

My Journey from a Naïve Science Blogger to a Viral Science Communicator and the Effective Communication Strategies I learned Along the Way

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EFFECTIVE STRATEGIES THAT CAN MAKE YOUR ARTICLE VIRAL



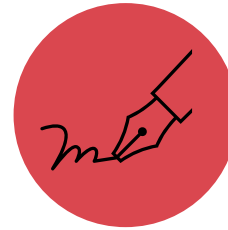
- General people (Facebook, Community blog, Newspaper op-eds, etc.)
- STEM audience (Scientific America, Opinion section of Science, Nature, etc.)
- Professional/Area Specific Audience

Audience



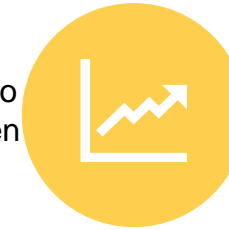
Collect necessary resources (i.e., high-quality image, infographics, credible data and references, etc.)

Resources



Ensure logical flow of information from start to end coherence between paragraphs. Proofread again and again.

Editing



Adjust your intended medium to reach out the optimum number of people. Article on Earthquake/Hurricane/Flood following related events.

Publishing

Subject

- Time-variant (i.e., Hurricane, Earthquake, Landslide, etc.)
- Time-invariant (i.e., Autism disease, EDI in STEM fields, etc.)

Communication

Communicate with the op-ed editor of your intended publication medium if they are interested in your article.



Writing

Write each paragraph with relevant figures and charts with a title—hyperlink references for detailed information. Give image credit. Consistent use of humorous examples in every article increases a blogger's brand value.



Prime Time

Select a time like Superbowl half-time. Keep patience for a time-variant article written in advance and publish when the maximum number of your intended audience reads it. An Earthquake article within one hour after an Earthquake.

