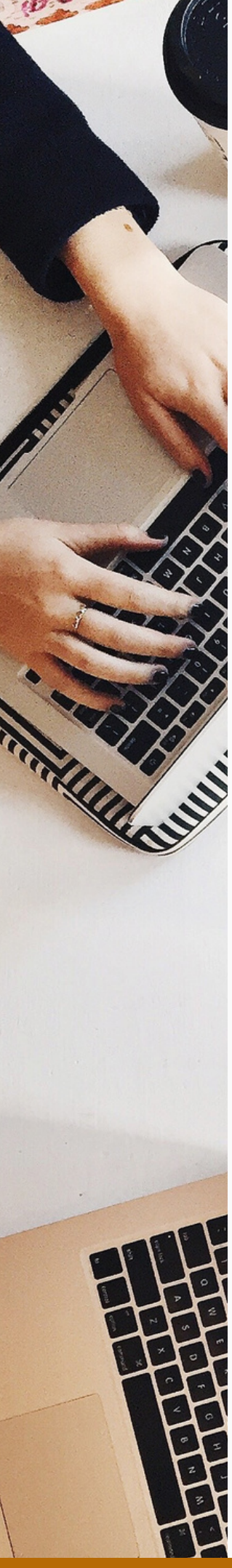
PRENATAL SCIENCES RESEARCH INSTITUTE SOPHIA

PRENATAL SCIENCES PARTNERSHIP

WORKING GROUP ON KNOWLEDGE TRANSLATION & DISSEMINATION

THE WORKING GROUP ON SOCIAL MEDIA FOCUSES ON TURNING EVIDENCE INTO OUTPUTS THAT ARE APPROPRIATE FOR DIVERSE POPULATIONS & HARNESSING THE POWER OF SOCIAL MEDIA PLATFORMS FOR POSITIVE IMPACT AND RESPONSIBLE USE.



AIMS & GOALS

01 Encouraging Positive Engagement:

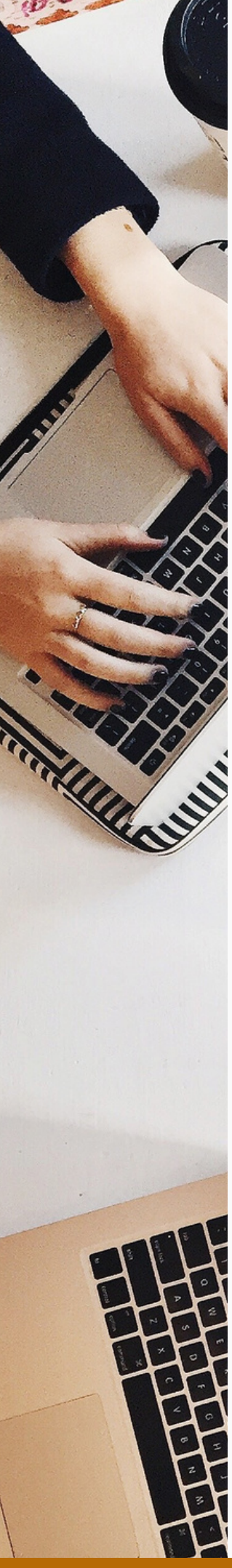
The working group aims to encourage positive engagement on social media platforms. It seeks to promote respectful and constructive dialogue, support initiatives that foster inclusivity, diversity, and empathy, and discourage harmful behaviors such as cyberbullying, hate speech, and online harassment. The group strives to create a welcoming and supportive online environment for all users, foster healthy online interactions, and develop critical thinking skills to navigate the digital landscape, especially in this sensitive field of prenatal sciences.

02 Turning Evidence in Content for Diverse Populations

The working group explores ways in which the knowledge gained in the Academia can turn into white papers, articles for non-academics, popularize the knowledge among citizens so that they can use it in their everyday life and enhance their wellbeing, create science for kids, games, audio-visual material, content to be used in social media and all kind of creative outputs.

03 Online Responsibility and Digital Well-being:

The working group places a strong emphasis on online responsibility and digital well-being. It aims to develop content, stories, resources, campaigns, and initiatives that promote respectful practices, mental health awareness, and responsible narratives that empower families, people and professionals.



