

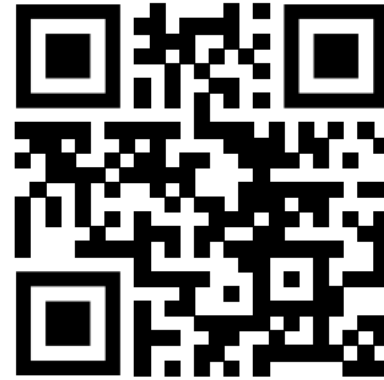


Why Science Communication Matters (to You)

GS
O*

GSO* Guidance, Skills & Opportunities
for Researchers

* Your Ally for
Careers in
Academia & beyond.



Find out more about GSO
at gsonet.org



Connect with us on
LinkedIn

Dr. Birte Seffert –
Career Advice, Coaching, Workshops
& Klaus Tschira Boost Fund
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.



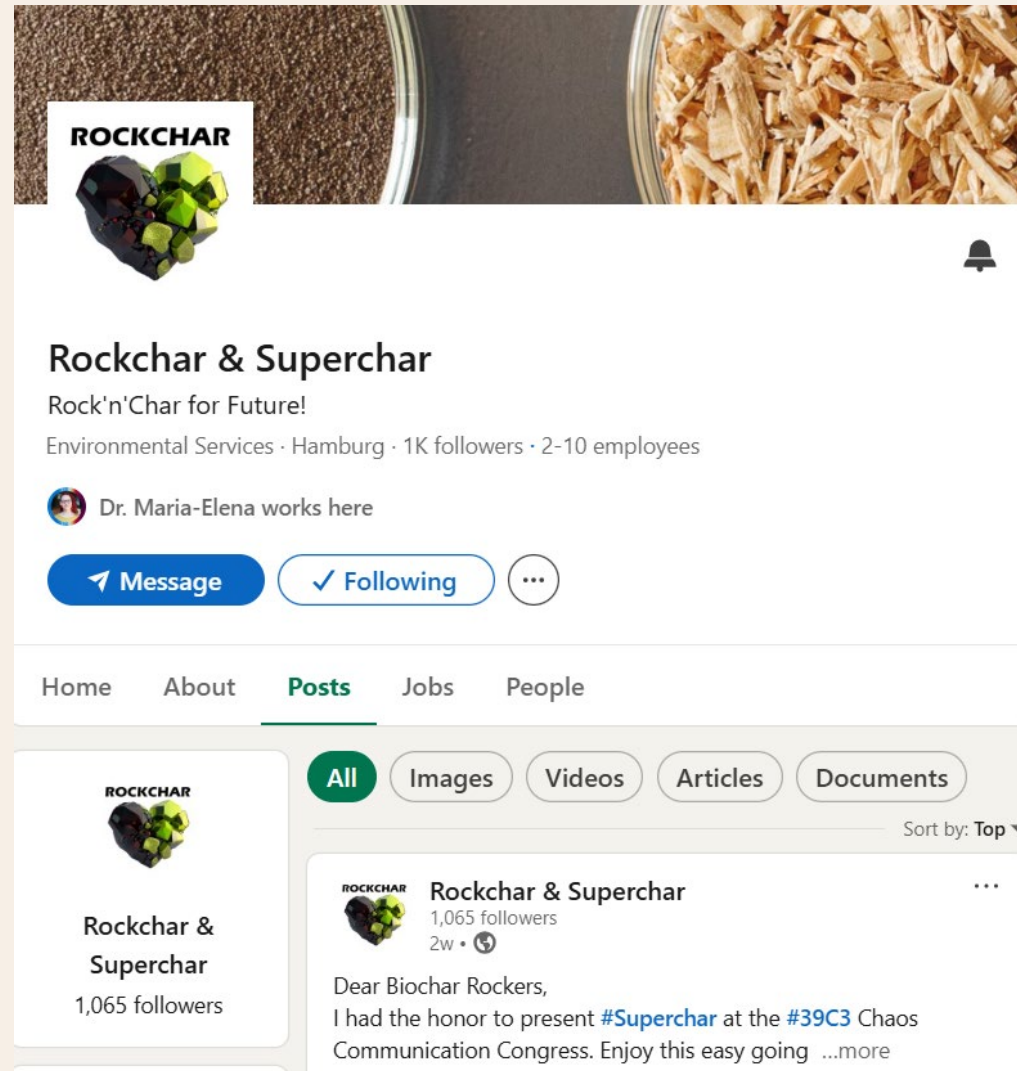
GS
O*

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

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

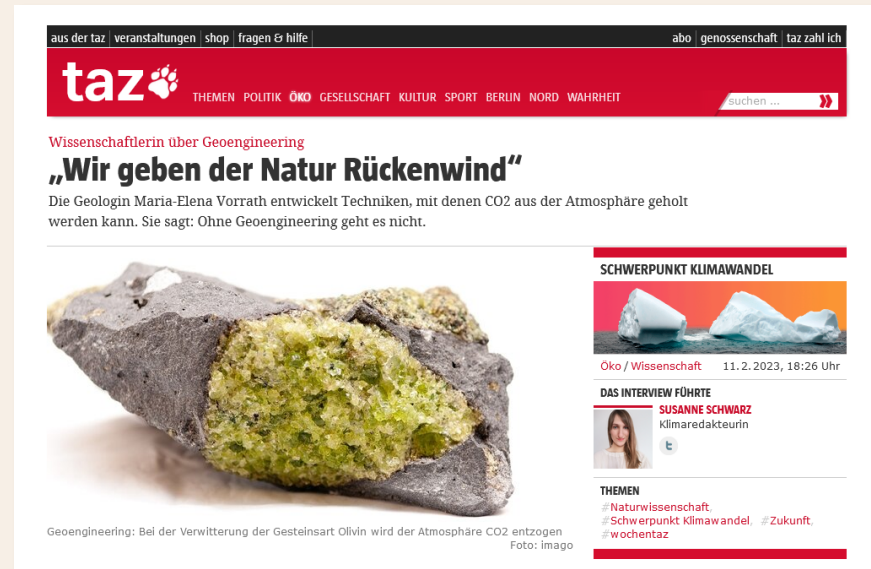


YouTube

https://www.youtube.com/watch?v=48at0bvnT_0

"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 | abo | genossenschaft | taz zahl ich

taz THEMEN POLITIK ÖKO GESELLSCHAFT KULTUR SPORT BERLIN NORD WAHRHEIT

Wissenschaftlerin über Geoengineering
„Wir geben der Natur Rückenwind“
Die Geologin Maria-Elena Vorrath entwickelt Techniken, mit denen CO₂ aus der Atmosphäre geholt werden kann. Sie sagt: Ohne Geoengineering geht es nicht.

SCHWERPUNKT KLIMAWANDEL
Oko / Wissenschaft 11.2.2023, 18:26 Uhr

DAS INTERVIEW FÜHRTE
SUSANNE SCHWARZ
Klimaredakteurin

THEMEN
#Naturwissenschaft, #Schwerpunkt Klimawandel, #Zukunft, #wochentaz

