

Outreach and Engagement for Researchers | Seminar 1



Seminar 1: Creating Impact through Engagement

Presented by Associate Professor Paul Willis
mediaengagementservices.com.au



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Welcome and introduction



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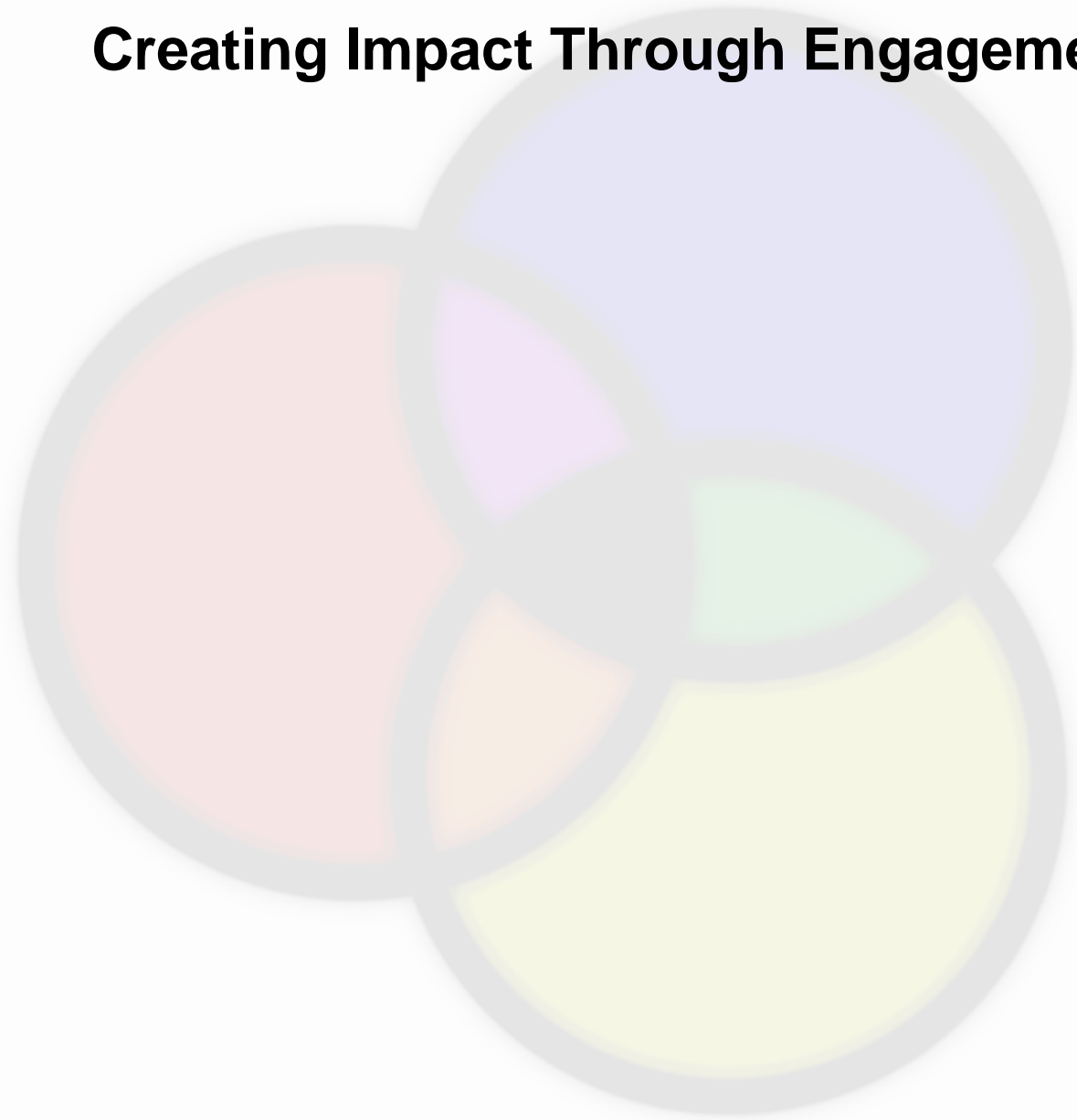
Welcome and introduction



- former Director of the Royal Institution of Australia
- presenter on ABC TV's Catalyst program
- palaeontologist
- my life has centered around telling stories for science
- currently an Adjunct Associate Professor in Palaeontology at Flinders University

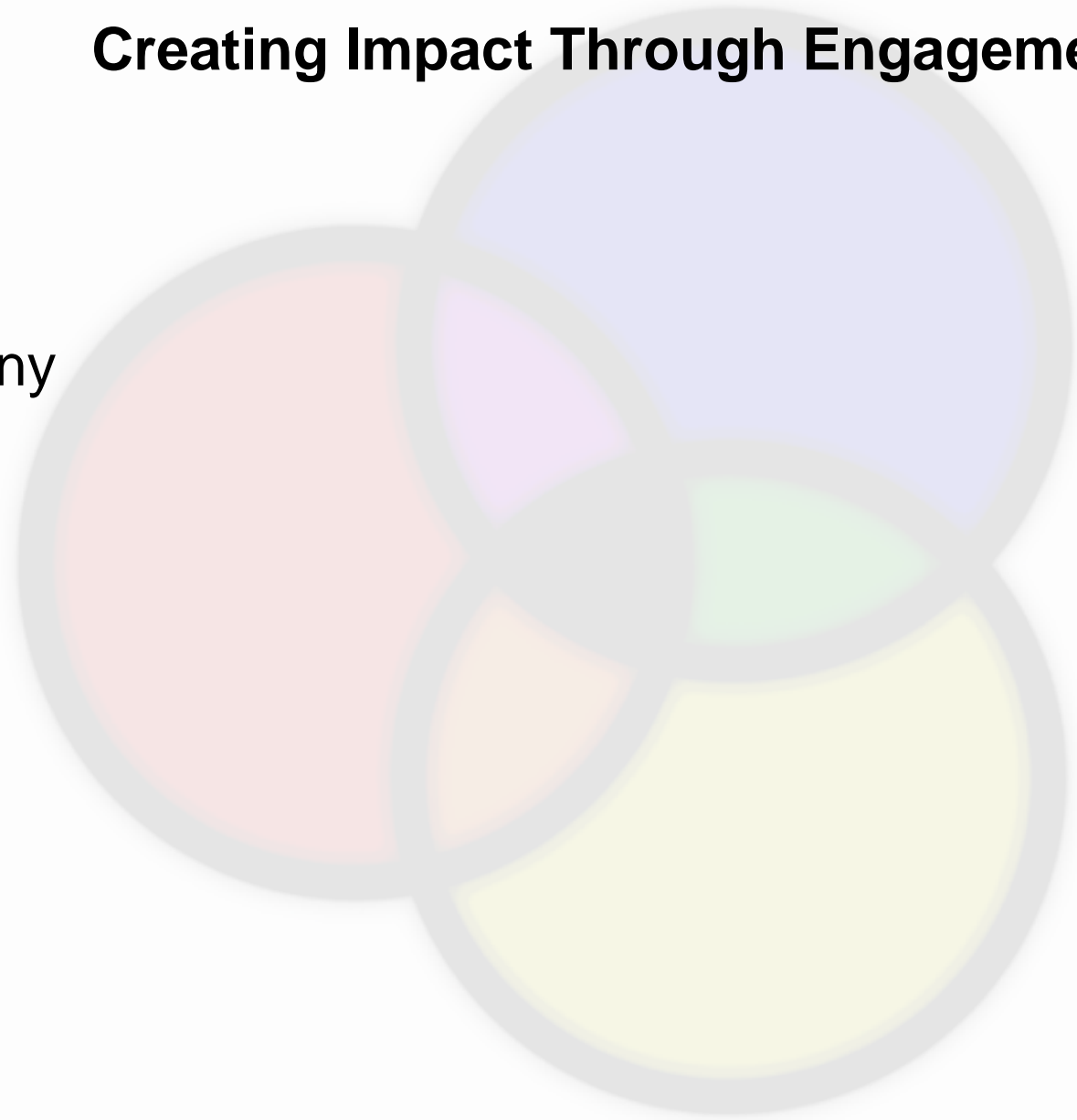


Creating Impact Through Engagement



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- Be Like Anthony



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A Coffee Catch Up With Anthony Reid

June 18, 2018 | Paul Willis

When we set up Media Engagement Services, not only was there a need to show researchers how to communicate their research stories, we had to develop techniques and approaches specifically designed for researchers to use in and around their busy research day.

Many of these techniques were new, unique to MES and largely untested.

So, when we have a chance to catch up with people who have completed the MES workshops and see how they are going, these are valuable opportunities to find out if our approaches work in the real world.

