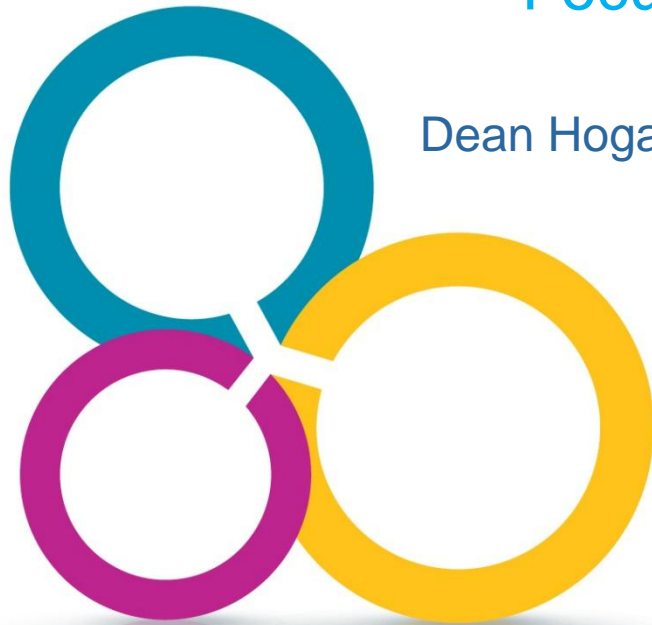


# Public Engagement Online Resources

Focus Group – 15 Mar 2022

Dean Hogan



# What we will cover



- Why Public Engagement?
- Public Engagement basics
- Public Engagement careers
- The resource – the NCCPE website
- What they cover
- Resource pack & activities
- The future of Public Engagement
- Social Media
- Our Questions
- Your Questions/comments



# Public Engagement



**Being able to communicate effectively with wider society helps scientists be transparent about their work, change attitudes and opinions, and justify what they do.**

For researchers, engaging public groups with their research tends to serve three purposes for them:

- To share and inform others about their work
- To listen to people and communities outside the University
- To collaborate with people and communities beyond academia

## **Why public engagement matters to you and your research**

- Public engagement can provide fresh perspectives on your work, increase your profile, develop your skills and foster new research collaborations.

# Public Engagement

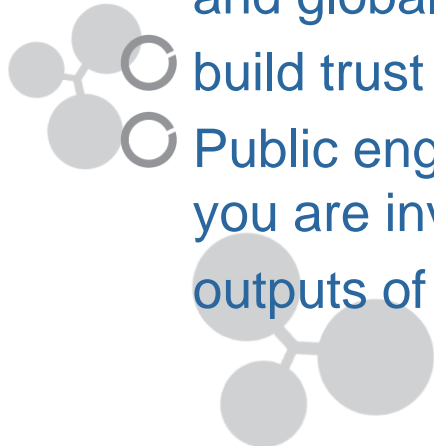


## **Public engagement can:**

- ☐ improve the quality and impact of your research
- ☐ increase the visibility of your research
- ☐ support your skills development and enhance your career and promotion prospects

## **Public engagement can help:**

- ☐ increase the accountability and transparency of research
- ☐ research and universities respond to social needs locally, nationally and globally
- ☐ build trust and mutual understanding
- ☐ Public engagement can demonstrate to funding organisations how you are involving public groups in your work and sharing the outputs of your research.



# Public Engagement Basics



When planning a public engagement campaign you need to know/decide:

- ☐ Who/What is the intended audience/target group?
- ☐ What is their current knowledge?
- ☐ Learning outcomes?
- ☐ Do you need to assess learning? How?
- ☐ What is your budget?
- ☐ Your time must also have a value

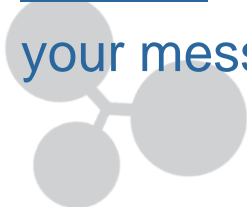


# Public Engagement Basics



## Channels, Tools & Content

- Channels: Are the pathways through which you will direct your message  
(Social media platforms, other online outlets, TV, radio, print media, posters etc.)
- Tools: Are the conduits that will convey the message (specific social media platforms, specific online outlets (websites), publications, TV shows/demographics etc.)
- Content: Represents the information, style, tone, duration of your message

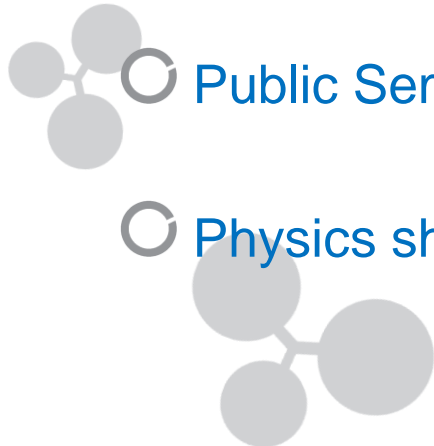


# Public Engagement Basics



## Some Channels & Tools

- Media Press Releases, Radio & TV Interviews, YouTube
- Social Media outlets
- Research Days, Women in Science, Children's Science, Street Science
- Public Seminars, Poster competitions etc
- Physics showcase at festivals, Film schools, Comedy Clubs



# Public Engagement Basics



## The Message

- ☐ What do you want to say?
- ☐ How do you want to say it?
- ☐ What is your Mission Statement, Logo, or Catchphrase?
- ☐ What are the implications of your message?
- ☐ Is it an innovative product or idea?
- ☐ What are the benefits?







