



# Why Science Communication Matters (to You)

GS  
O\*

# GSO\*

Guidance, Skills & Opportunities  
for Researchers

\*Your Ally for  
Careers in  
Academia & beyond.



Find out more about GSO  
at [gsonet.org](http://gsonet.org)



Connect with us on  
LinkedIn

Dr. Birte Seffert –  
Career Advice, Coaching, Workshops  
& Klaus Tschira Boost Fund  
[seffert@gsonet.org](mailto:seffert@gsonet.org)



Science  
Communication



Communication



Visibility



Where are  
you visible  
as a  
researcher?

# Why Communication & Visibility?



1

**Communication & Visibility**  
is essential for advancing your career  
in academia (and beyond).

# Elements of a Career Strategy

---



**POSITIONING:** What do I want & what am I good at?



**MESSAGE:** What do I want to convey to whom?



**VISIBILITY:** How can I make myself seen by the right people?



**NETWORK:** How can I make helpful connections?



**APPLICATION:** How can I communicate that I am the right fit?



- + Invited talks
- + Active memberships
- + Committee work

2

**Communication & Visibility**  
contributes to making an impact.



Media  
Coverage

Public  
Speaker

Author

Youtuber



## Rockchar & Superchar

Rock'n'Char for Future!

Environmental Services · Hamburg · 1K followers · 2-10 employees

 Dr. Maria-Elena works here

 Message

 Following

...

Home About Posts Jobs People



Rockchar &  
Superchar  
1,065 followers

All

Images

Videos

Articles

Documents

Sort by: Top ▾



Rockchar & Superchar

1,065 followers

2w · 

Dear Biochar Rockers,  
I had the honor to present **#Superchar** at the **#39C3** Chaos Communication Congress. Enjoy this easy going ...  
[...more](#)



YouTube

[https://www.youtube.com/watch?v=48at0bvnT\\_0](https://www.youtube.com/watch?v=48at0bvnT_0) ::

["A bio-geo-love story" by Maria-Elena Vorrath - YouTube](#)

09.05.2023 ... Maria-Elena Vorrath is a Geoscientist at the Institute for Geology at Hamburg University. Her keynote at Carbon Removal Basel 2023 focuses ...

aus der taz | veranstaltungen | shop | fragen & hilfe |

**taz** 

THEMEN POLITIK ÖKO GESELLSCHAFT KULTUR SPORT BERLIN NORD WAHRHEIT

abo | genossenschaft | taz zahl ich |

suchen ...

Wissenschaftlerin über Geoengineering

## „Wir geben der Natur Rückenwind“

Die Geologin Maria-Elena Vorrath entwickelt Techniken, mit denen CO<sub>2</sub> aus der Atmosphäre geholt werden kann. Sie sagt: Ohne Geoengineering geht es nicht.



Geoengineering: Bei der Verwitterung der Gesteinsart Olivin wird der Atmosphäre CO<sub>2</sub> entzogen  
Foto: Imago

SCHWERPUNKT KLIMAWANDEL



Oko / Wissenschaft 11.2.2023, 18:26 Uhr

DAS INTERVIEW FÜHRTE  
**SUSANNE SCHWARZ**  
Klimaredakteurin

THEMEN  
• Naturwissenschaft  
• Schwerpunkt Klimawandel #Zukunft, #wochentaz



3

**Communication & Visibility**  
improves your chances of securing  
attractive funding.

Grants

Awards

Prizes



“It’s not just about the money—each grant is a boost of confidence in your research agenda, which brings more opportunities and talents to your group.”

”

**Dr. Jingyuan Xu**Physicist & Head of  
“ZEco Thermal Lab”

Karlsruhe Institute of Technology

 <https://www.unesco.de/aktuelles/loreal-unesco-foerderpreis-for-women-in-science-2025> ::

### L'Oréal UNESCO Förderpreis „For Women in Science“ 2025

08.09.2025 ... Jingyuan Xu © L'Oréal. Dr. Jingyuan Xu. (Institut für Mikrostrukturtechnologie, Karlsruhe Institute of Technology [KIT]). konzentriert sich in ...

 Leopoldina

<https://www.leopoldina.org/pressemitteilung/press> ::

### Nationalakademie ehrt Jingyuan Xu mit dem ...

29.02.2024 — Die Nationale Akademie der Wissenschaften Leopoldina ehrt die Ingenieurin für Thermodynamik und Energietechnik **Jingyuan Xu** für ihre Lehr- ...