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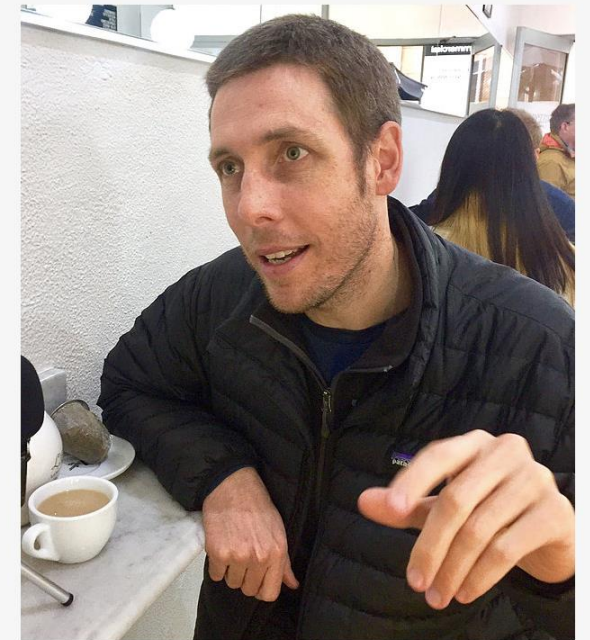
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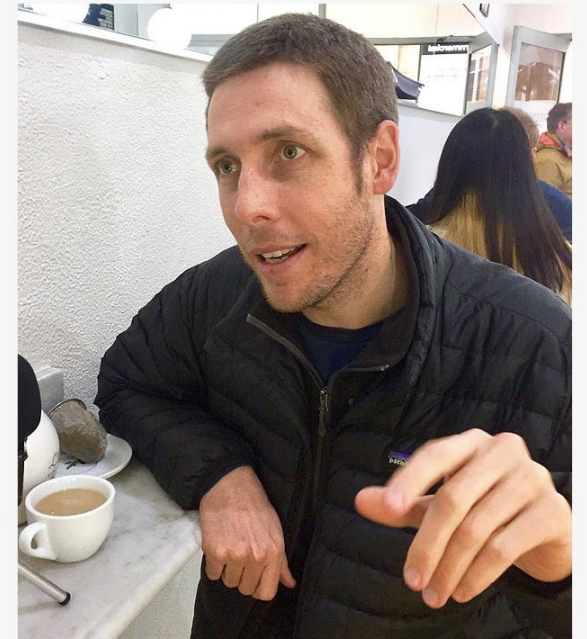
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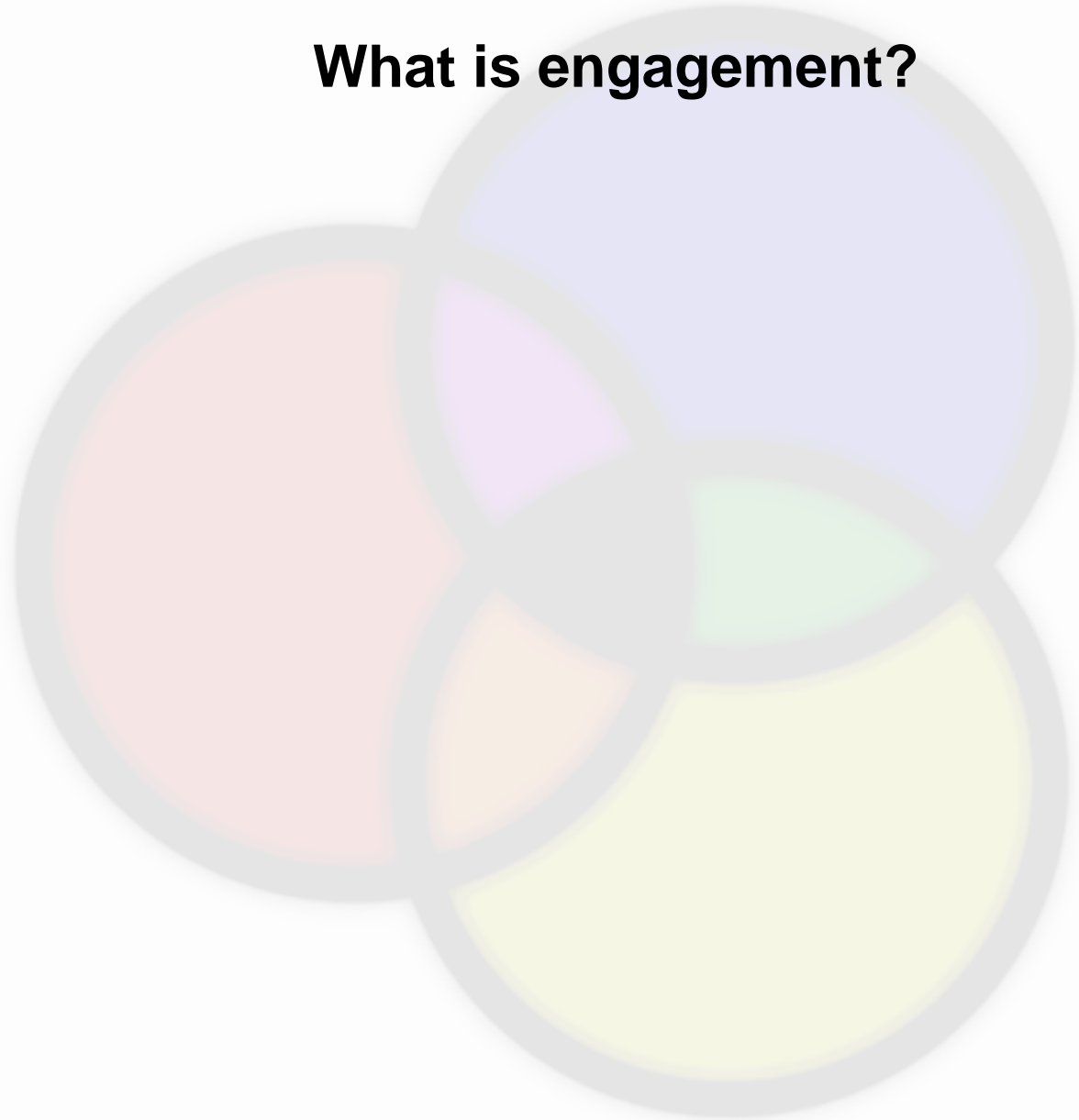
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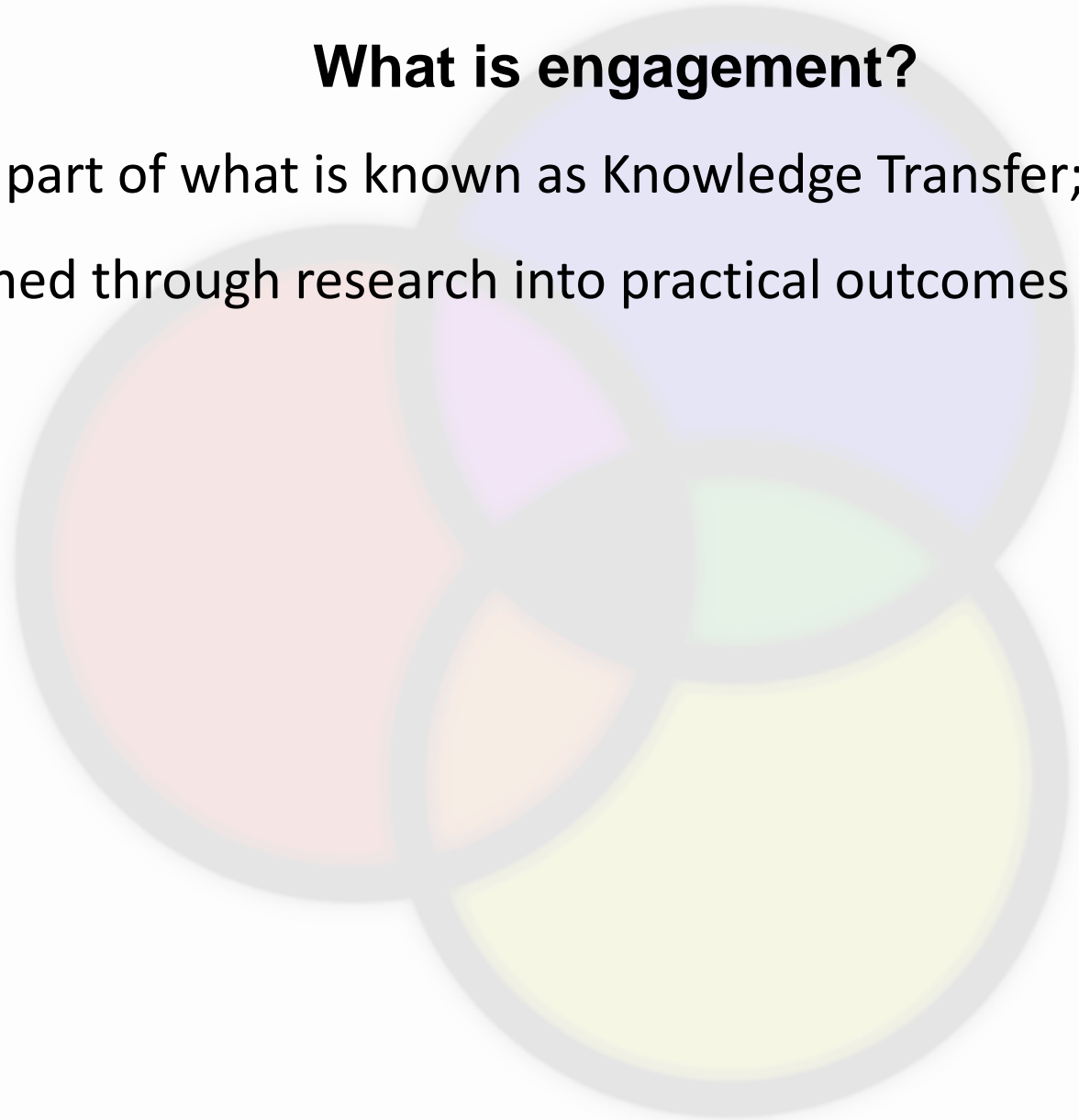
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What is engagement?



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- There are two parts to Knowledge Transfer: Impact and Engagement
 - Impact is the real-world outcomes from Knowledge Transfer
 - Engagement is the process or processes by which that knowledge is transferred

What is engagement?

Media Engagement is harnessing the powers of the online environment, particularly social media platforms, to allow researchers to discuss and explain their research to a variety of audiences

What is engagement?

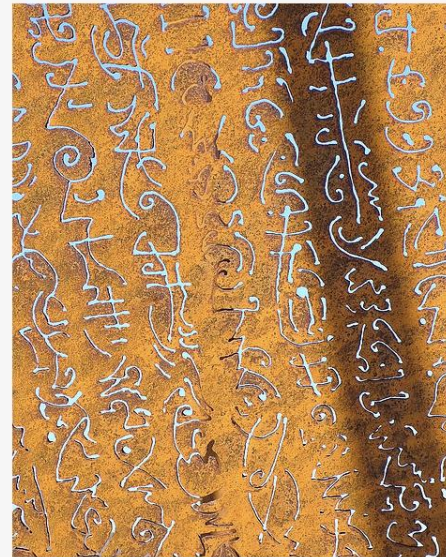
The Revolution in Research Communication

May 14, 2018 | Paul Willis

Everything has changed in the communication industry, particularly in the communication of research. We have shifted from broadcast to narrowcast. The communicator has swapped from the reporter to the researcher. Even the reasons why we want to communicate research and what we want to achieve have been radically altered.

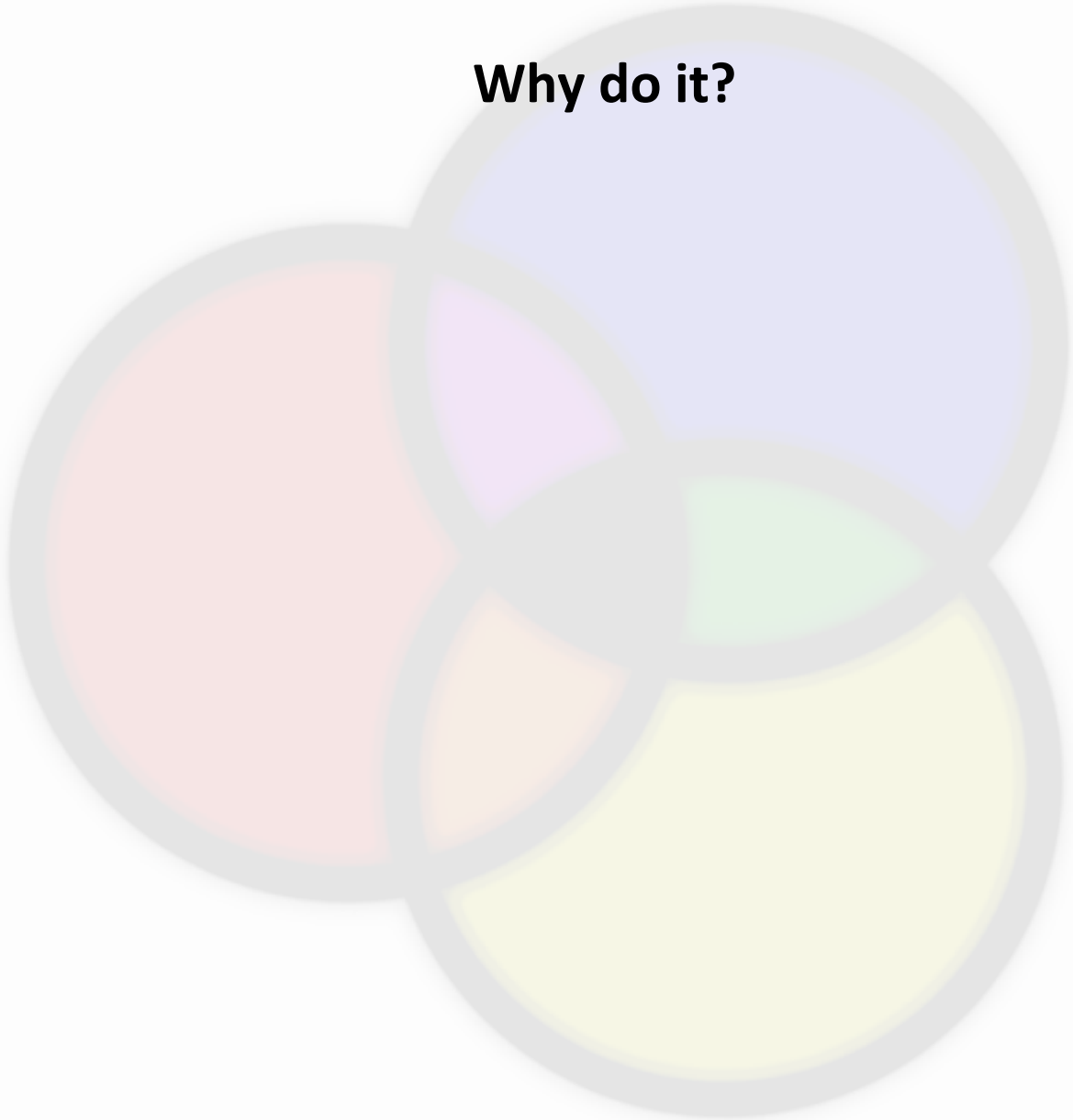
But the pace of this change has left many in research and communications wondering what the future is for research communication. All too often opportunities have opened up that are not apparent to research communicators and they continue with a business-as-usual approach to story-telling that is inadequate for the new media environment.

