# Communication and dissemination plan, *xx-project*

**A communications plan helps you get the best possible impact for your research communication with the resources available to you.**

You can use this document as a template by removing the supporting text (in grey) and fill in your own text below each header. For examples and more information about what kind of communication channels are available at UiO, please see the appendix.

## Project description

As an introduction, explain in a few sentences what your research is about and what you would like to achieve (expected impact) in a way that a 15-year old would understand. Avoid academic terminology and abbreviations.

* You can’t include everything – what is most important?
* Try your text out on someone who doesn’t work within your field.

## Communication goal

What would you like to achieve by communicating? Try to formulate one main goal.

Example: Getting people to attend your event. Getting listeners to your podcast. Or something else.

## Audiences

Who is likely to benefit from or be interested in your research? These are your target audiences. It is easier to reach a more specific audience than the public at large, and usually way more effective. Make a prioritized list of not more than three audiences to focus your communication work. Examples: Practitioners, decision makers, other researchers, funders, etc.

* Audience x
* Audience y
* Audience z

## Channels of communication

Where are you likely to reach your prioritized audiences – what channels or outlets do they use to find information? Be as specific as possible. Se examples of channels in the appendix.

## Contacts and resources

Your communication activities will require time and resources and it is therefore important to consider their scope. Who do you need to involve to execute your plan? What resources do you have - human and/or financial? Do you need to do most of the work yourself, or do you have access to other resources?

## Activity plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Task**  Examples: Update your personal page at uio.no, host an event, submit an opinion piece, tip media etc. | **Description** | **Channel of communication** | **When?** | **Who is responsible?** | **Comments** |
| Your activity x |  |  |  |  |  |
| Your activity y |  |  |  |  |  |
| Your activity z |  |  |  |  |  |

## Appendix

### Examples of channels – and what you need to consider

**Communication and dissemination activities take time and resources – take this into account when planning and scale accordingly. Most often, it is more efficient to identify and use established channels, than to build your own.**

**If you have any questions or need advice, please contact kommunikasjon@hf.uio.no.**

UiO web page:UiO has a very large website - the faculty site alone consists of around 20 000 web pages. In order for users to find the content that they are looking for, it must be placed correctly in the existing site architecture. A large part of users access content via Google, where the UiO site is highly ranked. For this reason, the most visible place for researchers to have up to date information about themselves and their projects is on the UiO web page.

Personal page at UiO: Is most likely where people find you when they Google. It is important that your page is up to date in terms of research interests, project descriptions, results and publications. Also make sure to have a professional photo that could be used by the press. The communications department photographs employees on assigned days each semester.

Project web page: To set up a project web page at hf.uio.no you need to have project financing of more than 100 000 NOK per year, and at least two project participants. If your project fits this description, please contact the communications department to get advice and help setting up your page.

If your project does not have a project web page, your personal page is a good place for information about your project.

Events and event web pages:Hosting events can be an efficient way to reach your audiences. For larger events, contact your department’s research advisor or Head of administration to get advice on planning and available resources at UiO. If you need advice on promoting an event for an external audience, or setting up an event web page, please contact the communications department.

Social media, such as Twitter, Facebook and Instagram:Social media channels require knowledge, engagement and regular posting from the owners, it also takes time and effort to build an audience. For other social media, it might be more advisable to identify and make a list of preexisting channels and groups that you can interact and share content with.

[UiO has guidelines for social media accounts](https://www.uio.no/english/for-employees/support/profile/social-media/index.html), e.g. concerning privacy regulation. Please get in touch with the communications department before setting up a designated project account.

Communication texts (opinion pieces, press releases, popular science articles etc.): Keep it simple and consider who you’re writing for.

First, consider niche media, local or trade press where you will find your audience more directly, rather than large or nationwide media outlets who receive a large number of submissions.

You can also tip specific media outlets about your research rather than writing something yourself. Journalists will be interested in something with news value – new findings, current events – so prepare a short and engaging e-mail/pitch which explains the relevance of your research to a wider audience.

Examples of relevant media outlets:

* Research and higher education: forskning.no/Forskersonen, Khrono, Forskerforum, Uniforum.
* Nationwide media: examples are NRK/NRK Ytring, Aftenposten, Klassekampen, Morgenbladet, Vårt land.
* English: ScienceNorway, AlphaGalileo, the Conversation – and many more.

Blog:The best and easiest is to submit content to a preexisting blog, as it will already have an audience which is interested in your field.

A new blog is only a good idea if you have enough content to post regularly, plan to blog over time, and have the resources to administer it. Before setting up a new blog, please contact the communications department for advice.

Newsletters: The same considerations as for blogs. In addition, [you need to adhere to privacy regulations for subscribers](https://www.uio.no/english/about/regulations/privacy-declarations/newsletter/). Consider using relevant preexisting newsletters to spread information about your project.

Podcast: Not many researchers will be able to make their own podcast, as it takes a good amount of time and resources. You need editorial and technical skills, regular content and time to promote it. Consider carefully if your own podcast is the right channel to reach your target audiences. If you would like advice, please contact the communications department.

There are already a lot of relevant research-related podcasts, and podcast creators are always looking for interesting subjects and guests to invite. An option is therefore to identify relevant podcasts and contact the producers to express an interest in participating.

Digital infoscreen: Do you have an event or other information that could be relevant for students and employees at UiO? It might be posted on the faculty’s digital infoscreens. Contact the communications department.

Partner channels: Do you have partners in your project, or contacts that have access to channels you could use to disseminate your research? Identify which ones could be relevant for you.

Photos and illustrations:*The purpose of photos/illustrations is to underpin your content.* You need to make sure that you have the right to use a photo or an illustration, and to credit it. There are many photos that you must pay to use, but there are also many good sites where you can find photos and illustrations that you can use free of charge. Examples are: Unsplash, flickr, Wikimedia Commons and [UiO bildearkiv (information in Norwegian)](https://www.uio.no/for-ansatte/arbeidsstotte/kommunikasjon/foto/bildearkiv/).

UiO design manual: Communication from the university should adhere to the guidelines in [UiOs design manual](https://www.uio.no/english/about/designmanual/).