Geoengineering: Bei der Verwitterung der Gesteinsart Olivin wird der Atmosphäre CO₂ entzogen. Foto: Imago



NDR HD

Dr. Maria-Elena Vorrath
Meeresgeologin Alfred-Wegener-Institut

SCHLESWIG-HOLSTEIN
magazin

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 ...



Informationdienst 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.

Personal
Website

Blog



Damaris Zurell

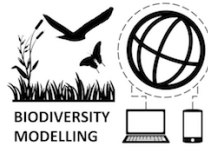
Junior research group leader
(HU), Guest scientist (WSL)

Humboldt-Universität zu Berlin
HU

Swiss Federal Research Institute
WSL



The biodiversity modelling lab



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.



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.

MARCEL S. PAWLOWSKI

HOME ABOUT RESEARCH PHOTOGRAPHY NEWS CONTACT



ABOUT ME

Schwarzschild Fellow at the
Leibniz-Institute for Astrophysics

LEARN MORE



RESEARCH

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

LEARN MORE



PUBLICATIONS

List of peer-reviewed papers and
other publications

LEARN MORE



TRAVEL

Upcoming trips and talks, and a list
of past presentations

LEARN MORE



PHOTOGRAPHY

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

COMING SOON

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. WUR students can check out possible thesis and internship projects with me at tip.wur.nl.