Now there is the opportunity for effective communication of research producing real-world outcomes and impacts. To operate effectively in this new environment, we need to fully understand just how different it is from the old world that we are used to.



<https://www.mediaengagementservices.com.au/single-post/2018/05/14/The-Revolution-in-Research-Communication>

Why do it?



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You are the best person to tell your research stories

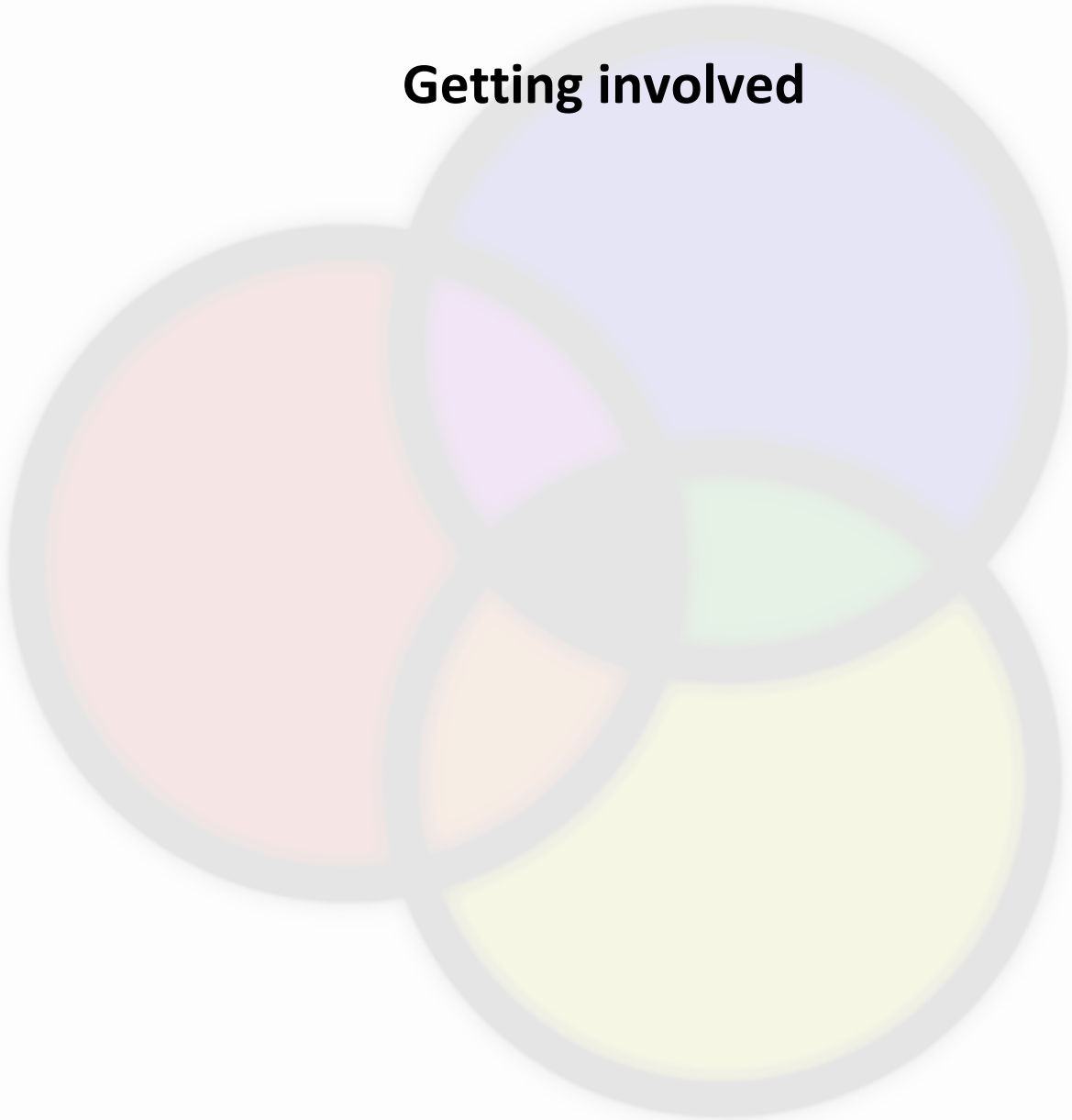


Why do it?

You are the best person to tell your research stories

If you don't tell the world about what you are up to, who will?

Getting involved



Getting involved

 Curtin University

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- [Blackboard Collaborate](#)
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Social media and web 2.0

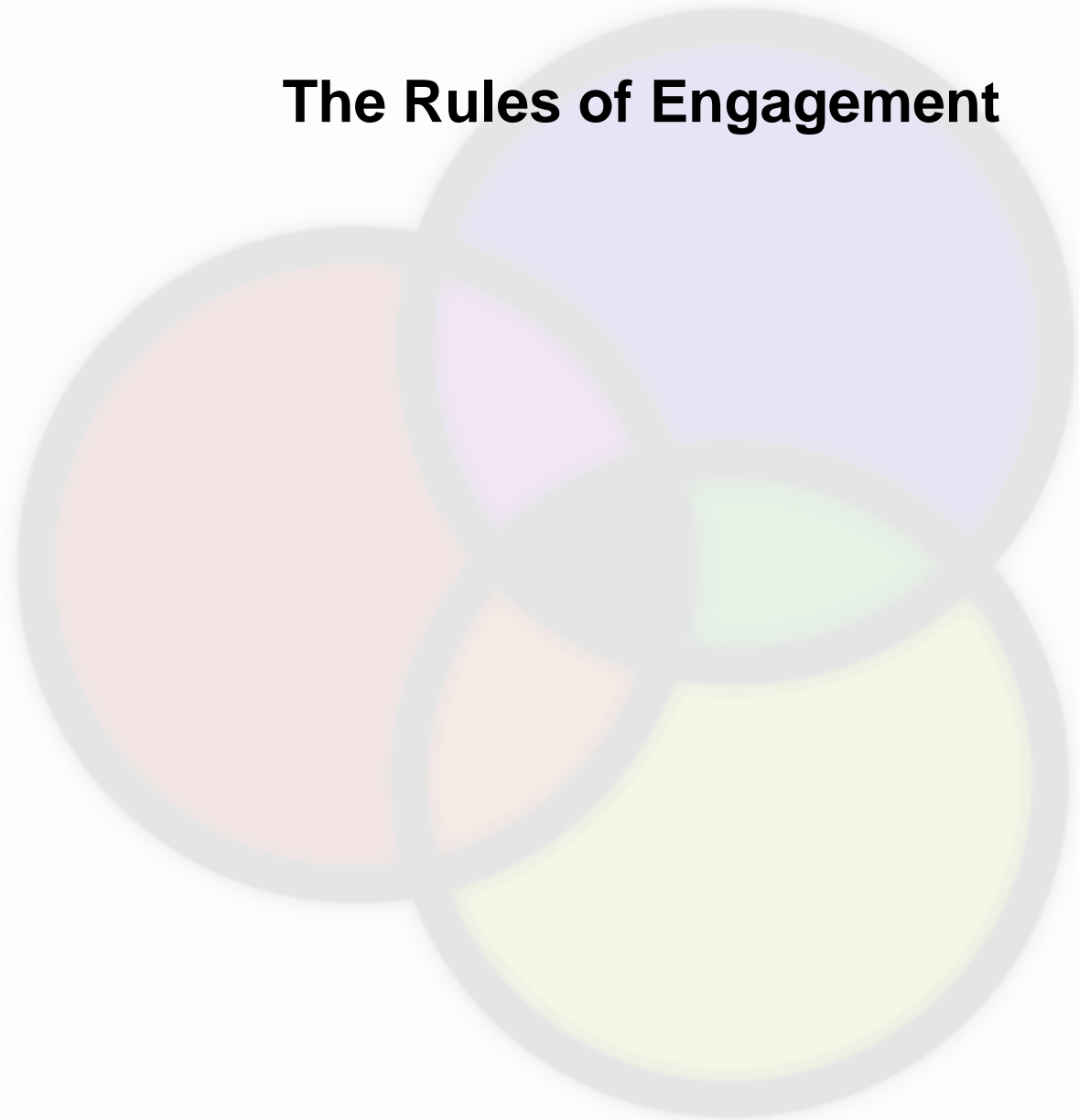
There are hundreds of different social media tools which are freely available to help you to engage and collaborate with your students.

Below is a list of some of the most popular, some of which we will explain and explore as this website develops:


- [Diigo](#) - *Diigo* is a powerful research tool and a knowledge-sharing community.
- [Delicious](#) - Keep, share, and discover the best of the Web using

http://clt.curtin.edu.au/teaching_learning_services/social_media.cfm

The Rules of Engagement



The Rules of Engagement

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[Home](#) [About Curtin's website](#) [Setting up a web presence](#) [Creating and maintaining content](#) **[Social media](#)** [Web guides](#) [Contacts and help](#)

[Home](#) > [Social media](#) > Social media guidelines

Social media guidelines

You need to log in to access this area.
Please supply your Curtin network credentials.

