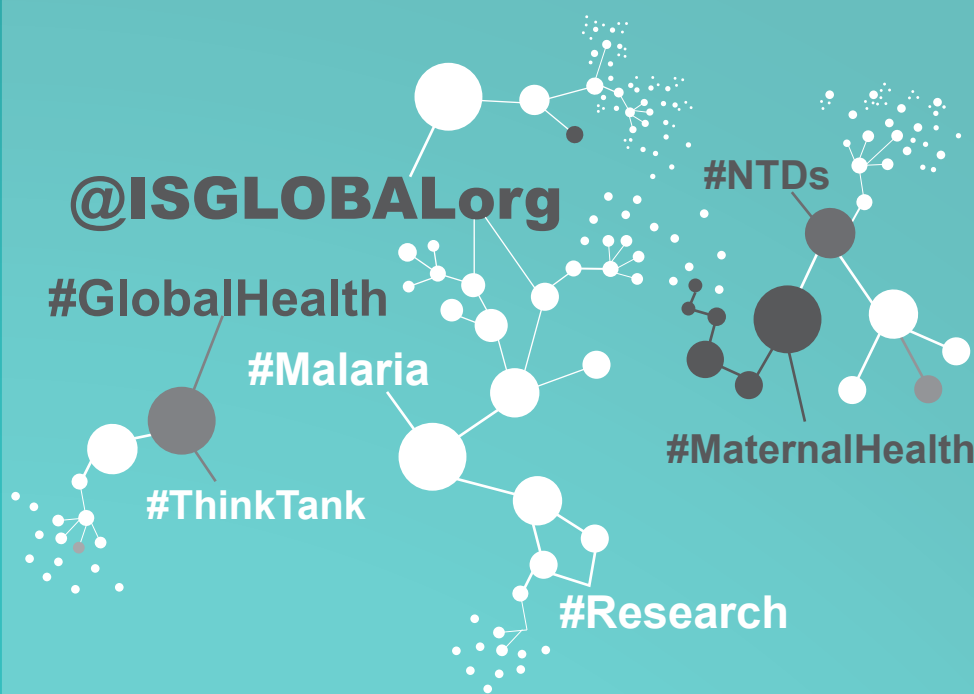
1

ONLINE COMMUNICATION ALLOWS YOU TO REACH
A MUCH WIDER AUDIENCE
THAN TRADITIONAL MEDIA.



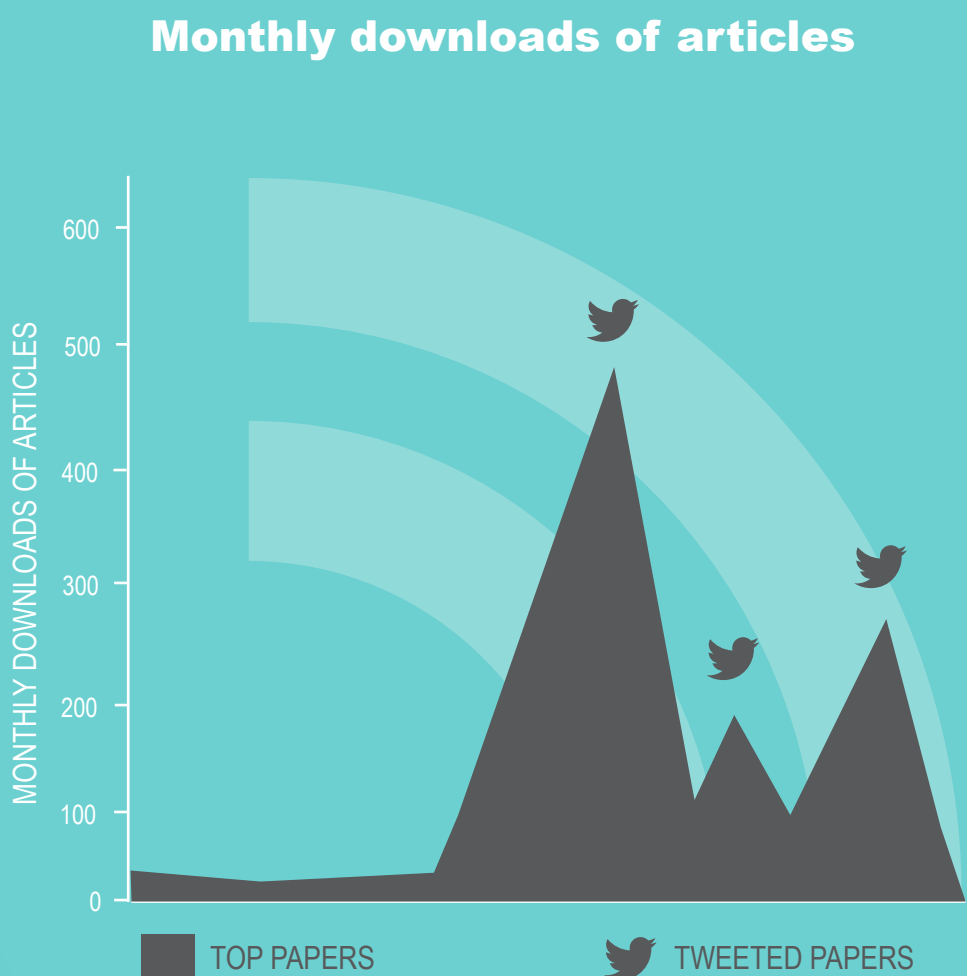
2

A **GOOD INTERNET PRESENCE** WILL HELP YOU NETWORK WITH OTHER COLLEAGUES AND OPEN UP NEW CHANNELS OF COLLABORATION.



3

HAVING YOUR OWN **BLOG** WILL INCREASE THE IMPACT AND CITATIONS OF YOUR WORK.



4

YOUR CONTRIBUTION IS VITAL IN THE FIGHT AGAINST **PSEUDOSCIENCE** AND THE MANY MYTHS CIRCULATING ON THE INTERNET.

Vaccines cause autism
<http://pseudoscien.ce>

@user actually that has been proven wrong. You should check this out: <http://fac.ts>

ISGlobal
Barcelona
Institute for
Global Health

5

IF YOU BECOME A **RELIABLE SOURCE OF INFORMATION ON THE INTERNET**, YOU WILL CREATE YOUR OWN BRAND AND ENHANCE YOUR ONLINE REPUTATION.



6

SOCIAL NETWORKS ARE A VERY USEFUL TOOL FOR ONLINE ADVOCACY. USE THEM!

- MAKE CONTACT WITH KEY PEOPLE AND INSTITUTIONS
- DEMAND ADEQUATE R&D POLICIES
- CALL FOR RESOURCES FROM GOVERNMENTS AND DONORS
- SHOWCASE YOUR WORK AND ITS POSSIBLE APPLICATIONS

7

COMMUNICATION SKILLS HAVE BECOME A KEY VALUE-ADDING TOOL FOR ATTRACTING COMPETITIVE FUNDS.



MORE INFORMATION AT WWW.ISGLOBAL.ORG