

## PRBB Intervals Course Proposal

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### **Course Title**

Create a digital strategy to boost your scientific career

### **Proposed date(s)**

October 6th, 2022

### **Course Language**

English

### **Course Leader(s) and very brief summary of relevant qualifications and experience (no more than 2 lines for each trainer)**

Anna Molinet. Undergraduate studies in Human Biology at UPF and Master Degree in Pharmaceutical and Biotechnology Industries. She has worked for public institutions (BSC, CCCB) and the private sector (Amgen, Novartis, Ferrer and Eduscopi). Relevant experience include +5 years in Science Communication and +2 years in scientific social media tasks.

### **Rationale for course (why is this course of interest for the PRBB staff?)**

A comprehensive understanding of the digital strategies involved in career development is key to pursuing a successful career. These tools will help the staff and the PRBB itself to improve its presence in the digital world.

### **Course aim - general**

To be able to think about our «digital self» and to create your own career «digital strategy».

### **Specific learning outcomes (what new skills, knowledge &/or attitudes will participants to take away from the course?)**

- Create a good first digital impression of yourself careerwise
- Understand the best social media for each purpose
- Design a digital career personal branding strategy

### **Course contents (outline of topics to be covered)**

- Personal Branding: Learn how to create a good impact on the digital space.
- Ego surfing: What can we know from you by just googling your name?
- Your goal(s): What should we consider when developing a digital strategy depending on your goals?
- Digital tools: Social Media and other key platforms to take into account.
- **“Professional” Social Media:** LinkedIn and Twitter: How can we improve each platform? Which are the strategies our tips to succeed in each of them?
- **Your strategy:** Let’s develop a strategy based on SMART objectives (specific, measurable, achievable, relevant, and time-bound).

**Training methods**

Live google search  
Group work  
Brainstorming  
Case Study

**Target group in PRBB (Senior scientists, postdocs, predocs, management/admin staff, all residents)**

All PRBB

**Number of participants (maximum)**

15

**Total course hours (Please specify: direct training with instructor present and required self-study)**

*Note: only the direct training hours will be included in the post-course certificate.*

Number of hours of class time: 3  
Number of hours of self-study: 0  
Total number of course hours: 3

**Distribution of course (hours/days)**

3h/day

**Pre-course preparation and self-study expected between sessions (what preparation should participants do before the course and/or in between sessions – reading, online study, prepare ideas etc?)**

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**Material participants need to bring (laptops, etc...)**

Laptops (with internet connection)  
Pencil and eraser

**Relevant background reading/ audiovisual/websites or other materials**

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