Curtin Staff ID

Password

Remember me on this computer

LOG IN

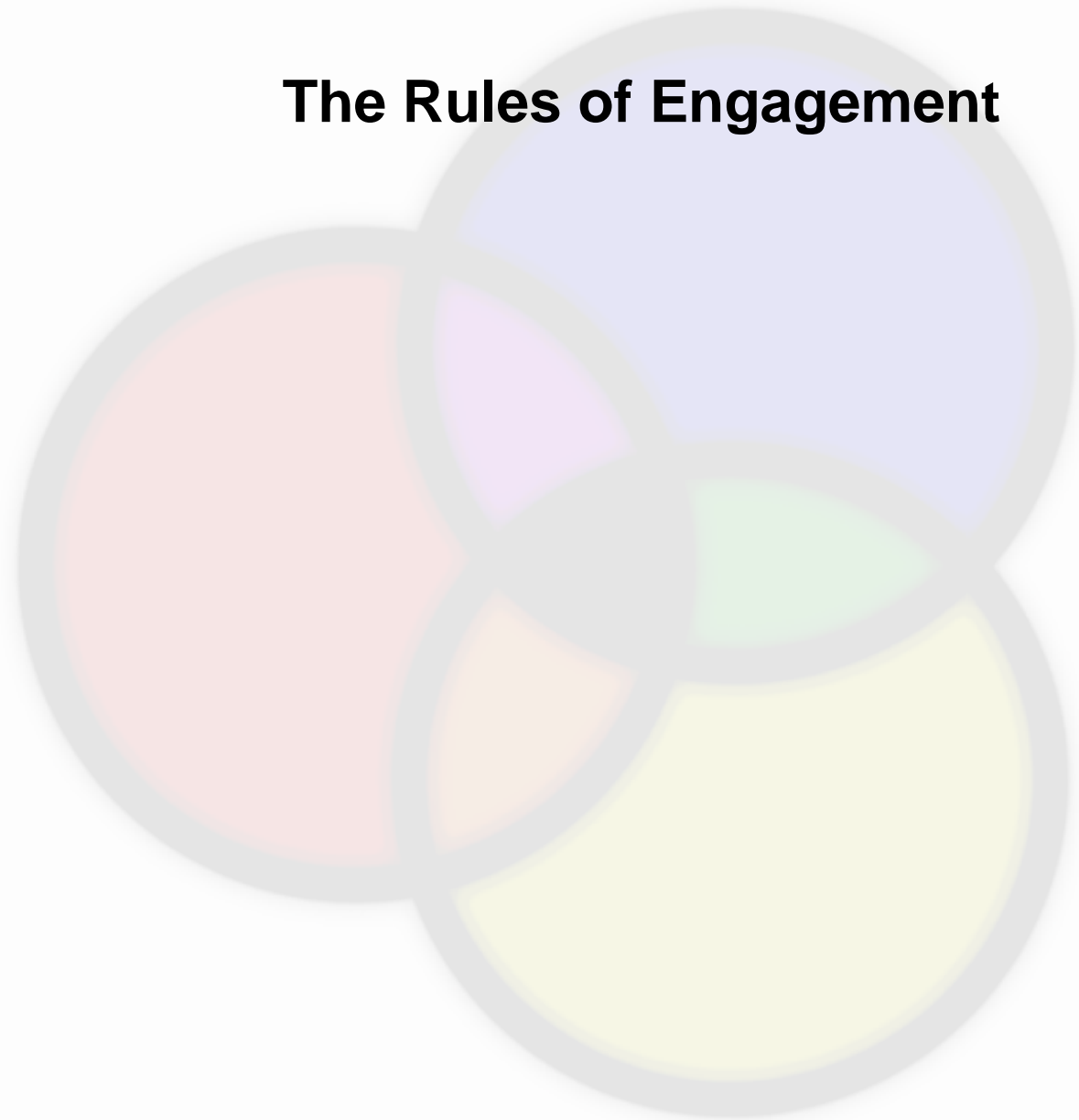
Social media during critical incidents

Social media plays a primary role in the University's crisis management strategy. This is managed centrally by the Communications and Stakeholders Team. [Contact the Platforms team in University Marketing](#) for further information.

Further assistance

Need further help with managing your social media presence? [View our social media contacts list](#)

The Rules of Engagement



The Rules of Engagement

Never put anything online that your mum would be embarrassed to view



The Rules of Engagement

Never put anything online that your mum would be embarrassed to view

Never put anything online that your dad wouldn't understand



Do



- **Be transparent; if you're going to talk shop, say who you are and who you work for**
- **Use common sense and courtesy**
- **Protect your own privacy and reputation**
- **Be respectful of other cultures, religions, values and opinions**
- **Admit mistakes and apologise when necessary**
- **Respect copyright**



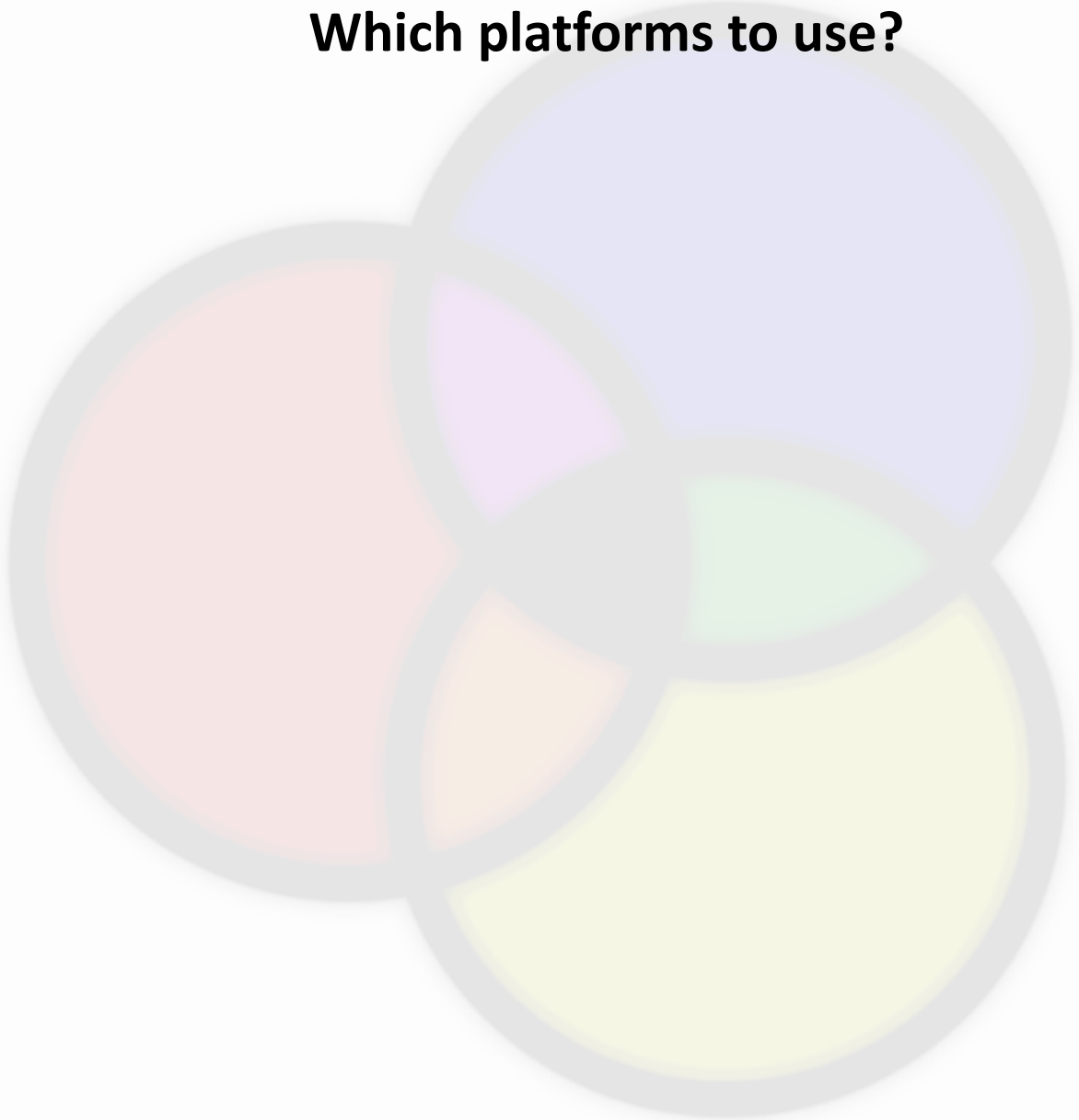
Don't



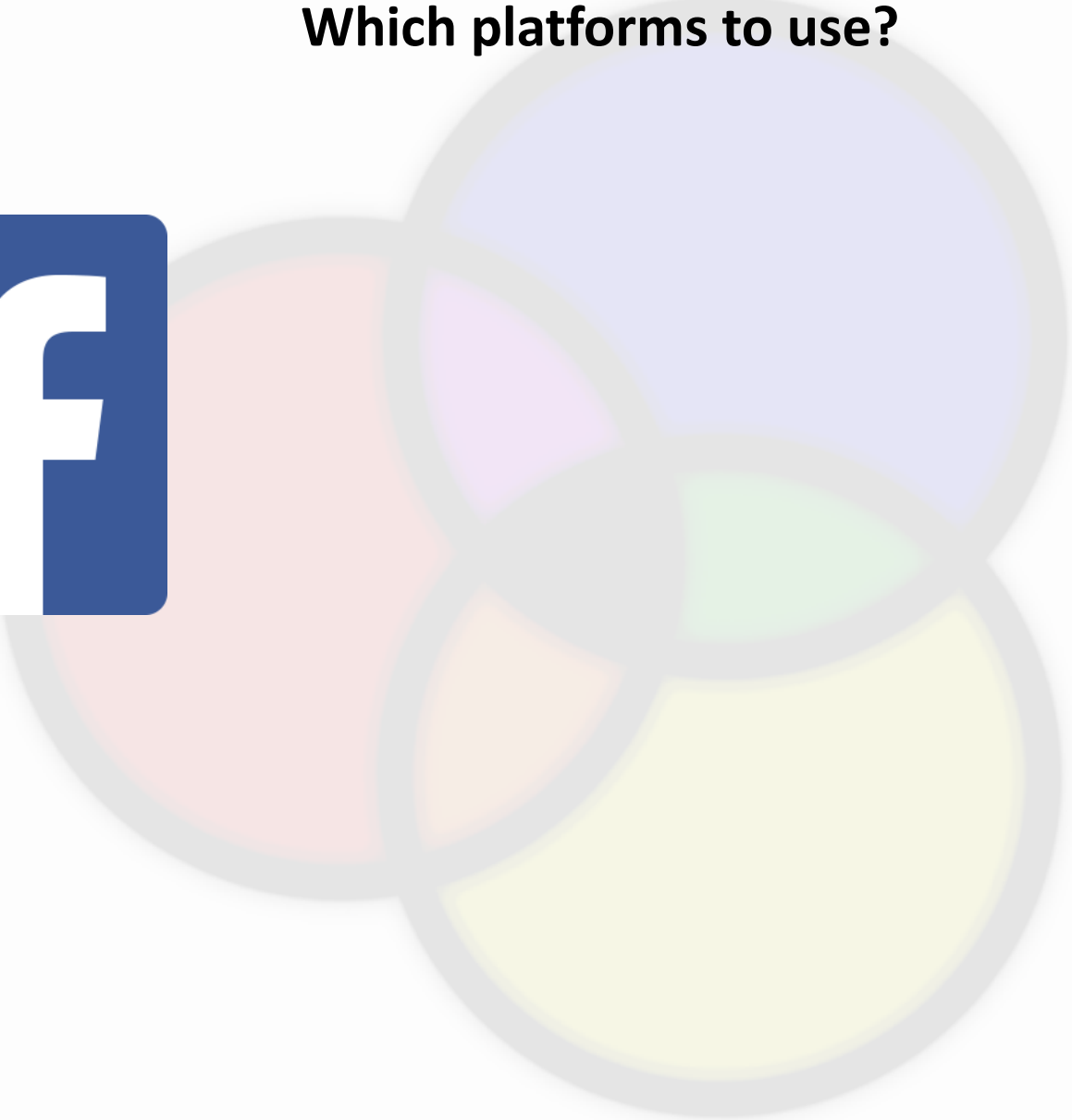
- **Post things you would be embarrassed to have your mother/boss see.**
- **Speak on behalf of the organisation. Clarify that your views are personal.**
- **Lie, mislead or bully.**
- **Share internal or confidential information**



Which platforms to use?



