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Using the technology in your pocket for science storytelling in the digital age

Science communication can suffer from numerous pitfalls including jargon, complexity, a general lack of science education of the audience, and short attention spans. However, one of the most engaging ways to avoid these and connect with others about your science is by using basic storytelling techniques. And these days, you can literally immerse your audience in your work and make the experience fun by embracing innovative approaches using emerging digital technologies!

"We all share our one world ocean and effective communication is vital to connecting others to its importance and raising public awareness of its value to each and every one of us on this planet."

Lisa Tossey is the social media community manager and editor for the National Marine Educators Association, a professional organization of over 1000 formal and informal educators. She is also currently a doctoral candidate at the University of Delaware, where she is focusing on using educational technology in science outreach. As part of that work, she supports the Delaware Sea Grant College Program's digital outreach efforts, producing engaging educational videos, story maps, and virtual reality experiences. She completed her undergraduate work in biology and chemistry and has a master's degree in multiplatform journalism from the University of Maryland's Philip Merrill College of Journalism. As part of her coursework, she covered the biotechnology and gene research beats and did science reporting for school's new media lab. You can find Lisa on Twitter @tossey, as well as on Instagram @ltossey.