5

Communication & Visibility

can be entertaining and reach a broad, diverse audience.

Science Slam

Podcast

lorenz adlung

Vergleichswebsites Bilder Videos News Instagram Twitter Uke Jasmin sc

Ungefähr 54.300 Ergebnisse (0,31 Sekunden)

Lorenz Adlung
Forscher

Übersicht Videos Bücher

Science-Rap
decku - Dr. Lorenz Adlung
Rechenungsassistentin Universitätsklinikum Hamburg Eppendorf

Mehr Bilder

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 Felt (). Labor-Leiter (). Vater von Drei (). @lavievagabonde.

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

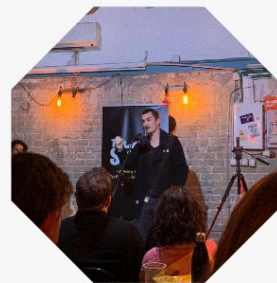
Lorenz Adlung | UKE Forschungsportal
Publikationen · Cell and Molecular Biology for Non-Biologists: A short introduction into key biological concepts · Erythropoietin-driven dynamic proteome ...

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
680+ 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!

Youtube



Kids' TV

Tiktok



maiLab ✓

@maiLab 1,43 Mio. Abonnenten 188 Videos

Holt euch einen Tee, Freunde der Sonne, mach

[instagram.com/maithink](#) und 5 weitere Links

ÜBERSICHT

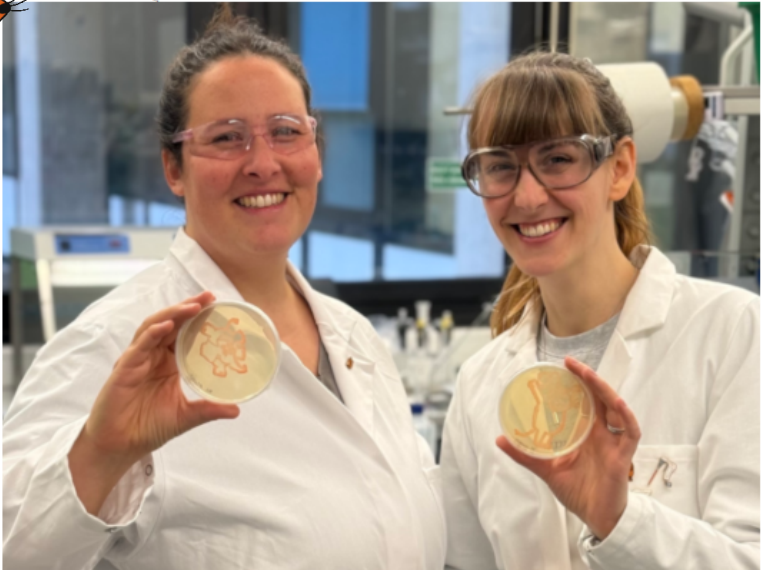
VIDEOS

PLAYLISTS

Ein Liebesbrief an die Wissenschaft



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

Folgen

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 🌱



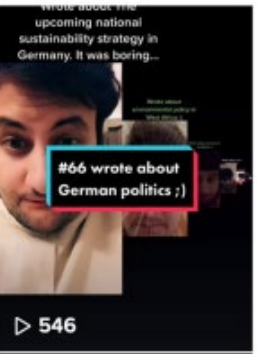
Follow Insta

Videos

Liked

Today

Before

576

3078

546



Build your
personal
strategy

Why Does Science Communication Matter to YOU?

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

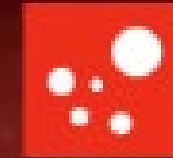
Which **PLATFORM** fits my
goal?
WHERE is my audience?

