



5 TIPS FOR EFFECTIVE SCIENCE CONTENT CREATION

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01

CURIOSITY FIRST

- Strong hook
- Relatable question
- Reveal mechanism later

02

TEACHING VISUALS

- Infographic or demo
- On-screen text
- Accurate diagram

03

MECHANISM → MEANING

- Connect to outcome
- Explain why it matters
- Keep it memorable

04

ONE IDEA

- One concept only
- Clear takeaway
- Series for depth

05

DEVICE-FRIENDLY

- Readable on phone
- Close-up visuals
- Works on silent