AIMS & GOALS

04 Collaboration with Social Media Platforms:

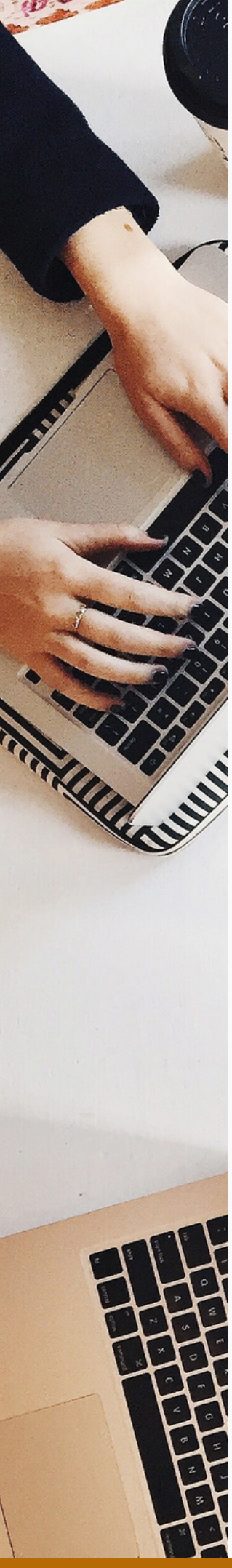
The working group aims to collaborate with all kinds of social media platforms that share same values and philosophies to advocate for human-centered improvements and responsible relationships. It seeks to engage in dialogue with account owners/ representatives to address common issues. The group aims to foster constructive partnerships that contribute to a safer and more user-friendly social media environment.

05 Education and Awareness Campaigns:

The group aims to develop educational resources, workshops, and awareness campaigns that promote prenatal sciences. It strives to reach diverse audiences, including individuals of different age groups, backgrounds, and digital literacy levels. The group may collaborate with educational institutions, NGOs, and other stakeholders to disseminate information and raise awareness about the wisdom and knowledge gained in prenatal sciences.

06 Monitoring Emerging Trends and Technologies:

The working group recognizes the rapidly evolving nature of social media and aims to stay informed about emerging trends and technologies. It seeks to explore the potential benefits and risks associated with new platforms, features, or digital phenomena. By monitoring these developments, the group aims to make choices concerning the knowledge translation and knowledge dissemination within prenatal sciences that promote the well-being of all involved.



AIMS & GOALS

07 Addressing Misinformation and Fake News:

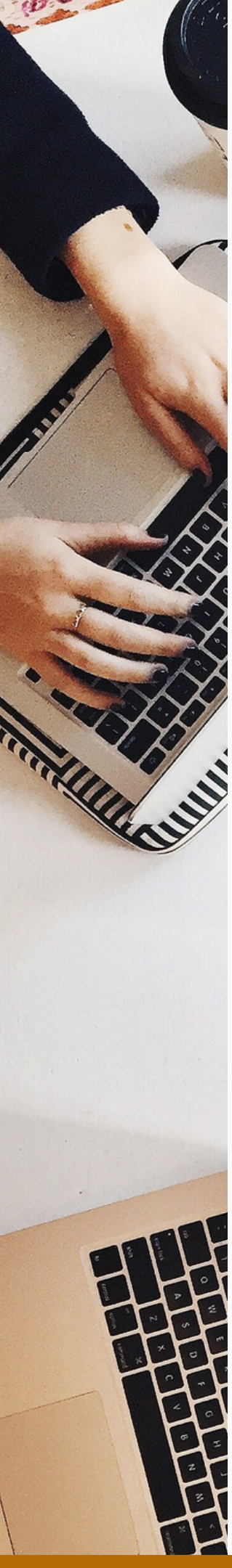
The group recognizes the significant challenge of misinformation and fake news on social media platforms. It aims to develop strategies and initiatives to combat the spread of false information, promote fact-checking, and improve media literacy skills among users. By addressing misinformation, the group strives to foster a more informed and accurate online discourse, as more and more people resort to the media platforms seeking for relief or information to heal their pain or agony.

08 Privacy and Data Protection:

The working group emphasizes the importance of privacy and data protection in the digital age. It aims to raise awareness about privacy risks and provide guidance on best practices for protecting personal information on social media platforms. The group may advocate for stronger privacy regulations and work towards empowering users to make informed decisions regarding their online privacy.

09 Responsible Influencer and Brand Engagement:

The group aims to promote responsible practices among social media influencers and brands. It seeks to encourage transparency, authenticity, and ethical behavior in influencer marketing and brand partnerships. The group may develop guidelines and resources to support influencers and brands in maintaining integrity and fostering trust with the community. Special efforts will be made to safeguard the freedom of will and choice of the members of each digital community.



IN SHORT

In the realm of media, we connect,

Trusting each other, a digital aspect.

Reliability in our online space,

When we engage, we leave a trace.

Collaboration is our virtual dance,

Together we amplify our online stance.

Open minds, open hearts, we share,

Spreading positivity, showing we care.

With timely presence, we engage and inspire,

Nurturing online communities, taking it higher.

By pursuing these aims and goals, the working group on knowledge translation and knowledge dissemination aims to foster a more responsible, inclusive, and positive environment that maximizes the benefits one can gain from various channels and or platforms while mitigating potential risks and challenges to the benefit of the communities of people and professionals and inspiring present and future generations to do their best.