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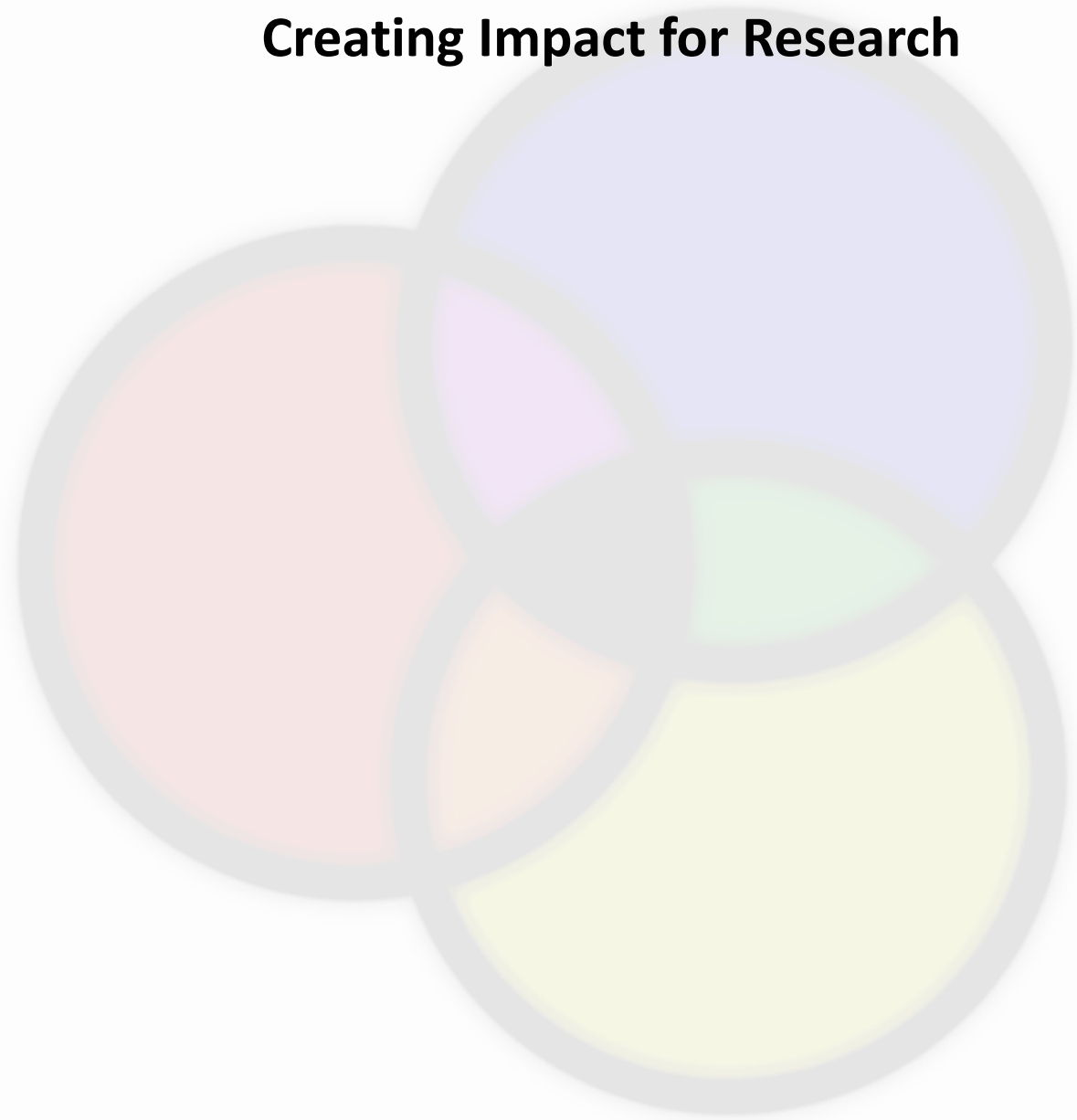
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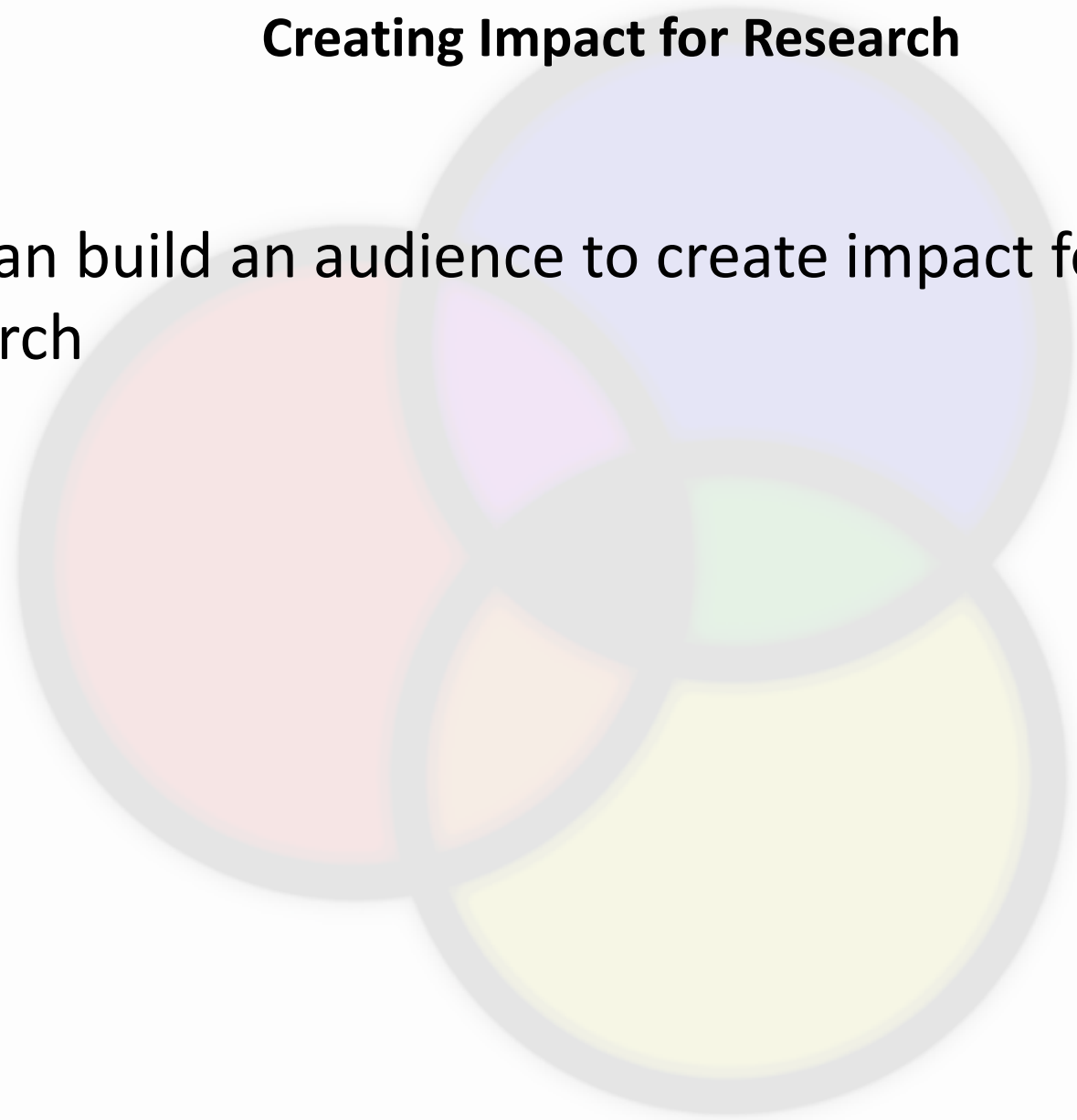


Creating Impact for Research



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- The objective here is to populate your network with potential end-users of your research



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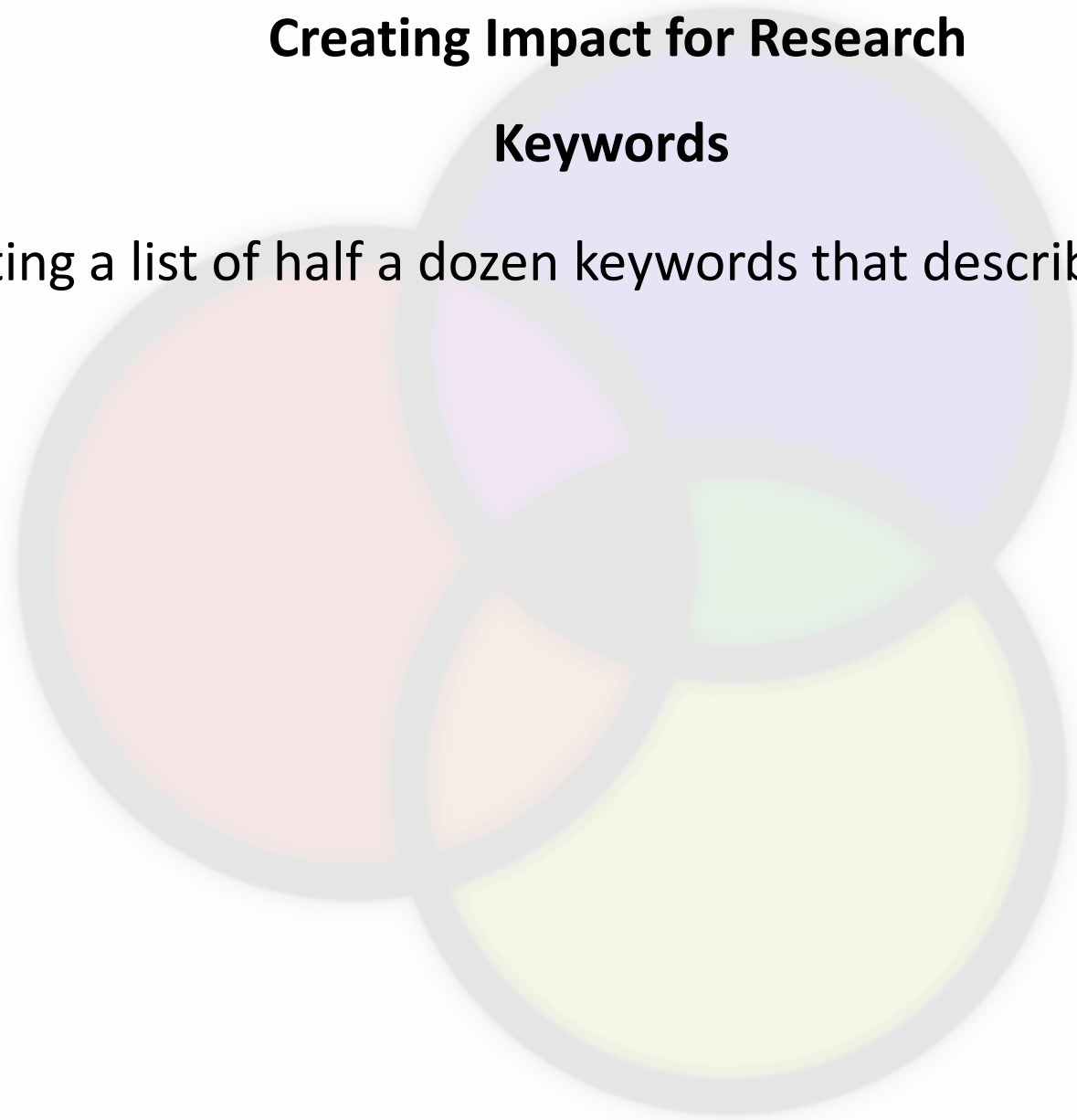
- You can build an audience to create impact for your research
- The objective here is to populate your network with potential end-users of your research
- If you create awareness of your work among potential end-users, they may come forward and actually do something with you to create real impact



