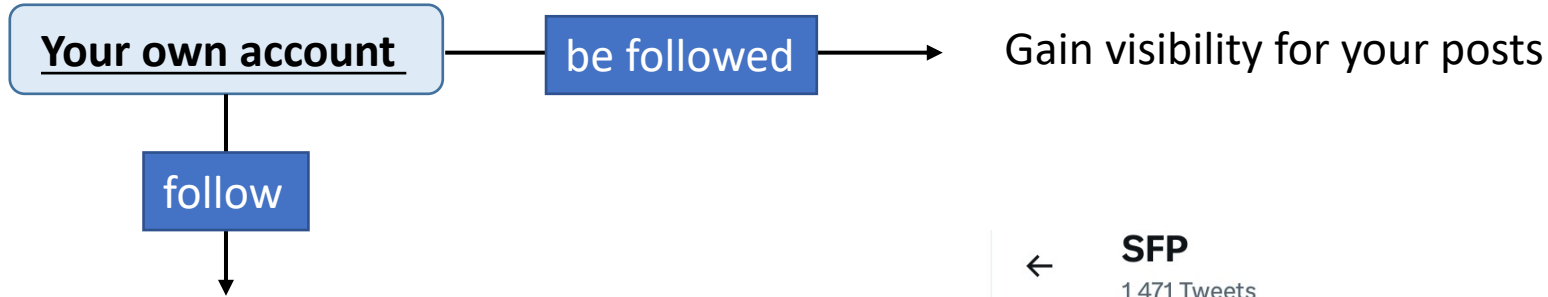




- **Social networks: twitter**
- **Impactful visuals**
- **Conferences**
- **Towards a more general public: SFP tools**

Social networks: twitter



Choose what you will see in your twitter feed
Can be a way to do scientific bibliography!



Social networks: twitter



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Can be a way to do scientific bibliography!

Useful tips for a professional account:

- Build things progressively
- Use # and @ in appropriate way
- Link your twitter account to your professional website

Can be a good idea to have one!



Social networks: twitter

Individual or institutional accounts

← **Institut Charles Sadron**
516 Tweets



Institut Charles Sadron
@CharlesSadron Vous suit

Since 1947, Institut Charles Sadron @CNRS laboratory is dedicated to chemistry, physical-chemistry and physics of materials, macromolecules and self-assemblies
[Traduire la biographie](#)

📍 Strasbourg, France 🌐 ics-cnrs.unistra.fr 🗓️ Naissance en 1947
📅 A rejoint Twitter en octobre 2019

187 abonnements 777 abonnés

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⋮ ✉ ↻ Abonné

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CNRS & Universities

 **CNRS Alsace** @CNRS_Alsace Abonné
Les actualités [#science](#) [#recherche](#) et [@EmploiCNRS](#) du [@CNRS](#) en [#Alsace](#)

 **Université de Strasbourg** @unistra Abonné
Université pluridisciplinaire européenne de recherche depuis 1538.
Membre : [@UdiceGroup](#) [@LERUnews](#) [@eucor](#) [@EpicurAlliance](#) [#formation](#) [#recherche](#) [#innovation](#)

Publishers

 **EDP Sciences** @EDPSciences Abonné
International, [#OpenAccess](#), academic publisher of journals, books, [#ConferenceProceedings](#) and supporter of [#OpenScience](#). Helping to advance science since 1920.

Highlighting your articles



Institut Charles Sadron @CharlesSadron · 13 avr. ...

Want to know how to mimic the antibacterial properties of a cicada wing using only #biosourced materials? Check out the new article of @HaseebIqbal1511 and @FouziaBT with @LCPME_CNRS_UL @Cermav_UPR5301 @Inserm U1121 @INC_CNRS @CNRS_Alsace @gfpolymeres



sciencedirect.com
Bactericidal and bioinspired chitin-based anisotro...
Top-down biomimetic surfaces with
micro/nanotopographic features have emerged as ...

1 3 1 501

← Short info paragraph on the content with appropriate twitter handles

← Link to access the journal page

You can also “retweet” an initial tweet made by the journal

Visually impactful images

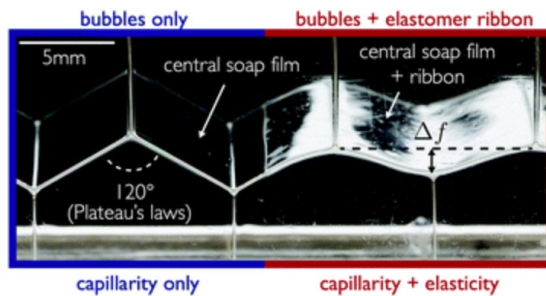
TOC (table of content image)

 Paper

Elastocapillary deformation of thin elastic ribbons in 2D foam columns

Manon Jouanlanne, Antoine Egelé, Damien Favier, Wiebke Drenckhan, Jean Farago and Aurélie Hourlier-Fargette

Elastocapillarity dictates the shape of bubble arrangements into which an elastic ribbon is introduced, deviating from classical Plateau's laws. We provide a quantitative study of the equilibrium structures, with application to bubble-based shaping.



