University of Southern California · Children's Hospital Los Angeles



Translating Science into Solutions for Better Health

Seminar Series: Building an **Engaging and Effective Social Media Presence for Academics** and Researchers

During this 1-hour session, Dr. Nicki Apaydin shares how to build or optimize your social media presence for maximum impact.

Following this event, you will be able to:

- Understand the benefits of using social media effectively
- Evaluate existing health/science social media content for efficacy and engagement
- Craft and post compelling content about your research area

Location: Via Zoom







Nicki Apaydin, PhD Associate Director of Communications at SC CTSI

DATE & TIME: December 4, 2025 12 - 1pm PST



This program is open to all eligible individuals. SC CTSI operates all of its programs and activities consistent with the University's Notice of Non-Discrimination. Eligibility is not determined based on race, sex, ethnicity, sexual orientation, or any other prohibited factor.

Individuals with disabilities who need accommodations to attend this event may contact SC CTSI at communications@sc-ctsi.org. It is requested that individuals requiring accommodations or auxiliary aids such as sign language interpreters and alternative format materials notify us at least 7 days prior to the event. Every reasonable effort will be made to provide reasonable accommodations in an effective and timely manner.