



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

SCAN ME

