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Communicating Research: making the most of resources

ECR Away Day 12.09.18

Sheli Smith

Internal Resources

- Central communications
 - Reputation, **Research** and Recruitment
- Departmental/School/Faculty-level communications
 - Recruitment, **Research** and Reputation
- Technical support
 - Digital communications, web design, animation, video, design for print, motion graphics, social media etc.
- Media Training
- Existing contacts



Communicating Research: Content

Case study: The Conversation

- **New research**
- Explainers
- Fact check
- Scientists at Work
- Opinion pieces

Examples: new research

An explanation of new research, this piece explained the new findings of a research study, put them into context, and provided some expert analysis and comment on why they're important or interesting. (20,000 reads)

THE CONVERSATION
Academic rigour, journalistic flair

Search analysis, research, academics...

Arts + Culture + Business + Economy + Cities + Education + Environment + Energy + **Health + Medicine** + Politics + Society + Science + Technology + Brexit

New findings: anxiety is linked to death from cancer in men

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Author
Olivia Reames
PhD Candidate, University of Cambridge

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UNIVERSITY OF CAMBRIDGE

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View the full list

Anxiety: damages the body, too. [The Conversation](#)

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About one in 14 people around the world are affected by anxiety disorders [at any given time](#). Those who suffer from these conditions experience impairment, disability, and are at a [high risk for substance abuse and suicide](#). In spite of these considerable risks, research on anxiety is lagging far behind that of other common mental health problems – and many people affected don't even know they have this condition.

Communicating Research: Methods

- Media Relations/PR
 - National Media
 - Local Media
 - Trade Press
- Broadcast
 - TV
 - Radio
- Digital
 - Online
 - Podcasts
 - Video
- Social
 - Reddit
 - Twitter
 - LinkedIn
 - Facebook

The benefits - pathway to **impact**

1. **Publicise** research
2. **Enhance** personal profile
3. **Spark** debate
4. **Encourage** behaviour change
5. **Change** perceptions
6. **Raise** awareness
7. **Highlight** a current issue or topic
8. **Manage** reputation
9. **Attract** funding
10. **Raise** the profile of your institution
11. **Persuade** audiences of a particular viewpoint
12. **Present** an argument

Case Studies:

1. Brighton academic's research on earthquake-proof building technology cited in European Parliament debates
2. York researcher's article on African air pollution republished in The Guardian and BBC World Service. OECD report subsequently cites his research and quotes Conversation article
3. Durham PhD's article on space crime scene investigation republished in 20 countries, invited to collaborate at NASA

A bit of old advice...

George Orwell's 6 rules for writing (1946)

1. Never use a metaphor, simile or other figure of speech, which you are used to seeing in print.
2. Never use a long word where a short one will do.
3. If it is possible to cut a word out, always cut it out.
4. Never use the passive where you can use the active.
5. Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent.
6. Break any of these rules sooner than say anything barbarous.





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Questions?