# 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 |  |  |  |  |  |