## What About Me???

In terms of your career & professional development, what do you hope to gain from your involvement in a public engagement campaign?



# Public Engagement Basics



- Do a comprehensive identification/mapping exercise of your intended audience. All dissemination, public relations & outreach activities should be targeted at this group.
- For dissemination activities to be effective they must be well prepared and targeted.



# Public Engagement Basics



## Media:

- Social Media
- Other online outlets
- Press
- Television
- Radio

Media offers the most opportunities for the multiplier effect.

Each sub-group can be broken down further.



# Public Engagement Career Opportunities



## Communications Officer

- Strong knowledge and understanding of marketing, promotion, communication principles and practices
- Ability to analyse technical or scientific information from different sources and to restructure it into clear briefs and other communication activities
- Excellent written, spoken and presentation communication skills
- Knowledge and ability to use IT/online media
- Strong organisation and management skills (planning, co-ordination and prioritisation)



# Public Engagement Career Opportunities



## Communications Officer

- Good customer service skills
- Comfortable dealing with senior level individuals
- Have knowledge of protocol and global etiquette
- Ability to work under pressure to meet tight deadlines
- Ability to establish effective working relationships in a multicultural environment
- Training Liaison Officers and maintaining “identity and message”



# National Co-ordinating Centre for Public Engagement



Website: <https://www.publicengagement.ac.uk/resources>

Based in the UK, the NCCPE is publicly funded.

“Inspiring and supporting universities to engage with the public, working to change perspectives, promote innovation, and nurture and celebrate excellence.

“...is internationally recognised for its work supporting and inspiring universities to engage with the public.

We also champion meaningful engagement that makes a real and valued difference to people’s lives.”



# Resources

The NCCPE has created a wealth of resources to support high quality engagement. Use this section of our site to locate useful content to support your work.

## Search for a resource

Search

## Resource type

- ☐ Briefing paper
- ☐ Consultation response
- ☐ Evaluation report
- ☐ Event report
- ☐ Guide
- ☐ NCCPE report
- ☐ Presentation
- ☐ Tools and frameworks

Search



### 'What Works' Engaging the public through social media

Guide to engaging the public through social media

[Open resource](#)



### Images of Public Engagement 2018 brochure

Winners, Commended Entries and Judges' Comments

[Open resource](#)



### UKAN 2022 Application Form download word doc

Downloadable form

[Open resource](#)



### Building back better: Public Engagement with Research Networking

Event report Thursday 15th October 2020

[Open resource](#)



### Engage 2021 - National Museums Scotland Ruth Gill



### FOR DELEGATES - Engage 2021 Session Links

# Engage 2021

Shaping Ideas  
for Change

## SESSION LINKS



National  
Co-ordinating  
Centre for  
Public Engagement



# Day 1 – Wednesday 1st December

**09:00 – 10:45**

## Plenary 1

Full details page 13

## Ideas for Change: Navigating Inclusive Practice

Louise Archer, University College London & Fay Scott, National Institute for Health Research, Jude Fransman

[Click here to join](#)

**11:00 – 12:00** Workshops

Please choose from the following online sessions

Knowledge Exchange –  
Perception and  
Recognition

[Click here to join](#)

Beyond Hero Stories

[Click here to join](#)

Who are we choosing to  
exclude?

[Click here to join](#)

Building a toolkit for  
library and university  
partnerships

[Click here to join](#)

Developing leaders in  
outreach and public  
engagement

[Click here to join](#)

Putting the Engagement  
in Civic Engagement

[Click here to join](#)

**12:00 – 13:00** Networking [Click here to join](#)

**13:00 – 14:00** Lunch Break

**14:00 – 15:15**

## Plenary 2

Full details page 14

## Lessons in leadership

Speakers include: Ruth Gill, National Museums Scotland; Dom Galliano, University College London;

Paul Gough, Arts University Bournemouth; Esmee Ward, Manchester Museum [Click here to join](#)

**15:30 – 16:15** Mini workshops Please choose from the following online sessions

Multiverse Lab:  
Understanding the  
health priorities of  
people in a digital  
and physical  
world

[Click here to join](#)

How can the art  
production system  
feel and care?  
FACT's Learning  
team Duty of  
Care

[Click here to join](#)

Working in partnership  
with the people  
affected by our  
research- what are the  
benefits, learnings,  
and impacts?