 Hector Fellow Academy

<https://hector-fellow-academy.de/hector-rcd-awardees> ::

### Dr. Jingyuan Xu

Jingyuan Xu ist Leiterin der CZS Nexus-Forschungsgruppe "Emissionsfreie und umweltfreundliche Heiz- und Kühltechnologien" (ZEco Thermal Lab) am Institut für ...

 Carl-Zeiss-Stiftung

<https://www.carl-zeiss-stiftung.de/aktuelles/news-detail> ::

### Postdoktoranden im Programm CZS Nexus gefördert

28.08.2023 — **Jingyuan Xu** vom Karlsruher Institut für Technologie. Die Förderdauer beträgt maximal sechs Jahre. Mit dem Förderprogramm CZS Nexus ...

 Informationsdienst Wissenschaft

<https://idw-online.de/-DIDsAA> ::

### Starker Impuls für Spitzenforschende von morgen

23.08.2023 — Starker Impuls für Spitzenforschende von morgen: 16 neue **Fellows** für den Klaus Tschira **Boost** Fund wurden ausgewählt. ... **KTS** geförderten Programme ...

 Department of Engineering, University of Cambridge

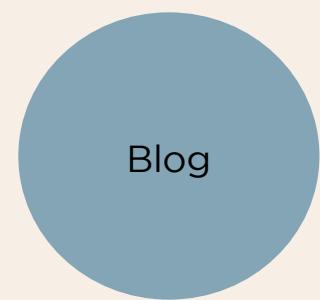
<https://www.eng.cam.ac.uk/news> · Diese Seite übersetzen ::

### Young researcher selected to attend 69th Lindau Nobel ...

09.05.2019 — Dr **Jingyuan Xu**, from the Reacting Flows group led by Professor Simone Hochgreb, will join a cohort of the most qualified young scientists ...

4

**Communication & Visibility**  
gives you agency, allows for personal  
branding.





## The biodiversity modelling lab



BOIDIVERSITY  
MODELLING

**Damaris Zurell**  
Junior research group leader (HU), Guest scientist (WSL)  
Humboldt-Universität zu Berlin  
HU  
Swiss Federal Research Institute  
WSL

I am fascinated by the question why species and individuals are where they are, how they get there and how they manage to sustain. This is central to understanding how they will respond to changes in their abiotic and biotic environment, for example due to climate change.

In my team, we tackle research questions across several spatial and temporal scales. For example, we study drivers of broad-scale species distributions, of population dynamics as well as individual fitness, and their interplay with inter- and intraspecific interactions and life-history trade-offs. Modelling and data integration is a major part of our work, and we dedicate a lot of time to testing and improving existing methods for biodiversity modelling.

**MARCEL S. PAWLICKI**



[ABOUT ME](#) [RESEARCH](#) [PUBLICATIONS](#) [TRAVEL](#) [PHOTOGRAPHY](#)

[LEARN MORE](#) [LEARN MORE](#) [LEARN MORE](#) [LEARN MORE](#) [COMING SOON](#)

Schwarzschild Fellow at the Leibniz-Institute for Astrophysics

Satellite galaxy planes, dwarf galaxies, near-field cosmology.

List of peer-reviewed papers and other publications

Upcoming trips and talks, and a list of past presentations

Have a look at some of my black & white photography projects



## About



*Pull a thread and you'll find it's attached to the rest of the world*

-Nadeem Aslam-

My daily life is filled with unravelling the mysteries of animal behaviour. I am interested in understanding the social and ecological consequences of individual behavioural variation, especially of wildlife. For this, I focus on concepts such as animal personality, social networks, foraging, communication, migration and learning. Study models include (but are not restricted to): waterfowl, songbirds, bats and fish.

Besides studying animal behaviour, I wish to inspire people with facts and stories about [the amazing ways animals behave](#). For example, via [popular science articles](#), [blogs](#), [vlogs](#), [videos](#), [interviews](#) and, of course, [Twitter](#). In 2016, I very much enjoyed being a lecturer for our Massive Open Online Course ([MOOC](#)) on animal behaviour, free to participate for everyone. As a [female scientist](#), I also think it is important to set an example for girls all over the world. [Science is not just a boy thing](#).

If you are interested in working with me you can contact me at [lysanne.snijders@wur.nl](mailto:lysanne.snijders@wur.nl). WUR students can check out possible thesis and internship projects with me at [tip.wur.nl](http://tip.wur.nl).