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Keywords

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- This will greatly assist potential end-users who you do not know finding your site



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- Once you have identified specific potential end-users, approach them directly with an invitation to join your group, follow your page or otherwise become part of your online community



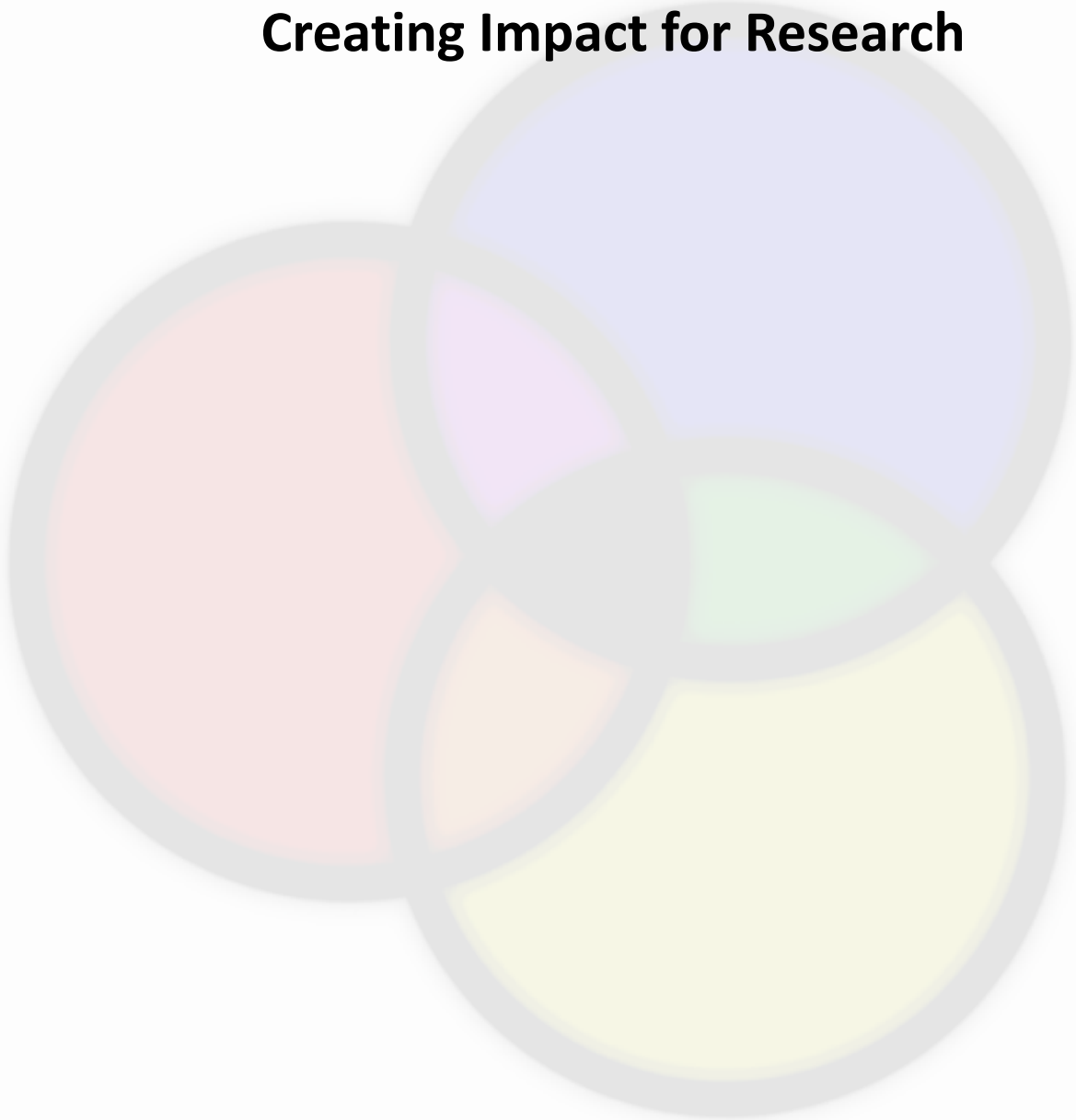
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- As new people join your site, have a look at who is in their network and see if there are more people there that you want to bring into your network



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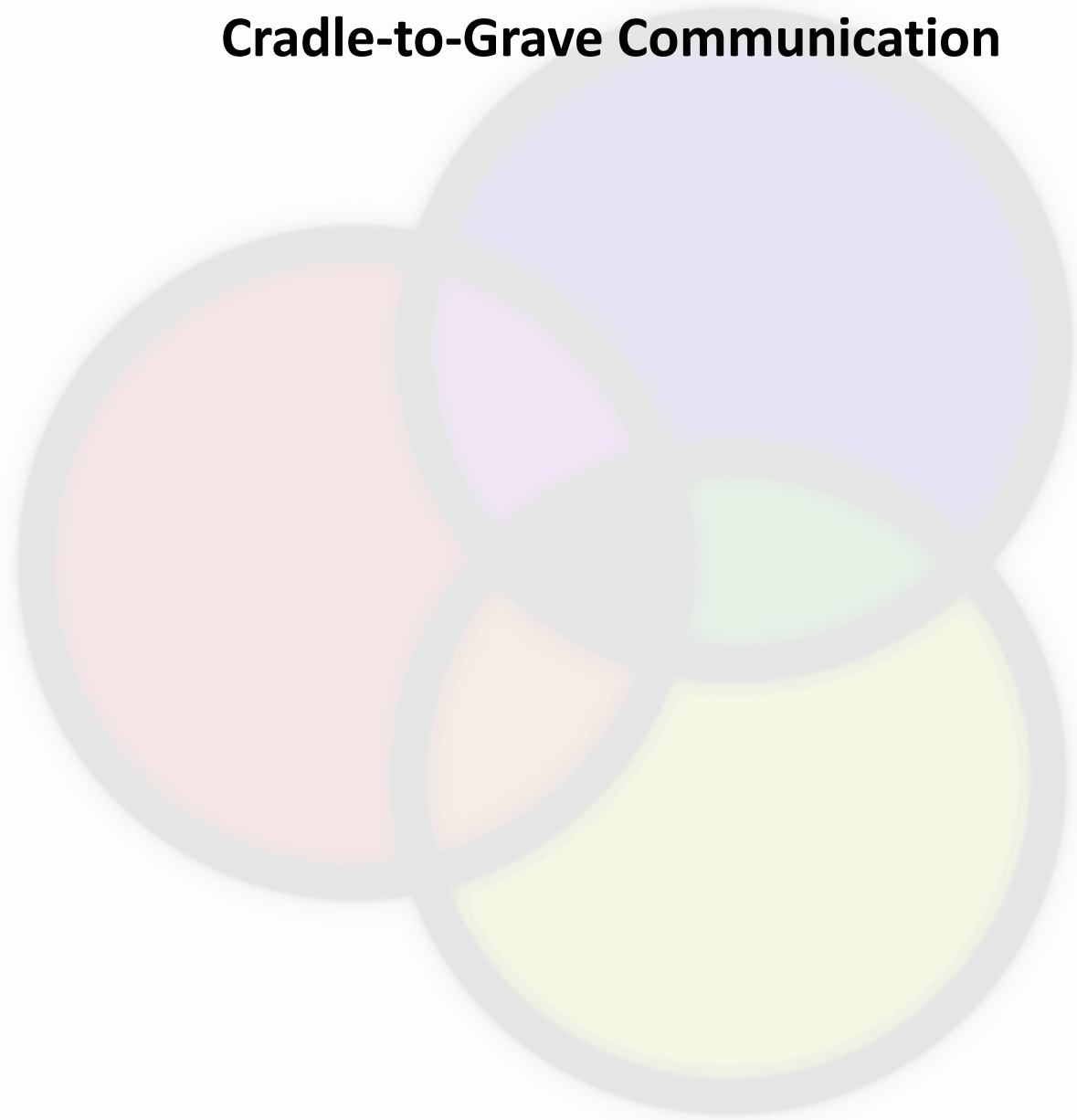


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- Another advantage of taking a business-like approach to the communication of your research is access to useful analytics data that the various social media platforms collect and maintain
- Your impact network is a constantly expanding community of people who are likely to engage with your research

