



Professional
Advancement
Virtual
Engagement
Series

NCI Paves: How to Build Your Online Presence as a Scientist

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Christa Reynolds, M.A.
(She/Her)

Communications Editor for the NIH Diversity Program Consortium
National Institute of General Medical Sciences (NIGMS) National
Institute of Health [Contractor]

Hansook Oh, M.A.
(She/Her)

Co-Director of Communication & Dissemination
Coordination & Evaluation Center at the University of California, Los
Angeles



Ben Andrews-Zapata
(They/Them)

Senior Social Media Analyst
Coordination & Evaluation Center at the University of California, Los
Angeles

Objectives

- 1) Assess needs to identify professional niche for your social media presence as a scientist
- 2) Learn how to create and implement a social media strategy for your professional brand based on best practices
- 3) Suggestions for setting goals for your social media and outlining steps to work toward them

For questions, please contact Katelyn.Garfinkel@nih.gov