

Social Media & External Communications Cheat Sheet

Being a RIFA Fellow means you are also an ambassador for the University of California and the RIFA program. One of the best ways to do this is through telling your stories about your RIFA experiences!

Facebook: [Research and Innovation Fellowship for Agriculture](#)

Twitter: [@ucdavisRIFA](#)

Instagram: [ucdavisRIFA](#)

Flickr: [ucdavisRIFA](#)

Whats App: UC RIFA Fellows 2018

Common RIFA tags on social media:

RIFA specific: #RIfellows (FB and Twitter), #rifellows (Instagram), #globalfood (all)

University of California: #GrowResearchTogether (Twitter or FB), @universityofcalifornia (FB)

@UC_Newsroom (Twitter), @UofCalifornia (Twitter), #UC, #gradstudents, #UC150

Host organization: Find out!

Resources to be amazing science communicators!

Canva – Templates and design tools for posters, infographics, presentations, flyers, labels

<https://www.canva.com/>

(Check to see if your school has a preference, UC Davis is purchasing Canva, but the free version is still wonderful)

Science Communication Resources for Scientists:

<http://www.mbl.edu/media/resources/>

Writing an Op-Ed:

<https://www.aaas.org/page/writing-op-ed>

Visual Storytelling Guide:

<http://www.resource-media.org/wp-content/uploads/2013/04/Visual-storytelling-guide.pdf>

Science Communication Tips – Union of Concerned Scientists (plus video tips):

<https://www.ucsusa.org/sites/default/files/attach/2014/09/science-communication-tips.pdf>

Scientific Poster Design: <http://hsp.berkeley.edu/sites/default/files/ScientificPosters.pdf>

Making an Impact with Your Poster:

<https://www.liverpool.ac.uk/media/livacuk/computingservices/printing/making-an-impact-with-your-poster.pdf>