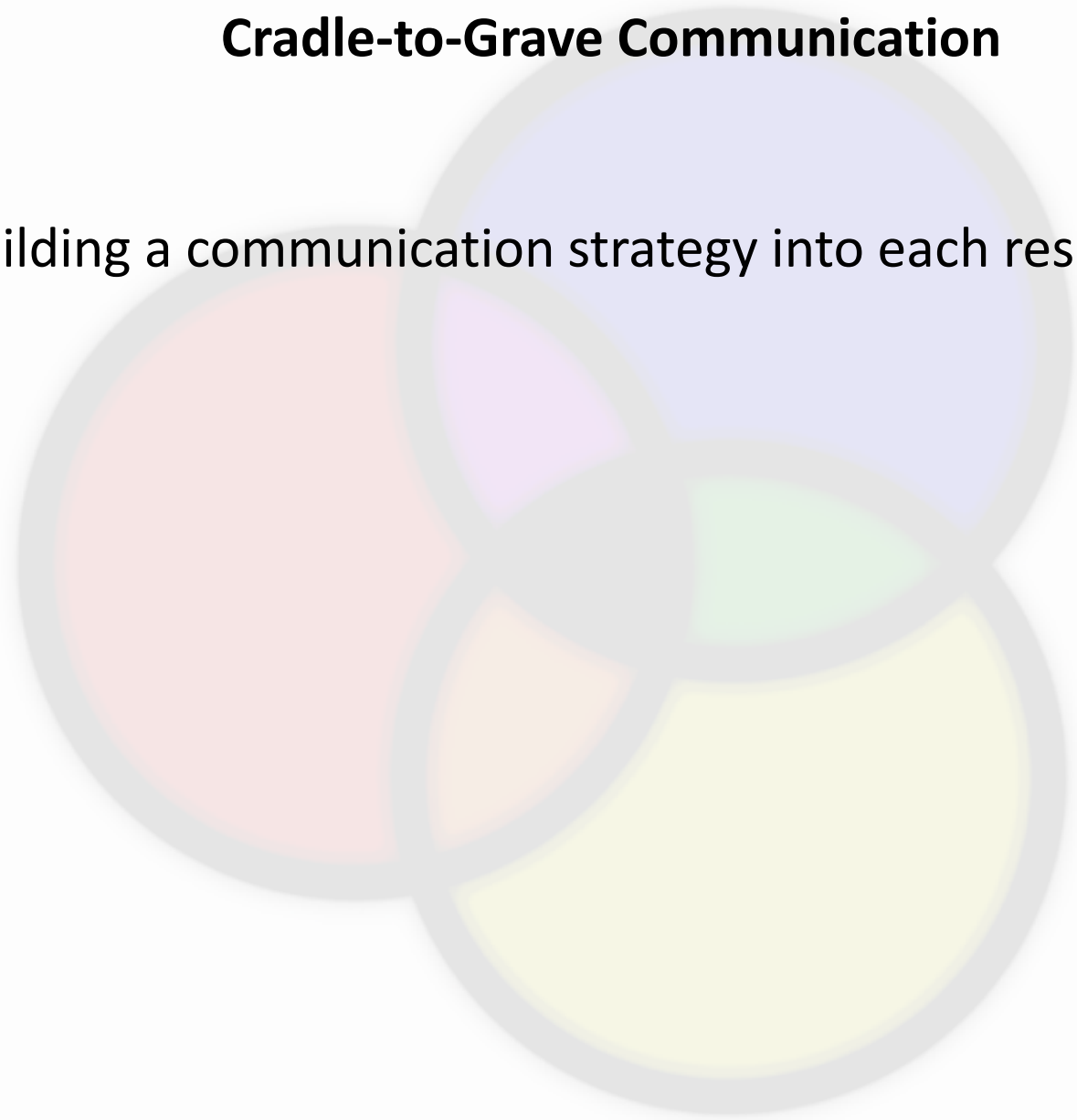


Cradle-to-Grave Communication



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Can include regular tweets and micro-blog posts through to occasional blogs, podcasts and videos.

Cradle-to-Grave Communication

Cradle to Grave Communications

February 15, 2018 | Paul Willis

This is a new world of communications and the old ways of doing things simply won't cut it.

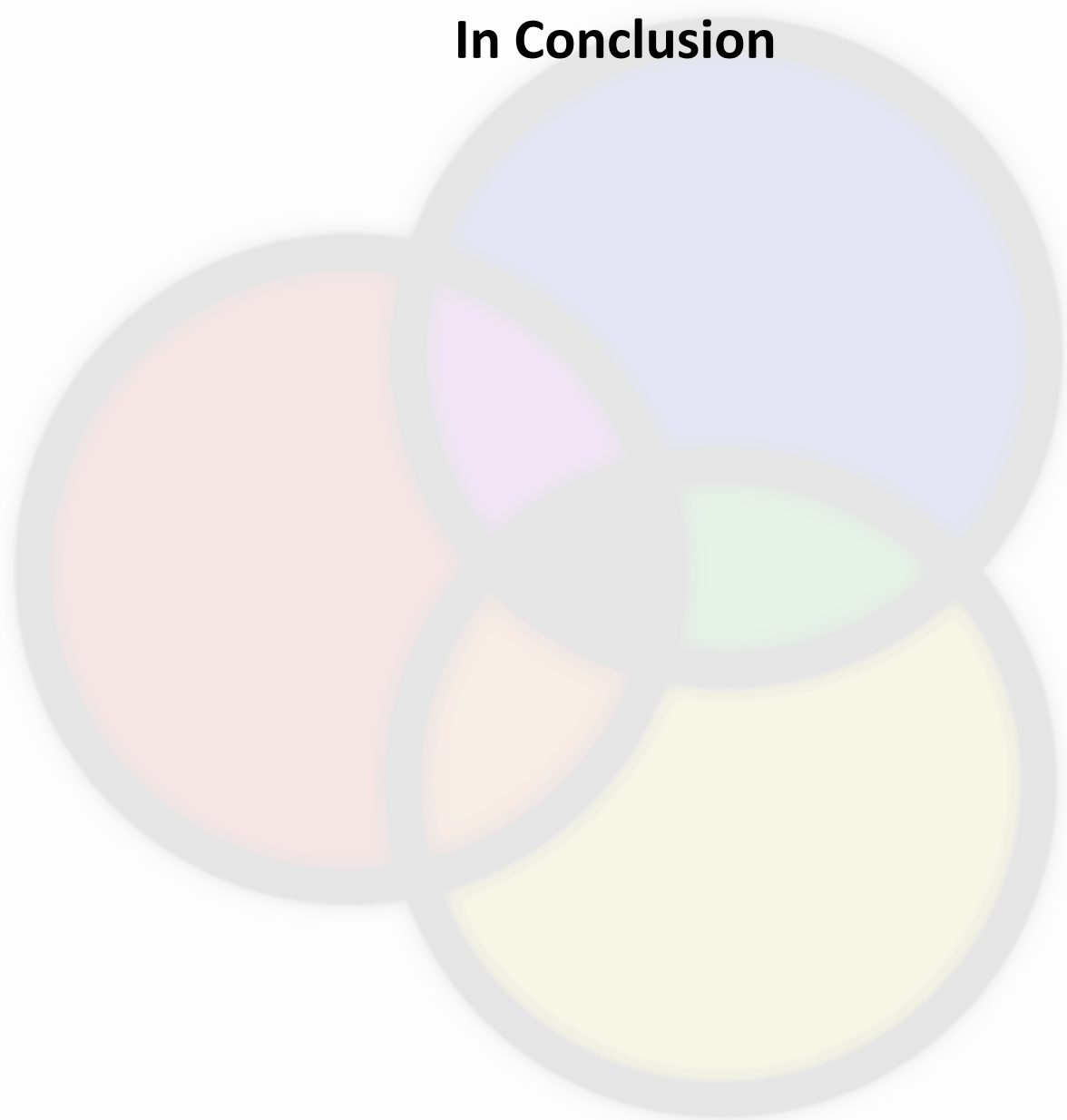
Before the rise of social media, communications of research were largely restricted to putting out a press release through your media unit in advance of the publication of your latest paper. Very little thought went in to how you were going to tell your story to the world.

Now you have the opportunity to talk to the world every minute of every day. This potential for story telling on social media must be put to good use!



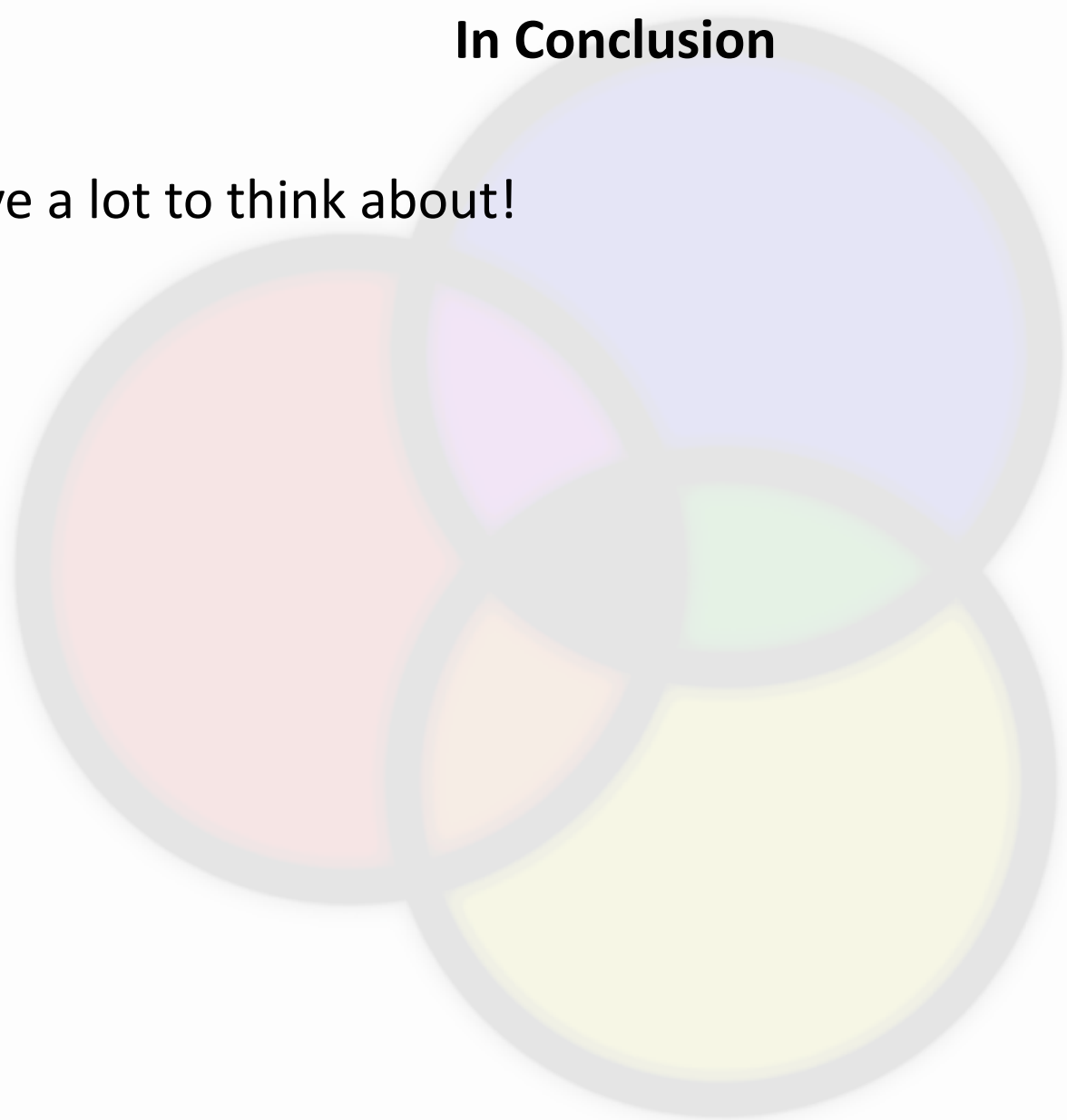
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In Conclusion



