



HARROW & HILLINGDON GEOLOGICAL SOCIETY

A Local Group of the Geologists' Association

Founded 1973

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2024 Geo-futures

A series of talks showcasing advances in the research and practice of geology.

Wednesday 11th September 2024 at 8pm on Zoom

“From Reels to Rocks: Online Geoscience Engagement and World Heritage in an Ever-Changing World”

by Saskia Elliott MSc (Jurassic Coast Trust)

Geology rocks – we know it, but how do we make everyone else see it? With UK geology and earth science enrolments declining, yet industry demand remaining high, how do we show the next generation that geology is not boring and offers exciting career opportunities? My approach has been to reach them where they are: on their screens! Through light-hearted short-form videos, I showcase what being a geologist can be like. With over 10k followers, multiple videos with over 1 million views, and over 250k likes on TikTok, it seems to be resonating! I'll share what I do and discuss the benefits and drawbacks of using social media for science communication.



Earlier this year I started an exciting new contract with the Jurassic Coast Trust on the Geo-Heritage Sustainability Study. Fascinated by the Jurassic Coast since before I knew geology was a field of study, I jumped at the chance to help preserve it for future budding geologists and the public. This study informs a "Protected Site Strategy" to understand how the Jurassic Coast UNESCO World Heritage Site will evolve, assessing risks from climate change, sea level rise, coastal development, and tourism - and what risks these may pose to the attributes of the World Heritage Site in each area. I'll share details on what this project has entailed so far.