

European Federation of Geologists Geo-Ambassador Training Series

5th International Professional Geologist Conference
Zaragoza, Spain
5-7 November 2025

Becoming a Geo-Ambassador (Level-I)

Course Outline:

Session 1: Social Media Posting and Video Creation That Gets Noticed

This 2-hour session is designed for those that want to delve into social media with the intent of communicating their science to general audiences.

1. Getting started

- a.** Effective social media is a commitment – know your limits
 - i.** Commentor
 - ii.** Reposter
 - iii.** Primary poster
 - iv.** Going viral
- b.** Basic Equipment

2. Building a strategy.

- a.** What do you want to achieve and why (defining impact)
- b.** Defining a target audience
- c.** Key messages
- d.** Plan ahead – film in the bank
- e.** Measure success – understanding analytics

Equipment/What to bring (optional but maximizes the experience)

- Cell phone or tablet
- Ear buds/headphones
- External Microphone

Session 2: Building Your Personal Geoscientist Brand

This 2-hour session is designed for those that want to take their communication skills one step further and build a personal brand.

1. Personal brand basics – what is it and why is it important
2. Incorporating your personal brand into your social media persona
3. Strategically evolve your brand

Equipment/What to bring:

- Cell phone or tablet
- Ear buds/headphones
- External Microphone (optional but maximizes the experience)

Learning outcomes:

- Develop an understanding of the applicability of social media in communicating your message
- Identify how you can more effectively use social media with the time and tools you have available
- Develop a thoughtful approach to using social media in your professional capacity to deliver information with impact
- Identify a basic strategy for more effective use of social media

Target audience (beginner level):

- Geoscientists interested in being effective in the social media sphere
- Scientists desiring to better communicate their science with nonscientists
- Geoscientists already engaged in social media that want to increase their impact

About the Tutor:

- GeoAmbassador, European Federation of Geologists
- Master of Public Administration, Truman School of Government and Public Affairs, University of Missouri
- Skilled science communicator
- 35 years as an ecologist and science communicator in the professional, government, and public spheres