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

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

Support & Resources

● Wissenschaft
● im Dialog



WISSENSCHAFTS
KOMMUNIKATION.DE



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

TINCA LUKAN

MAKE SCIENCE GO VIRAL

How to effectively communicate research through short form video formats on social media platforms



Application
deadline:
Feb. 5,
2026

Fast Forward Science has started!
The science multimedia contest



KlarText

Preis für Wissenschaftskommunikation

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

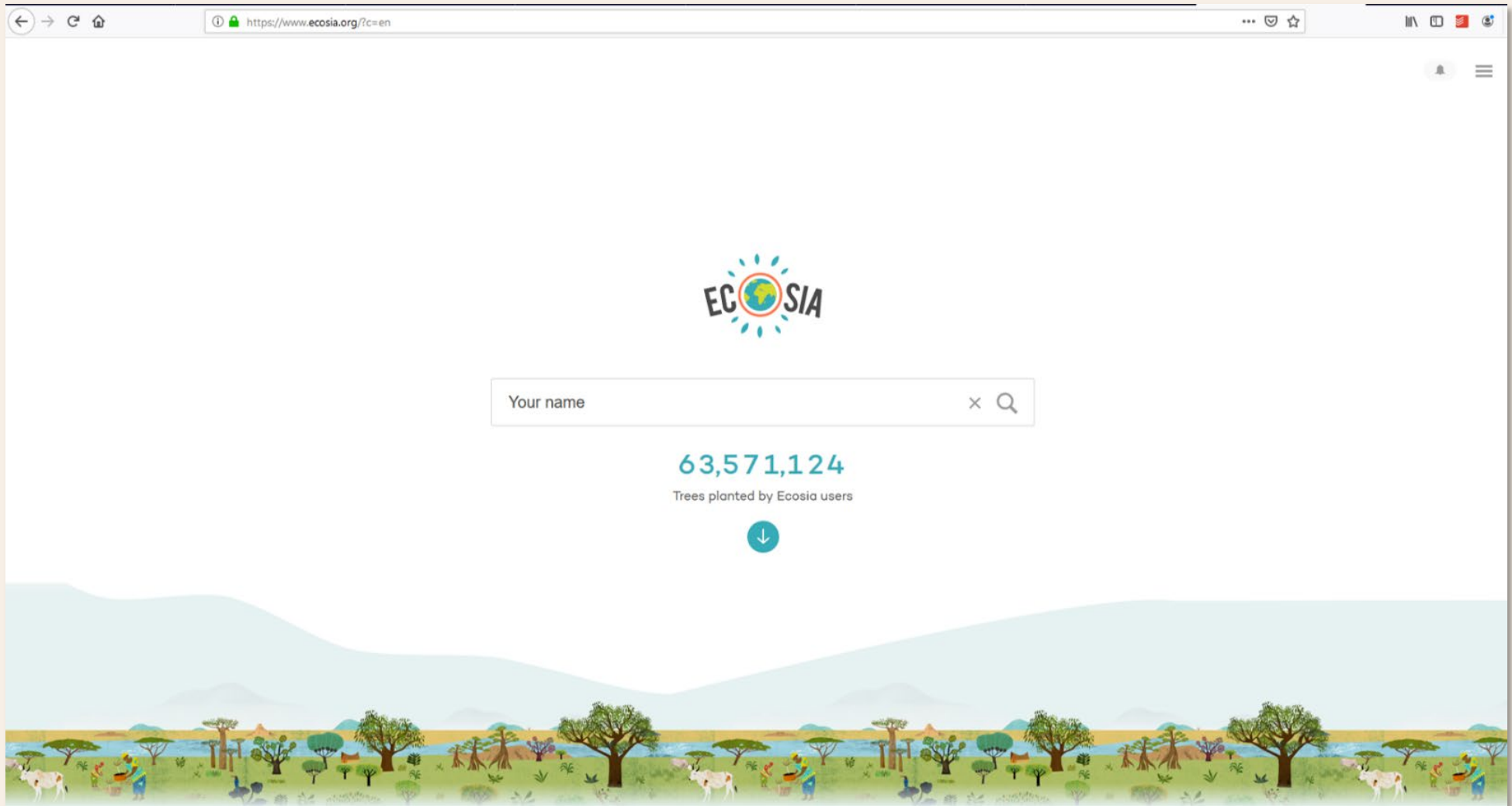
- ▶ Only engage in positive discussions
- ▶ Block bad accounts
- ▶ If needed, get support at

