

QUICK GUIDE TO RESEARCH COMMUNICATIONS



WARWICK
THE UNIVERSITY OF WARWICK

INTRODUCTION TO RESEARCH COMMUNICATIONS

WHAT DOES RESEARCH COMMUNICATIONS INVOLVE? SOME KEY POINTS...

Promoting and communicating research at Warwick, its impact and contribution to tackling local, national and global challenges, delivering impact and expanding knowledge

Improving the prominence and frequency of research across existing channels

Understanding audiences: This is critical in informing tone, content and channel: Ensuring content is tailored to and driven by audience needs

Translating research to a non-academic audience: Language and content to be meaningful, relatable and relevant. The central comms team can help tailor content to non-academic audiences

There are many central channels available to help profile your research - to both internal and external audiences.

This booklet covers key channels, as well as the benefits of promoting your research.

WHY COMMUNICATE RESEARCH? WHAT'S IN IT FOR ME?

- Raise your profile
- Tell your story
- Make new connections
- Reach a greater range and variety of people
- Spark conversations and new ideas
- Help increase your impact
- Increase engagement with audiences and stakeholders - both within and outside of academia



WHO ARE YOU TARGETING, AND WHAT DO YOU WANT THEM TO THINK, FEEL OR DO?

To be really effective at communicating your research, it's important to take a moment and think about the specific group you want to reach (**segmentation**), what the best way to reach them may be (targeting) and what they like to find out about, or what you want them to think about you (**positioning**).

You'll be more effective reaching and engaging with your audience if you think about **what they'd like to see, what resonates with them, and what you want them to think, feel or do.**

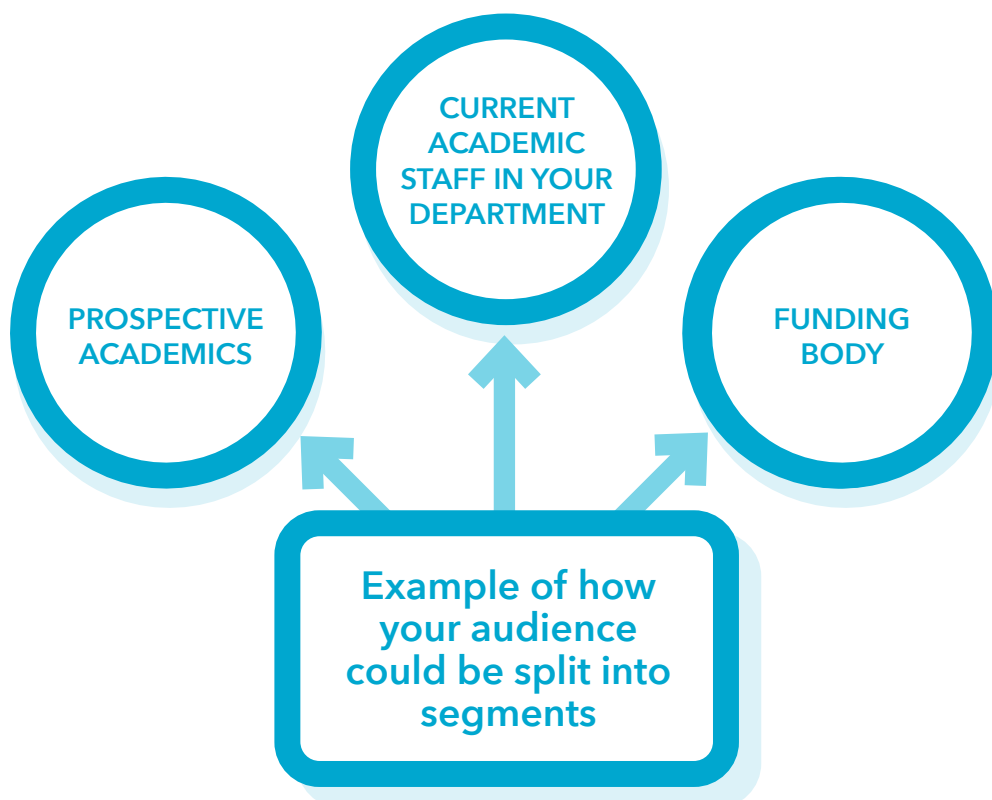
This will help ensure you're delivering only the most relevant, targeted messaging to your audience - or they may miss it altogether!

SEGMENTATION, TARGETING AND POSITIONING

1. SEGMENTATION

Segmentation involves identifying the audience to be segmented - dividing them up into smaller groups based on certain characteristics.

This process allows you to group your individual audience members into similar groups so you can better communicate content that may be most relevant to them.





