

TARC_{force}3R MONTHLY SEMINAR SERIES

Gege Li

EARA*Communicating animal research on social media*

Social media is a key way to inform, educate and unify audiences in support of the biomedical field. However, misinformation on social media can often skew the narrative of essential biomedical practices such as animal research, warranting the need for an open and transparent presence on social media by the biomedical community. This talk will outline how to take advantage of social media to communicate animal research, including ways to improve openness and transparency, increase social media engagement and combat online misinformation.

Gege Li is senior communications and social media officer at the European Animal Research Association (EARA), which advocates for the responsible use of animals in biomedical research in Europe and worldwide. Gege has a background in biochemistry, microbiology and science communication, and has previously also worked as a science journalist.

Friday, February 14, 2025, 2:00—4:00 p.m. CET

Meeting link: <https://bbb.rlp.net/b/gon-6fc-ssd-h1b>

The modality is handled on a first-come, first-served basis.

For more information about the program, visit our website <https://www.unimedizin-mainz.de/tarc-force-3r/veranstaltungen.html> or contact our team at las-education@uni-mainz.de

Certificates of attendance for the general audience are sent on request via e-mail (las-education@uni-mainz.de). For ATF certificates, please write to us at ATF-TARC@uni-mainz.de