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How to Engage Public in Science Through Instagram

Tuesday, 27 July 2021 16:20 (20 minutes)

In this talk, you will discover how Instagram Stories are a powerful way to tell a story in a short and snappy way and engage the audience along the way. From developing science quizzes to engaging social media campaigns, you will learn the best practices of Instagram's interactive features and make science more inclusive. Based on our experience at CERN, we will accelerate you on a journey to take science outreach in social media to another level.

Collaboration / Activity

CERN

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