5

**Communication & Visibility**  
can be entertaining and reach a broad,  
diverse audience.



Podcast

lorenz adlung

Vergleichswebseiten Bilder Videos News Instagram Twitter Uke Jasmin sc

Ungefähr 54.300 Ergebnisse (0,31 Sekunden)

**Lorenz Adlung** Forscher

Übersicht Videos Bücher

Science-Rap doku - Dr. Lorenz Adlung Nachwuchswissenschaftler Universitätshospitum Hamburg Eppendorf

Lorenz Adlung https://www.lorenzadlung.com

**Lorenz Adlung – Forschung und Wissenschaftskommunikation**  
Dr. Lorenz Adlung: Wissenschaftler, Slammer, Nerd. Moin! Ich bin promovierter Systembiologe, datenliebender Kolumnist, unabhängiger Forschungsgruppenleiter, ...

NaWik https://www.nawik.de > Team

**Dr. Lorenz Adlung - Nationales Institut für ...**  
Dr. Lorenz Adlung ist promovierter Systembiologe und Science Slammer. Für seine Doktorarbeit am Deutschen Krebsforschungszentrum in Heidelberg wurde er u.a. ...

X · LorenzAdlung 3970+ Follower

**Lorenz Adlung (@LorenzAdlung) / X**  
Doktor Fett ( ). Labor-Leiter ( ). Vater von Drei ( ). @lavievagabonde.

fis-uke.de https://fis-uke.de > portal > persons > lorenz-adlung(2\_

**Lorenz Adlung | UKE Forschungsportal**  
Publikationen · Cell and Molecular Biology for Non-Biologists: A short introduction into key biological concepts · Erythropoietin-driven dynamic proteome ...

WordPress.com https://lorenzadlung.wordpress.com

**Lorenz Adlung Blog – Science, Communication ...**  
Ancient anxiety revived in me. Two loners meet and then recede. Without repeat. Incomplete. Forces teared their chromosomes apart, right in two, right from the ...

LinkedIn · Lorenz Adlung 600+ Follower

**Lorenz Adlung - Universitätsklinikum Hamburg Eppendorf**  
Sehen Sie sich das Profil von Lorenz Adlung im größten Business-Netzwerk der Welt an. Im



## Science Slammer

Ich setze mich mit meiner wissenschaftlichen Forschung gern lyrisch, kreativ auseinander, und dann zieht es mich auf die Bühne, um das Publikum mit meiner Kunst zu bilden und zu unterhalten.

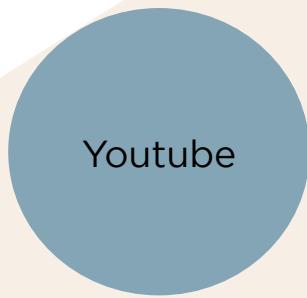
Bei Science Slams und Poetry Slams aller Art stand ich schon in Deutschland, der Schweiz, den USA und Israel auf der Bühne.



## Podcast-Partner

Gemeinsam mit meiner Frau, Jasmin Schreiber, betreibe ich den Natur-/Wissenschaftspodcast [BUGTALES.FM](#). Dort erzählen wir uns regelmäßig Geschichten aus den (Bio-)Wissenschaften.

Aktuelle Folge anhören!



**maiLab**

@maiLab 1,43 Mio. Abonnenten 188 Videos

Holt euch einen Tee, Freunde der Sonne, mach

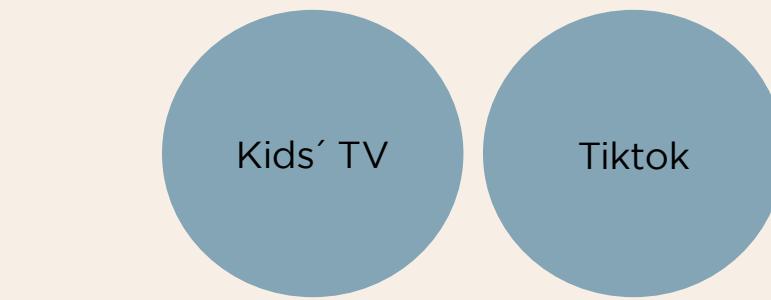
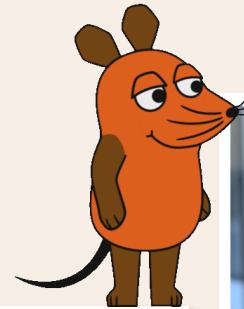
[instagram.com/maithink](https://www.instagram.com/maithink) und 5 weitere Links

[ÜBERSICHT](#) [VIDEOS](#) [PLAYLISTS](#)

Ein Liebesbrief an die Wissenschaft

Hello, I'm Mai.

