“how could we spur critical conversations that highlight research and require community members to think well, while discussing a challenge?”
Total Engagement to Date

6 Critical Conversations

14,321 People Engaged in Posts
WHAT WE LEARNED

The more emotional the topic, the more engagement.

Video of the conversation leads to higher engagement.

Starting with the why is better than the what in research.
Next Step 1
Engage with our target audience where they are to have critical conversations!

Next Step 2
Purchased traveling equipment to engage with researchers when we are sharing our work.

Next Step 3
Share this model with other scientists (that is you all!) to be used to increase our impact.