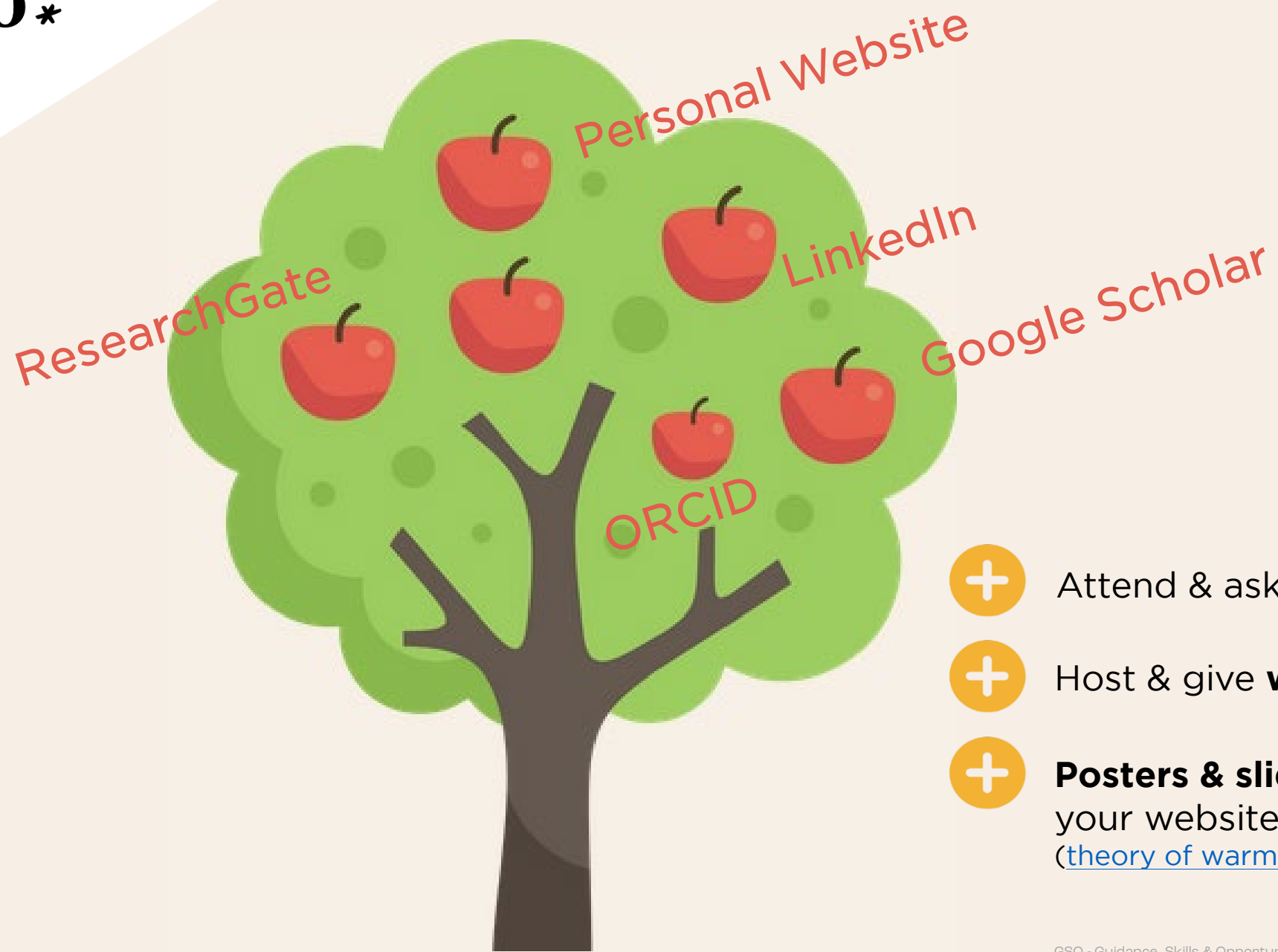
SCICOMMsupport



Das NaWik-Netzwerk für kommunizierende Forschende

Do you like what you see?