0:01 / 2:59



## ARTICLES

## Bringing Rare Earth Element Research from the Lab to Children's TV

Die Sendung mit der Maus (The Show with the Mouse) is a popular German children's television program. It uses a mix of animated segments, live-action features, and short educational documentaries to explain complex topics in a simple, engaging way. Each episode typically includes the famous "Maus-Spots" (Mouse spots), which are short, funny cartoons featuring the Mouse character. The program has gained iconic status in Germany due to its unique ability to make learning fun and accessible for children and at the same time explain topics in ways that also appeal to adults.

In a recent show, Lena Daumann, a Professor at Heinrich-Heine University in Düsseldorf and her Ph.D. student Sophie Gutenthaler-Tietze introduced their research on bacteria that use lanthanides in their metabolism [1]. Here, they talk with Vera Koester for *ChemistryViews* about their research and experiences filming for the popular German children's program as well as with other outreach activities.

**diewissenschaftlerin**  
diewissenschaftlerin · 2021-5-18

Willst du mehr wissen? Die #Blutgruppen habe ich auf IG erklärt  
👉👉👉 #lernenmittiktok #AmR #wissenschaft... mehr

Slam Dunk (Full) - Jonathan Paulsen

30.1K 1171 1314

<https://www.tiktok.com/@diewissenschaftlerin/vid...> [Link kopieren](#)

**thetiktokscientist**  
TheTiktokScientist Dr Lepenies

[Follow](#)