The article was first published on 31 Jan 2022

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<https://doi.org/10.1039/D1SM01687C>

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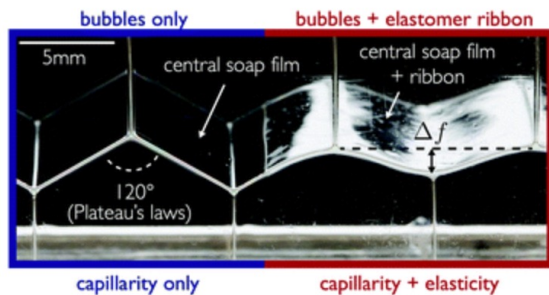
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Photography contests / Galleries

APS:

Gallery of Fluid Motion

<https://gfm.aps.org>

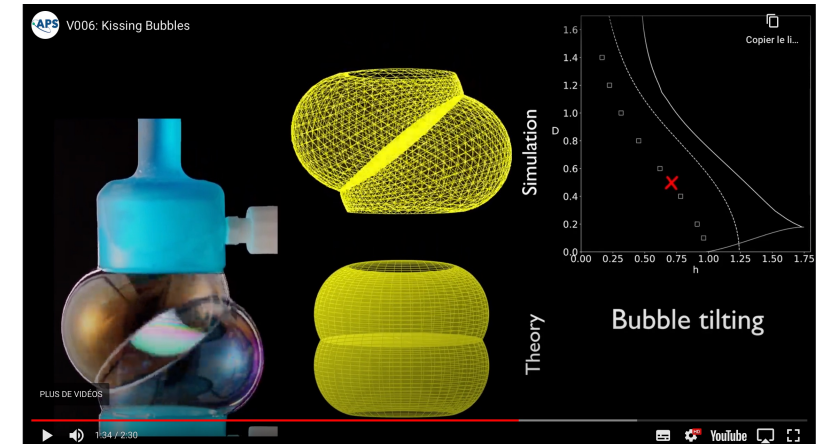
Gallery of Soft Matter

<https://engage.aps.org/dsoft/meetings/mm23-gallery>

CNRS:

<https://www.concours-preuve-image.fr>

And many others!



F. Walzel, Gallery of Soft Matter 2023

Visually impactful images

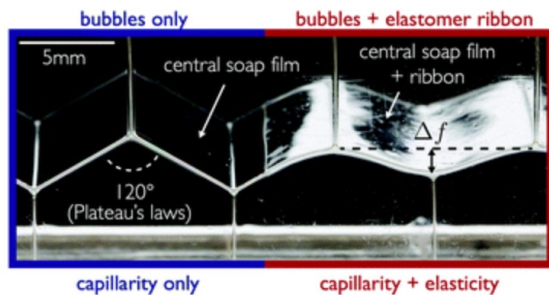
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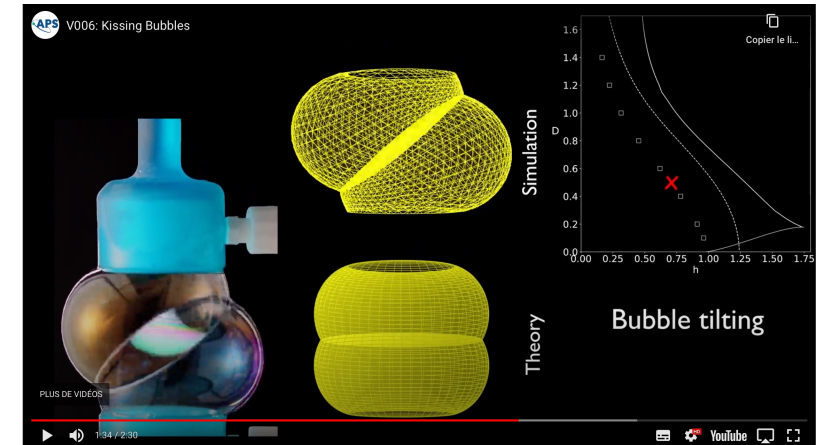
<https://www.concours-preuve-image.fr>

And many others!