Attend & ask questions at **conferences**



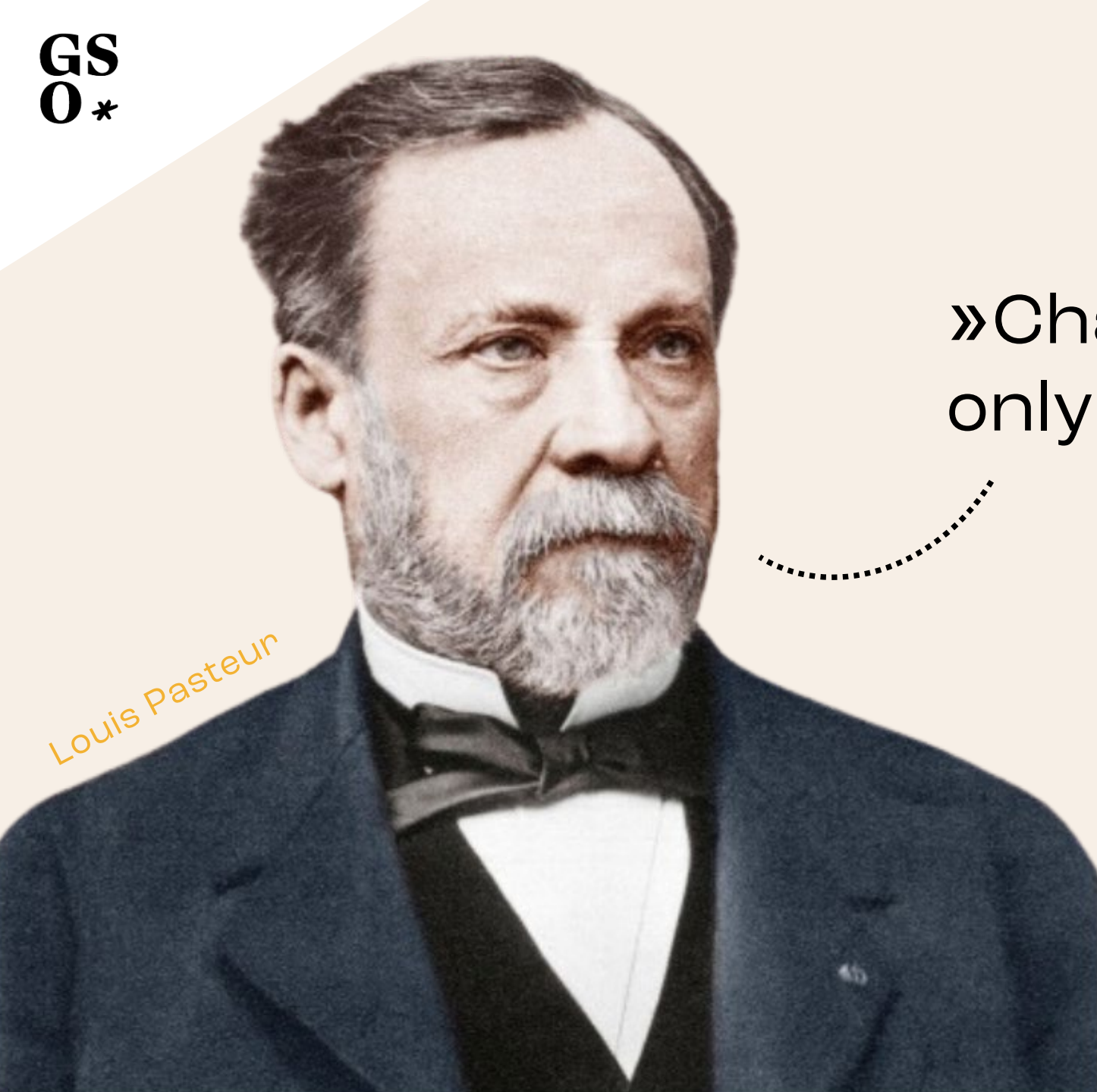
Host & give **workshops & talks**



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
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

Bits & Bites 2: How to LinkedIn for Researchers

**Get visible without turning
into an influencer**

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

Bits & Bites 3: How to Tell the Story of your Research

**Less jargon, more clarity
for a broader audience**

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

Bits & Bites 4: Science Communication in Practice

**How do other researchers
actually do it?**

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

Bits & Bites 5: How to (Elevator) Pitch Your Research

**Explain your work clearly,
in under a minute**

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

Bits & Bites 6: Open Science Communication Lab

**Bring your own project and
get feedback**

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

Bits & Bites 7: Careers in Science Communication

**What's out there beyond
doing research?**

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