1207 Following 6045 Followers 41.8K Likes

Robert Lepenies   
Shares sustainability science for you   
Follow Insta

**Videos**

Today

Before

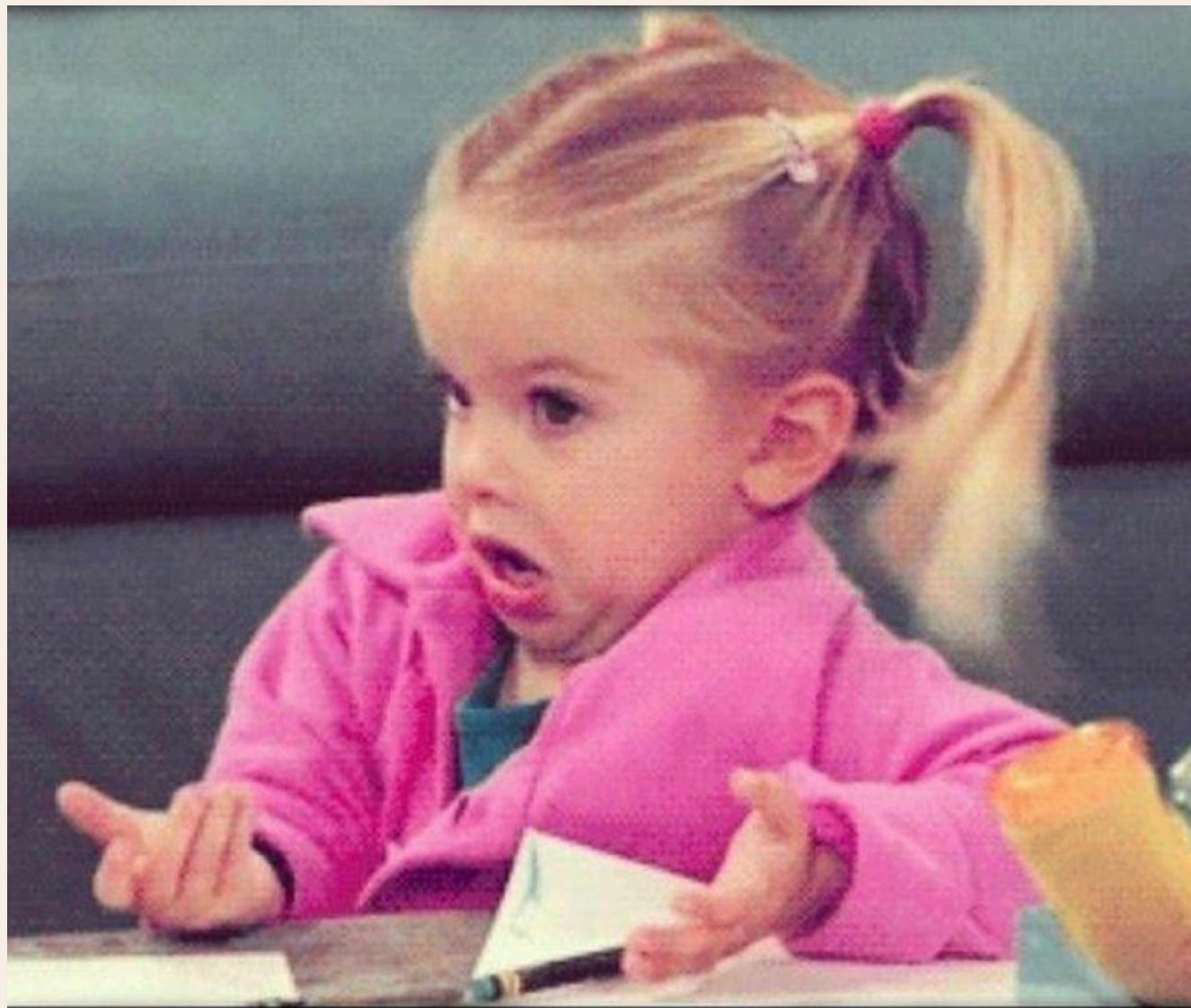
Deutsche Nachhaltigkeitsstrategie

13 German Sustainability Strategy. Nobody knew it.

#66 wrote about German politics ;)

576 3078 546

GS  
0\*





## Why Does Science Communication Matter to YOU?

---

What is my **GOAL**?  
Who is my **AUDIENCE**?

Which **PLATFORM** fits my  
goal?  
**WHERE** is my audience?

Which **SUPPORT &**  
**RESOURCES** do I need?

Where do I need an  
**UPDATE**?  
What **ACTIONS** can I take?



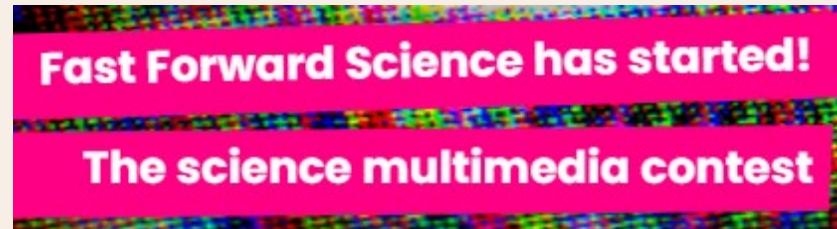
## Support & Resources



<https://questproject.eu/toolkits/>



Application  
deadline:  
Feb. 5,  
2026



Application  
deadline:  
Feb. 28,  
2026

## GSO Resources

Career  
Resources



### How to create & present an Academic Poster

We talked to a young PI about preparing a poster presentation. Here are his best tips on preparation, structure and content.

### Authentic Visibility for Researchers

\* TO BE HONEST  
Career Real Talk for Researchers

### Authentic Visibility for Researchers

Learn how clarity, consistency, and confidence can help early-career scientists share their work. Small steps and authentic messaging open doors for recognition.

