Social media, whether you use it (and you mostly like do) or not, has become part of our daily lives. Whether it is a force for good or not so good is debatable but regardless, it's here to stay. As scientists, we can either hide from it or embrace it for the science communication tool that it has the potential to be. In this talk I will discuss a few social media platforms, primarily Twitter, and my own experience with them and how I've used them, not only to promote my research, but to grow as a person and to create friendships that have crossed continents.

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