



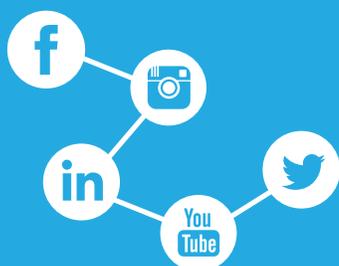
SEE AND BE SEEN: ADVANCING YOUR CAREER

Beyond having your research published in reputable journals, there are many ways to promote your science and raise your visibility.



SCHOLARLY COLLABORATION NETWORKS

The power of SCNs is undeniable. SCNs enable you to share your research, collaborate or find collaborators, expand your network, and weigh in on discussions with scientists from around the world.



MAINSTREAM SOCIAL MEDIA

Don't be a stranger to social media. Not only can it help you promote your research, it also enables you to stay on top of the latest science news and research.



PUBLIC INFORMATION OFFICERS

Make friends with your PIO. They are the ones in your organization who work with the media and often need scientists who can clearly and effectively explain complicated research to the public.



PROFESSIONAL ORGANIZATIONS

Are you taking full advantage of professional organizations you belong to? Offer to speak at an industry conference, volunteer for a committee, serve as a panelist on a webinar, or write a blog, column, or article. The more you're out there, the greater your visibility.



OTHER SKILLS

Broaden your horizons. Start a blog, create a YouTube channel, or serve as a guest blogger for a media outlet or other non-science organization to reach new audiences and let them know about the important work you are doing.