Newsletter



## If you Encounter Negative Comments or Harassment

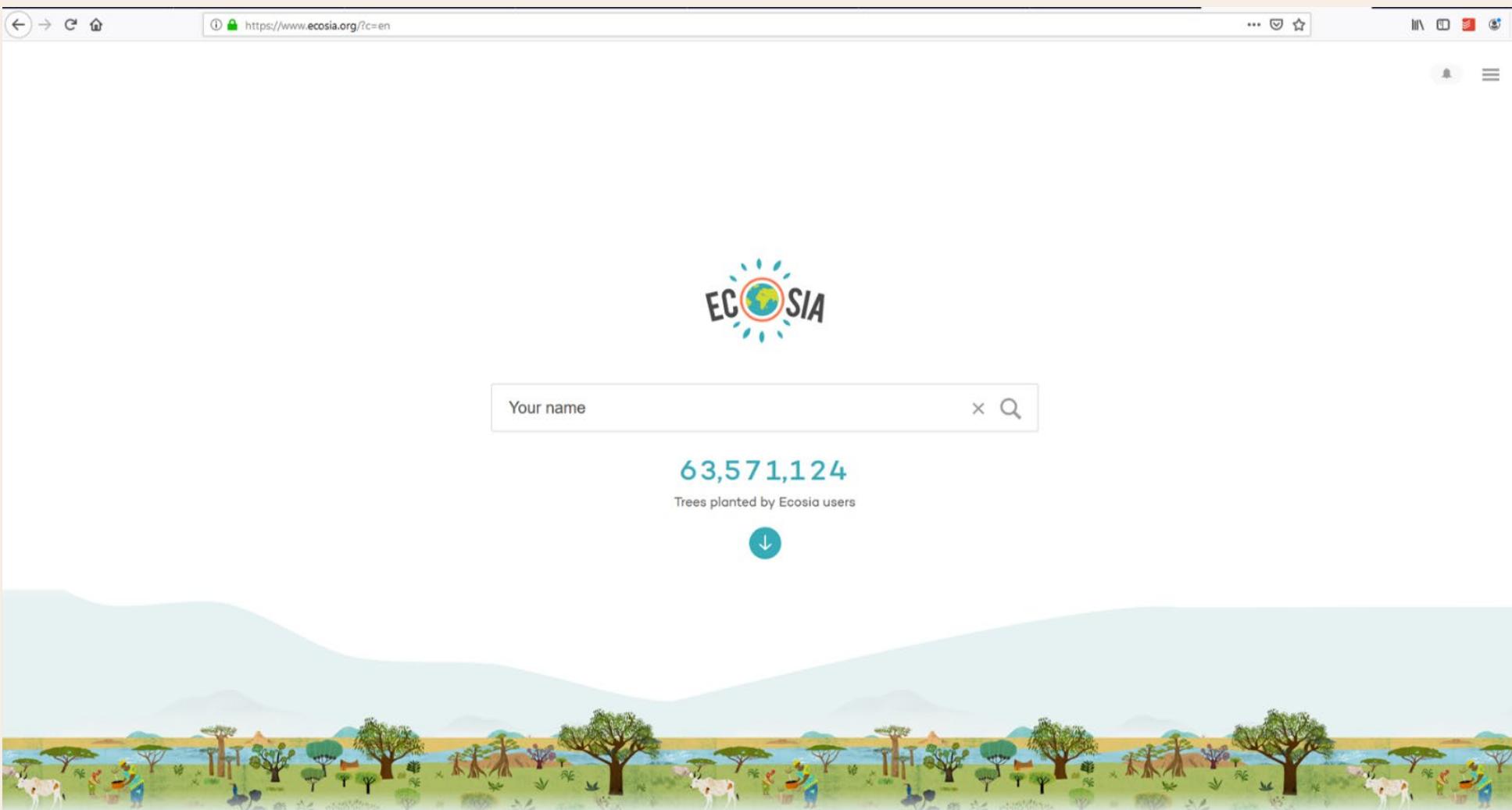
---

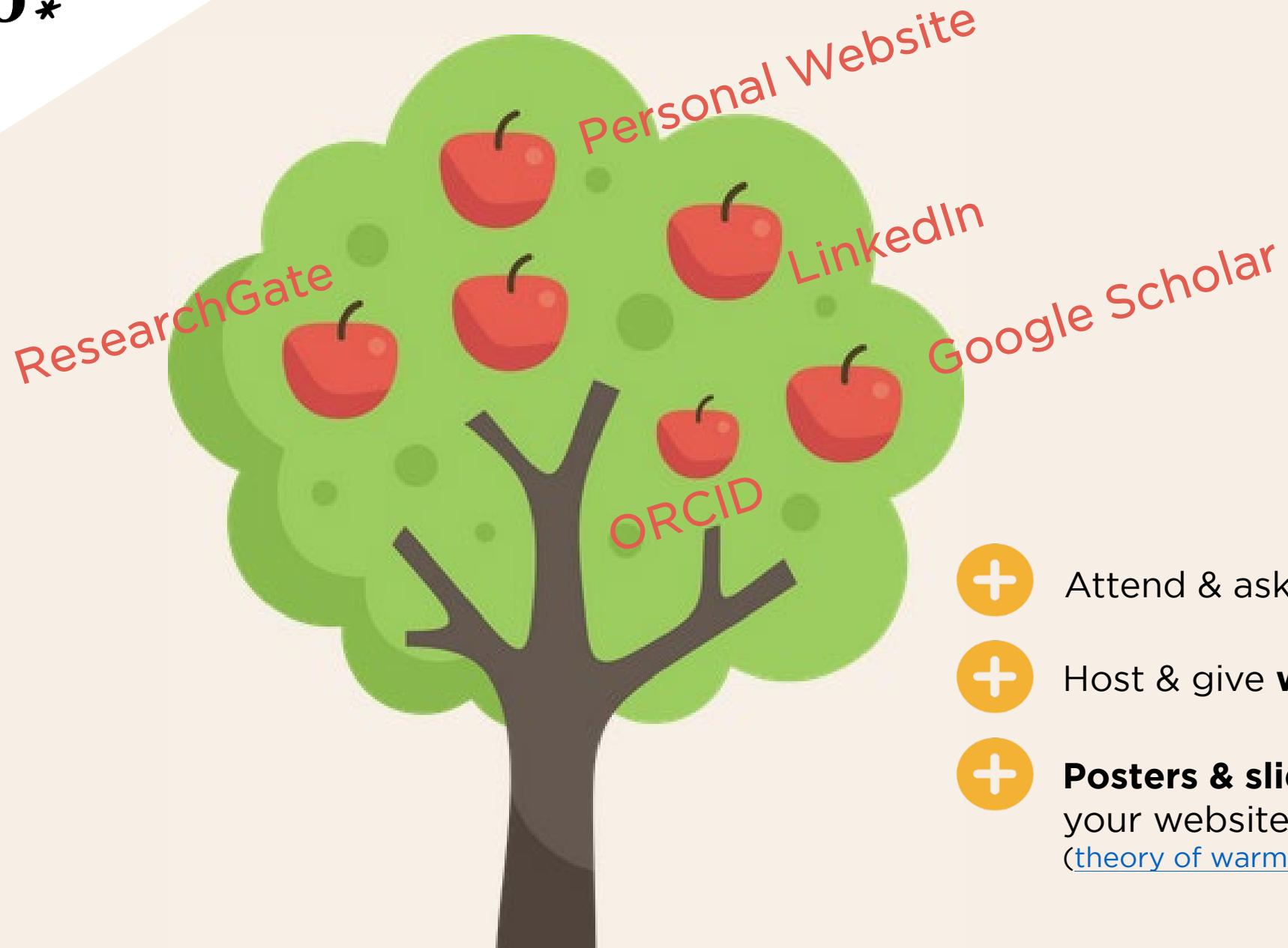
- ▶ Only engage in positive discussions
- ▶ Block bad accounts
- ▶ If needed, get support at