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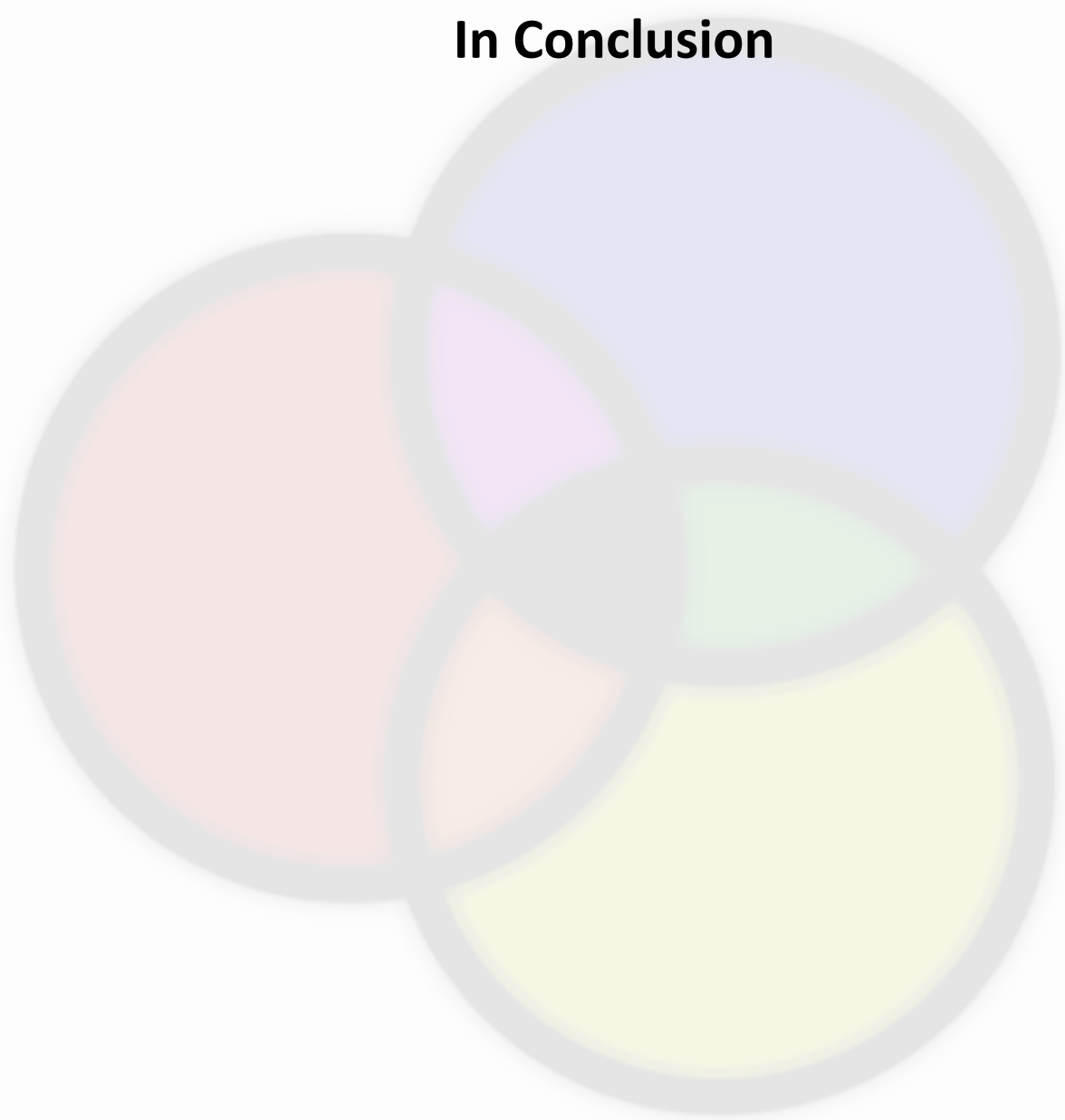
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In Conclusion

- You now have a lot to think about!
- Build your network piecemeal, one platform at a time over an extended period of time
- Good luck with building your own social media network to create impact for your research!

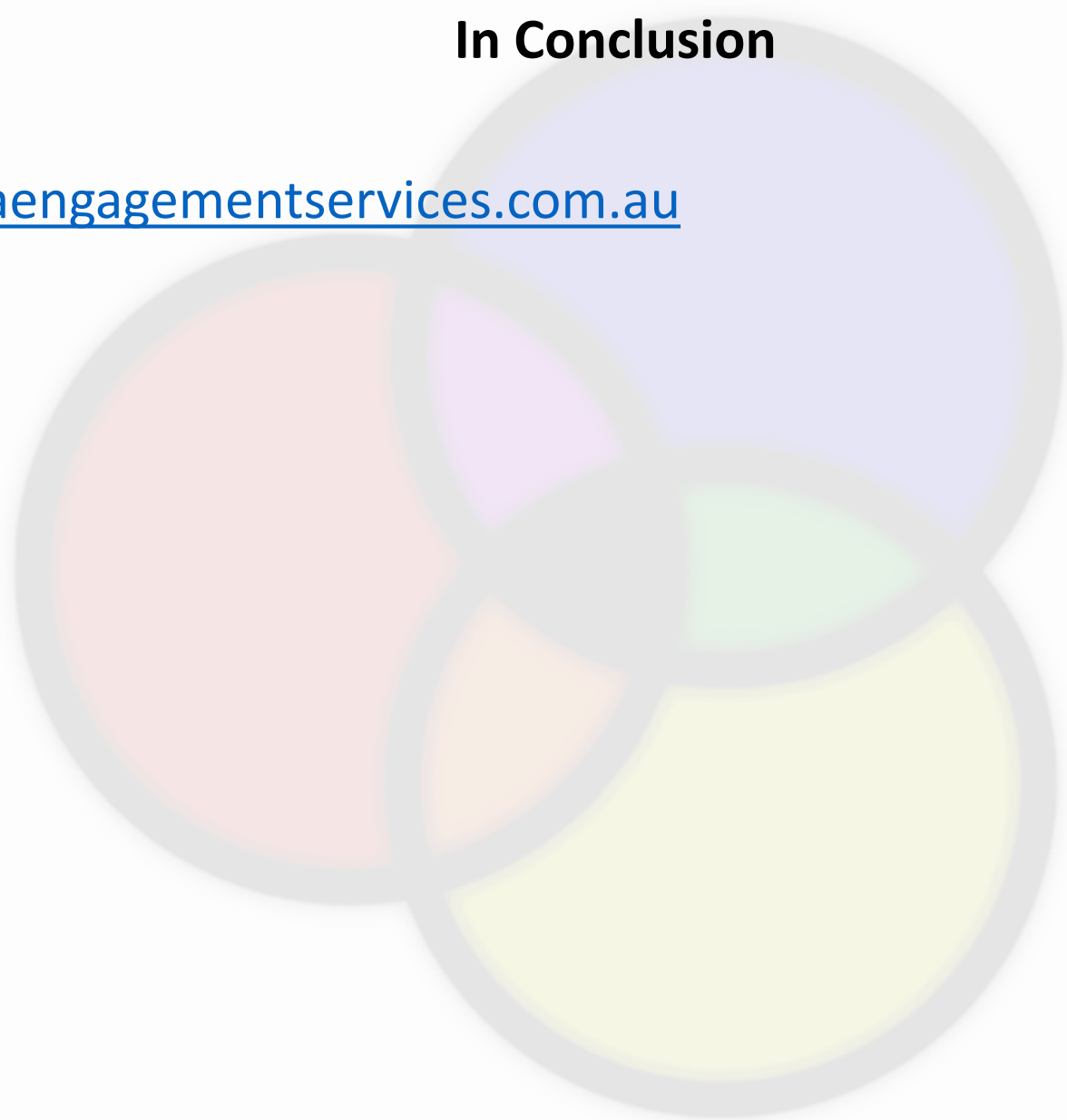


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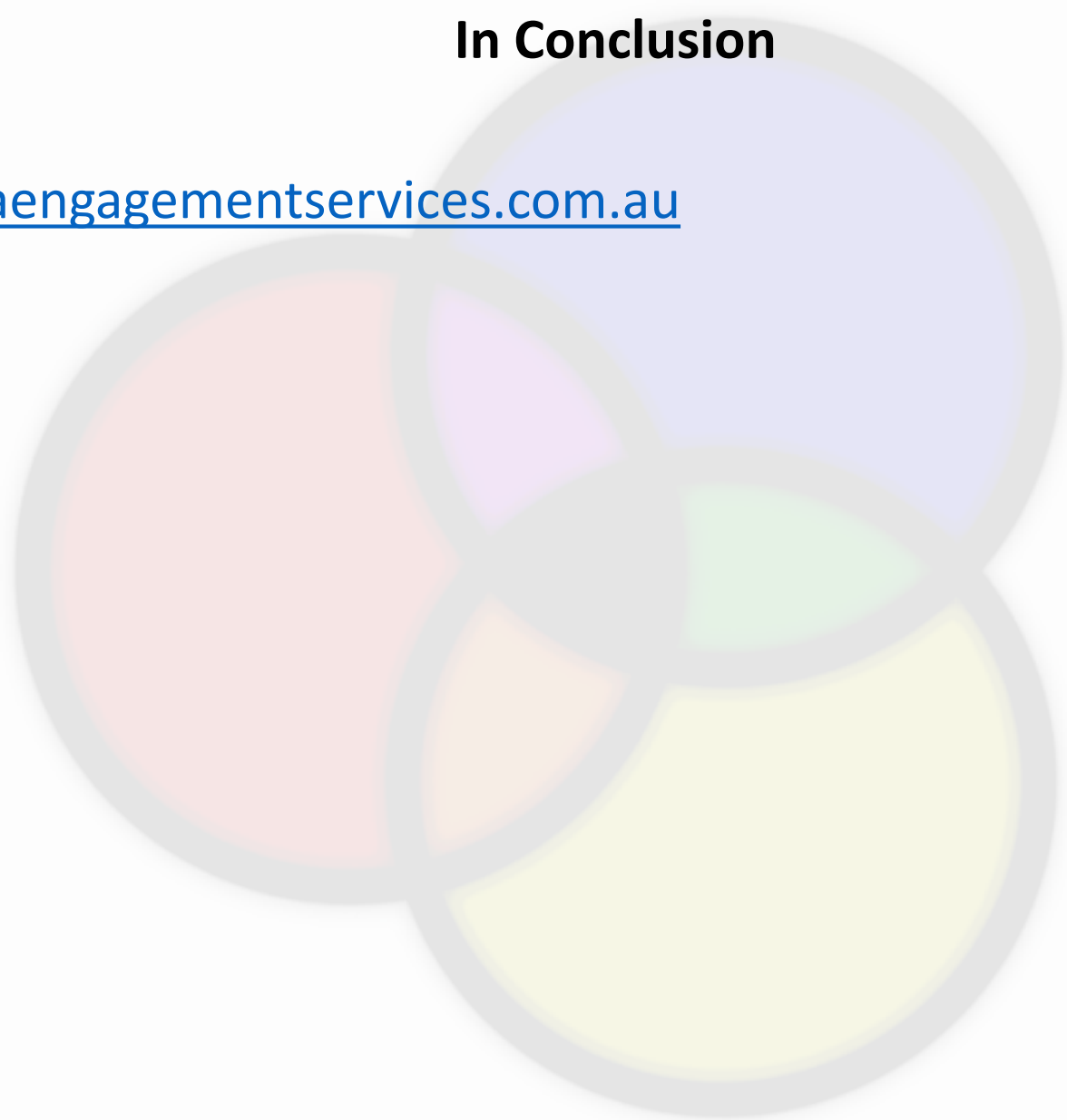
In Conclusion

- paul@mediaengagementservices.com.au



In Conclusion

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- Newsletter



In Conclusion

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