Journal cover

Adds visibility to your work

But: generally comes at an additional cost



F. Walzel, Gallery of Soft Matter 2023

Going to conferences

Two main ways to highlight your work: talk or poster

Ressources for the preparation of a nice talk:

<https://kbsgk12project.kbs.msu.edu/wp-content/uploads/2011/02/David-Attenborough-style-of-scientific-speaking.pdf>

[https://www.nature.com/articles/d41586-020-00838-](https://www.nature.com/articles/d41586-020-00838-3?utm_source=twitter&utm_medium=social&utm_content=organic&utm_campaign=NGMT_USG_JC01_GL_Nature)

[3?utm_source=twitter&utm_medium=social&utm_content=organic&utm_campaign=NGMT_USG_JC01_GL_Nature](https://www.nature.com/articles/d41586-020-00838-3?utm_source=twitter&utm_medium=social&utm_content=organic&utm_campaign=NGMT_USG_JC01_GL_Nature)

<https://spie.org/news/a-practical-guide-to-conferences-part-i-preparing-for-a-presentation?SSO=1>

Ressources for the preparation of a nice poster:

<https://twitter.com/iamscomm/status/1532895329045168133>

<https://www.nature.com/articles/nj7614-115a>

<https://www.animateyour.science/post/how-to-design-an-award-winning-conference-poster>

Networking at the conference is also important, beyond your presentation and poster!

Remember to advertise your preprint and/or article on your documents

Communication towards a (more) general public

Examples within the SFP (in French) :



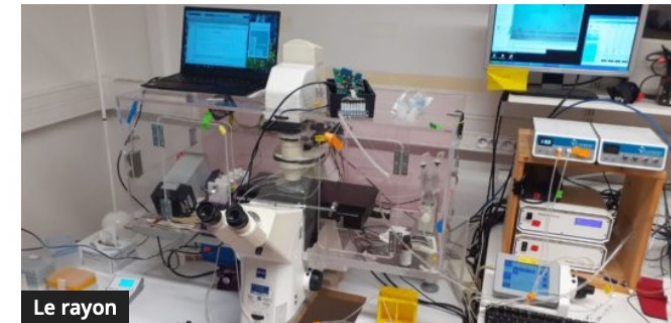
Reflets de la physique:
le journal de la SFP

Les 150 ans de la SFP !

Le rayon: le blog du Réseau Jeunes SFP



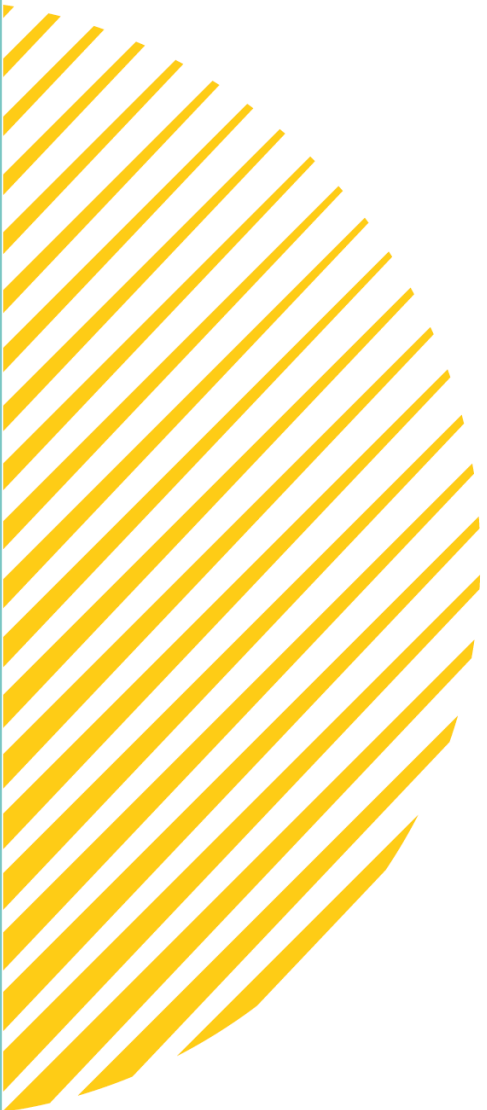
LE RAYON



Les cellules de notre corps
peuvent-elles nager ?

Nicolas Garcia Seyda - 2023-05-08

Notre corps est formé en moyenne de 30 000 milliards de cellules, appartenant à différentes lignées ou types cellulaires, chacune étant spécialisée dans...



Merci



150
ans

150 ANS D'ENGAGEMENT
POUR LA PHYSIQUE