**SCICOMM**support



# Do you like what you see?





- + Attend & ask questions at **conferences**
- + Host & give **workshops & talks**
- + **Posters & slides:** Add QR code linking to your website/LinkedIn + photo ([theory of warmth!](#))

## 3 Pieces of Advice for your Academic Career

---

1.



### **Visibility is a process – not a perfect end result.**

Becoming visible happens step by step. Start small, talk about your research, your challenges, learnings, and achievements.

2.



### **Define your initial strategy, set priorities.**

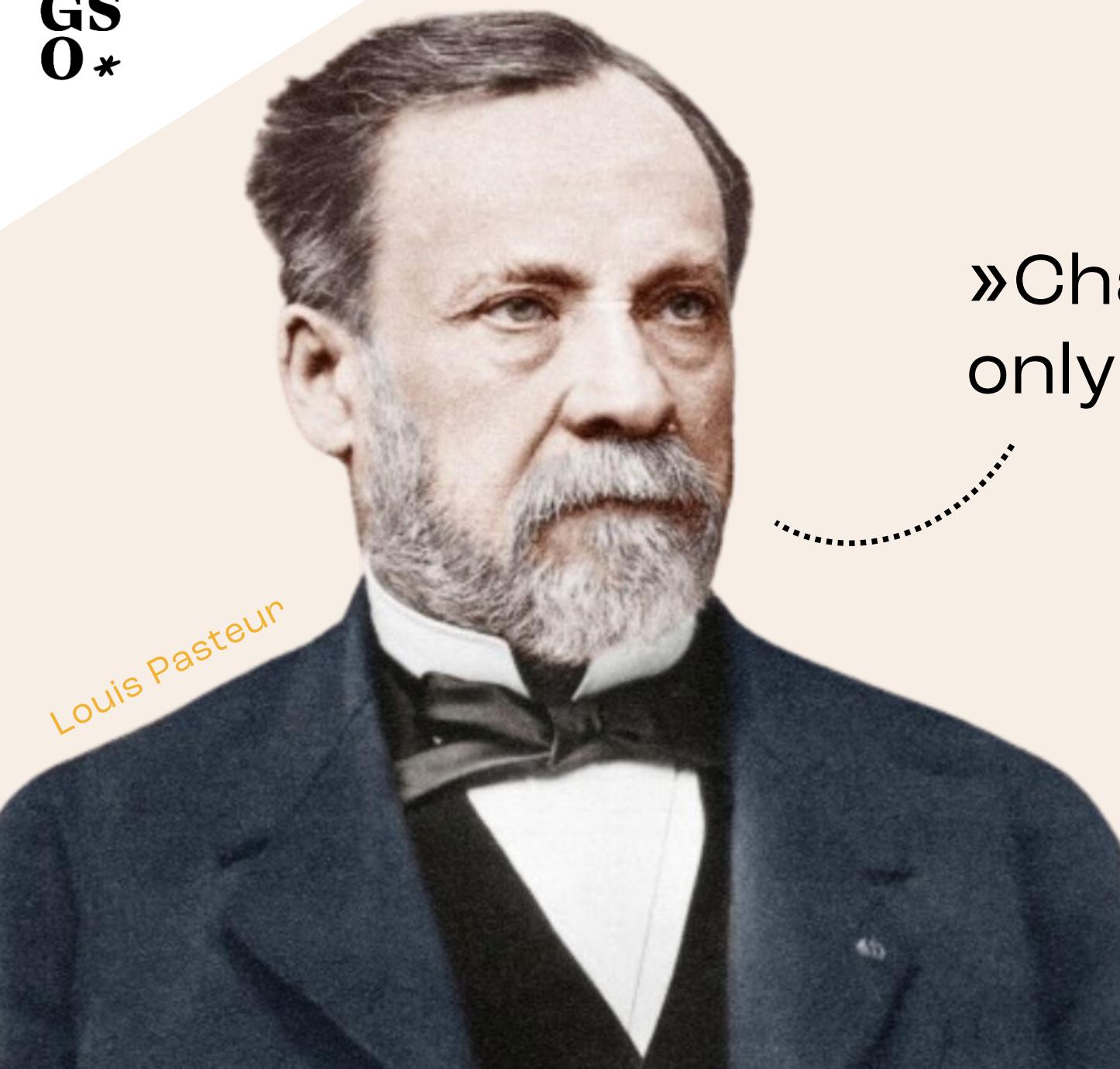
Focus on what kind of visibility benefits you most. Being active on one platform/channel you feel comfortable with helps to build a presence effectively and efficiently. Use digital tools to save time.