2. TARGETING

- Choosing which segments to target - and targeting one at a time - will help you better position your communications for each specific segment.
- Not everything appeals to everyone. Targeting is the process of selecting your audiences and planning how to appeal to them.
- This can also help inform channel selection, as certain channels and platforms work better for certain audiences.
- For example, someone who is very time poor won't want to make the effort to read a long web page; videos only work if someone is interested enough to watch them, and many people choose certain newsletters or media because they trust what's being said there - so niche publications could be a good choice for a niche topic.

3. POSITIONING

- Examine the story you want to tell and the content you want to issue from the perspective of your chosen segment. If you were in their shoes, what would you want to know?
- What features or benefits are most relevant to them? Positioning is the final stage in the 'STP' process and focuses on how the end-user views your content in comparison to your competitors.
- It's also important to ensure you are remembered.
- The four 'C's of positioning are: Clarity, Consistency, Credibility and Competitiveness.





COMMUNICATIONS CHANNELS

RESEARCH WEBSITE

- Profiles research news stories/press releases, case studies, GRPs, prizes and fellowships, impact, REF, research partnerships
- A varied range of audiences including: prospective academics, research councils/funders, general public, businesses, prospective PhD students, current research active staff, other staff such as professional services, non-academic bodies, policymakers and other stakeholders
- Projects are linked to and profiled in the regularly-refreshed carousel
- Profiles and signposts to a host of key research related sites including IGSD, GRP websites, Warwick Data and Research Technology Platforms
- Linked to from main University homepage

warwick.ac.uk/research

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PRESS AND MEDIA

- The press and media relations team can give you a platform to broadcast your research: locally, nationally and globally
- We can help you determine what you want to say, when to say it and the best places to say it
- We can help you reach a large and diverse audience – online and offline
- Channels:
 - Press releases – these offer your story to a range of journalists
 - Exclusives – complex story goes to one journalist
 - Expert comment – input to other people's stories
 - Features articles
 - Interviews for TV or radio
- When the story goes live, we'll field press requests and put journalists in contact with you
- Creating media content is a collaborative and mutual process between press office and researcher

warwick.ac.uk/newsandevents/

press@warwick.ac.uk





KNOWLEDGE CENTRE

- Feature articles written and edited by Warwick's press team with your input and approval
- Good first step in talking about your research and thinking about press and media
- Makes great sharable content
- Can be part of a wider communications campaign
- Can lead to opportunities with press and media

warwick.ac.uk/newsandevents/knowledgecentre

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SOCIAL MEDIA

- Our channels: Facebook, Twitter, Instagram, LinkedIn, YouTube, Weibo, Wechat (these last two are run by colleagues in Beijing)
- Reach large audiences - engage with non-academic audience
- Post in real time: Faster, easier communication
- Direct connection with your audience
- Drive traffic to your website
- We can support with:
 - Content requests
 - Campaign planning and support
 - Agile content - quick turnaround, usually filming or photography with an iPhone to capture real time content and send it out across social media that day
 - Social media best practice
 - Channel and audience insight
 - Department consultations
 - Crisis communications

[@UniversityofWarwick](https://twitter.com/UniversityofWarwick)

[@Warwickuni](https://twitter.com/Warwickuni)

[University of Warwick](https://www.facebook.com/UniversityofWarwick)

[University of Warwick](https://www.youtube.com/UniversityofWarwick)

socialmedia@warwick.ac.uk





INTERNAL COMMUNICATIONS

- Internal communications helps employees understand the big picture and how they fit in
- Can spark engagement, collaboration and interest from different parts of the institution, and can help build and maintain relationships
- Increased awareness - increased participation
- Reaches a large and diverse audience
- Effective for promoting events, initiatives, funding calls, partnerships, awards, etc.
- We can schedule content to particular channels:

CHANNEL	FREQUENCY	RESPONSIBLE
Insite home page	Updated approx. weekly	Internal Communications Officers
Inbox Insite	Weekly - Wednesday afternoons Deadline for content is the previous Friday afternoon	Internal Communications Officers
@WarwickInsite	Daily	Internal Communications Officers
Digital signs	Weekly	Warwick Print
Posters, leaflets, physical items	As required	Warwick Print
The 'cascade' of information via team meetings, department emails, briefings etc	Will differ between departments and teams	Departments

warwick.ac.uk/insite

internalcomms@warwick.ac.uk

INTERNATIONAL PARTNERSHIPS PAGE

- Opportunity to promote collaborative international research between Warwick and partner institutions
- Carousel is a prominent platform for promoting research projects
- Highlighting research-related international press releases
- Promoting impact research and education case studies to showcase our international partnerships
- Profiling prizes and external funding won by Warwick researchers for international collaborations

warwick.ac.uk/global/partnerships

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