

PRBB Intervals Course Proposal

Course Title

Communicating science in digital formats

Proposed date(s)

6, 8 and 13 October, all days from 10:00 to 12:30

Course Language

English

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

Sonia Liñán – Digital Media and Scientific Affairs Coordinator at the PRBB. She has more than 20 years of experience working on science communication, editorial strategy and digital content for research communities.

Inés Fuentes – Communication technician at the PRBB. She works on digital content production and supports audiovisual formats and social media communication.

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

Researchers are increasingly expected to explain their work beyond academic formats. This course offers practical tools to adapt scientific content to digital channels, helping PRBB residents communicate more clearly, creatively and effectively through online articles, social media and short audiovisual formats.

This course responds to that need with a hands-on approach focused on digital formats. It will be useful for any resident who wants to communicate research better, increase the visibility of their work, and gain transferable communication skills.

Course aim – general

To provide participants with practical skills to transform a scientific topic, result or story into digital communication pieces adapted to different audiences and platforms, using El-lipse as a practical case study.

Specific learning outcomes - What new i) knowledge, ii) skills & iii) attitudes will participants take away from the course?

Participants will learn how to:

- Write a clear and engaging blog or news-style article,
- Adapt one story into different digital formats such as a carousel, reel, podcast or LinkedIn document,
- Apply basic principles of audience, channel choice, hook, CTA, SEO and content repurposing,
- Recognise key ethical and practical issues related to image rights, consent and sensitive content.

Course contents (outline of topics to be covered)

- Writing for blogs and institutional science news
- Adapting one story to multiple formats and audiences

- Social media basics: audience, packaging, hooks, CTA, SEO and repurposing
- Introduction to digital formats: Instagram carousel, Reel, podcast/audio , etc.
- Basic editorial and ethical considerations: image rights, consent, patients and sensitive data
- Developing a final draft project with feedback

Training methods

Interactive and practice-based course combining short presentations, analysis of examples, group discussion and hands-on exercises based on participants' own topics. Participants will develop a draft communication piece during the course.

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

All PRBB residents, with priority for participants who want to collaborate creating content in El·lipse.

Number of participants (maximum)

12

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: 7,5

Number of hours of self-study: 2-3

Total number of course hours: 9,5 -10,5

Distribution of course (hours/days)

3 sessions of 2.5 hours each

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?)

Before the first session, participants should bring one scientific topic, result or story they would like to communicate. Between sessions, they will work on a draft article or digital media content and prepare a near-final version of their chosen output.

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

Laptop and smartphone.

Relevant background reading/ audiovisual/websites or other materials

No compulsory reading. Short reference materials and examples will be provided during the course.

Communicating Science in Digital Formats - Syllabus

Session 1 (2.5 h): Finding the story and writing for digital readers

Focus: turning a research topic into a clear, relevant and well-structured digital article for a general but science-interested audience.

- Welcome and course framing: what digital science communication is and why it matters.
- How to write for blog/digital news: structure, scannability, clarity, SEO, Wordpress.
- Analysis of El-lipse examples: what makes a piece work.
- In-class exercise: define the angle and opening paragraph of your own topic.

Homework after Session 1

- Refine the topic and audience.
- Prepare a working headline
- Draft a first version of the structure.

Session 2 (2.5 h): Repurposing one story into digital formats

Focus: learning how one core story can be adapted across platforms without simply copying and pasting.

- Content repurposing: carousel, image, reel for social media, infographic, newsletter, podcast, etc.
- How to write a concise LinkedIn post with a clear message and CTA.
- How to plan an Instagram carousel: hook, slide sequence, visual rhythm and caption.
- How to script a Reel: idea, structure, first seconds, voice and simplicity.
- How to turn a topic into a short podcast or audio chapter concept.
- In-class exercise: choose a format for your El-lipse piece and sketch its structure.

Homework after Session 2

- Draft the main piece and one companion format.
- Identify any doubts about angle, clarity, ethics or packaging.
- Prepare questions for the editorial workshop.

Session 3 (2.5 h): Editorial clinic and feedback workshop

Focus: improving participants' drafts through practical editorial feedback.

- Review of participants' articles, scripts and content packages (Peer feedback guided by simple editorial criteria).
- Fine-tuning titles, hooks, captions and CTAs.
- Quick checklist on image rights, consent, sensitive data and institutional validation.
- Real case scenario: how this work could connect with El-lipse and PRBB channels.

Expected final assignment

- Option 1: short article + Instagram carousel.
- Option 2: short article + Reel script.
- Option 3: short article + short podcast concept/script.

Output level: good draft with trainer feedback. Publication optional.