3.



### **Collect examples of successful science communication.**

Videos, blogs, podcasts or illustrations. Analyze why they impress or inspire you – and learn from them to find your own style.

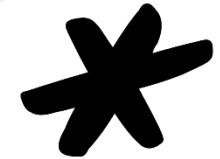


Louis Pasteur

»Chance favors  
only the **prepared** mind«

\*

Set yourself up  
for **lucky coincidences!**



# Thank you!

Please take a few minutes NOW to complete this session's evaluation

on [www.menti.com](https://www.menti.com)

Use the code 1940 4462  
or scan the QR code



# Join us for the next Bits & Bites Workshops

17.02.2026 1:15 – 2 pm <b>Bits &amp; Bites 2: How to LinkedIn for Researchers</b>  <b>Get visible without turning into an influencer</b>  You'll learn the essentials of a strong LinkedIn profile, simple ways to increase visibility, and how to get started with your first posts. The focus is on realistic, low- effort strategies that fit into busy research schedules.	31.03.2026 1:15 – 2 pm <b>Bits &amp; Bites 3: How to Tell the Story of your Research</b>  <b>Less jargon, more clarity for a broader audience</b>  This session helps you distil complex research into three clear messages and structure them as a compelling story. You'll work on a short draft that explains what you do, why it matters, and for whom.	28.04.2026 1:15 – 2 pm <b>Bits &amp; Bites 4: Science Communication in Practice</b>  <b>How do other researchers actually do it?</b>  We look at real-life science communication paths, practical tips, and how to balance communication activities with research responsibilities. This session offers ideas and inspiration to create your own SciComm pathway.	19.05.2026 1:15 – 2 pm <b>Bits &amp; Bites 5: How to (Elevator) Pitch Your Research</b>  <b>Explain your work clearly, in under a minute</b>  You'll learn how to structure a concise, memorable elevator pitch using a simple framework and adapt it to different situations, from networking events to informal conversations with non-experts.	16.06.2026 1:15 – 2 pm <b>Bits &amp; Bites 6: Open Science Communication Lab</b>  <b>Bring your own project and get feedback</b>  This session is an open format where you bring your own science communication ideas, drafts, or questions. You'll receive focused input, practical suggestions, and peer feedback in a supportive setting.	14.07.2026 1:15 – 2 pm <b>Bits &amp; Bites 7: Careers in Science Communication</b>  <b>What's out there beyond doing research?</b>  We introduce career options such as popular science, journalism, science illustration, and citizen science. We discuss required skills, entry points, and support for science communicators in Germany.
---	--	---	--	---	--

 If you attend 5 or more sessions, you receive a certificate of participation