[Click here to join](#)

The value of  
celebrating and  
rewarding PPIE:  
in-person to  
digital

[Click here to join](#)

Inclusion –  
developing our  
collective  
practice

[Click here to join](#)

The Academy  
Zone: Reflective  
Online Science  
Communication  
Training

[Click here to join](#)

A recipe for  
collaboration?  
Experiments in  
online engagement  
and what we have  
learnt

[Click here to join](#)

GlobalSCAPE:  
SciComm lessons  
from across the  
globe

[Click here to join](#)

**16:30 – 17:00** Engage highlights [Click here to view](#)

## Day 2 – Thursday 2nd December

09:15 – 10:15 **Workshops** Please choose from the following online sessions

## Challenging our Power and Privilege

[Click here to join](#)

Valuing community engagement: exploring the topic of payment and reward

[Click here to join](#)

A review of Public and  
Community Engagement  
in the KEE

[Click here to join](#)

A new resource to support the safe, effective and rewarding inclusion of children and young people in applied research and innovation

[Click here to join](#)

### Creating a shared vision for public engagement

[Click here to join](#)

## Reimagining the Ethics of Engagement

[Click here to join](#)

10.30 - 11:15

## Networking

[Click here to join](#)

11:45 - 13:00

### Plenary 3

Full details page 21

## Creating Living Knowledge

Speakers include: Helen Goulden, Young Foundation; Rusi Jaspal, University of Brighton; Kate Pahl, Manchester Metropolitan University [Click here to join](#)

13.00 - 14:00

Lunch Break

**14:00 – 14:45 Mini workshops** Please choose from the following online sessions

Tailoring online activities to improve inclusivity, engagement, and community connections

[Click here to join](#)

## Finding the Power in Empowerment

[Click here to join](#)

Letterbox Science

[Click here to join](#)

Undergraduate  
Teaching: Exploring  
Engagement Pedagogy  
and Practice

[Click here to join](#)

The Photonshop: A case study in improving outreach and public engagement events for Autistic people

[Click here to join](#)

## Get talking online

[Click here to join](#)

### Engaging with underrepresented groups in Wales

[Click here to join](#)

15:00 – 16:30

## Plenary 4

Full details page 24

### Setting an agenda for action

Speakers include: Karen Salt, Deputy Director for R&D Culture and Environment

[Click here to join](#)

16:45 - 17:15 Engage highlights [Click here to view](#)



National  
Co-ordinating  
Centre for  
Public Engagement



# The engaged university: turning words into action

Resource pack

# Contents



## 1. [Making and stating the case for engagement](#)

*Case studies from:*

- *Newcastle University*
- *University of Manchester*
- *University of Chicago*
- *Rutgers University – Newark*
- *Sheffield Hallam University*
- *King's College London*

## 2. [Resourcing the engaged university](#)

*Resourcing decisions that are being made around engagement activity and support*

## 3. [Staying ahead of the curve](#)

- *Developing leadership capability*
- *Collaborative platforms*
- *Incubating new ways of working*
- *Data, evaluation and insight*
- *Open and reflective environments*
- *People centred and value based approaches*

## 4. [List of HEIs participating in the project](#)

# 1. Making and stating the case for engagement

How are institutions framing their engagement ambitions and articulating their impact?



**SERVICE STRATEGY**  
*A framework for delivery*  
2018–23

## In this section:

We look at how engagement is being positioned as a top-level strategic priority by HEIs. We include examples of:

- Governance structures
- Appointment of senior staff
- Flagship programmes
- Working with external stakeholders to develop strategy
- Raising the profile of engagement within a locality
- Monitoring and measuring success

## With examples from:

- Newcastle University
- University of Manchester
- University of Chicago
- Rutgers University – Newark (New Jersey, USA)
- Sheffield Hallam University
- King's College London



## 2. Resourcing the engaged university

Examples of how universities are investing in engagement – both people and programmes



**FOCUS:** CULTURE  
CHANGE - DELIVERY



**POSITION:** CENTRAL -  
DEVOLVED



**STAFFING:** PAY  
BUDGET- NON-PAY  
BUDGET



**SOURCES:** CORE-  
EXTERNAL



**REMIT:** PEOPLE  
BASED- PROGRAMME  
BASED

### In this section:

- Common across all institutions is a commitment to the purposeful deployment of people and resources.
- Those that had made the most progress over the past ten years had moved from ad-hoc, uncoordinated resource deployment towards strategic and integrated decision making that is aligned with the culture and vision of the institution.
- Our interviews revealed significant diversity in approaches to resourcing engagement. We identified five areas where decisions about resourcing have proved challenging yet productive.

# 3. Staying ahead of the curve

Examples of interesting practice from inside and outside HE



**DEVELOPING  
LEADERSHIP  
CAPABILITY**



**COLLABORATIVE  
PLATFORMS**



**INCUBATING NEW  
WAYS OF WORKING**



**DATA, EVALUATION  
AND INSIGHT**



**OPEN AND  
REFLECTIVE  
ENVIRONMENTS**



**PEOPLE-CENTRED  
VALUE-BASED  
APPROACHES**

## In this section

We provide some inspirational approaches that have surfaced both within and outside of the HE sector. We've identified six focal areas where bolder and more rapid progress is needed over the next ten years.



## 3. Staying ahead of the curve

Examples of interesting practice from inside and outside HE

### Experimenting with...

- Developing capacity and skills
- Encouraging systems leadership
- Working across disciplinary silos, teams and organisations
- Leadership academies

### Where to look for inspiration... inside HE

- The [Civic Leadership Academy](#), University of Chicago
- [Inspiring Leaders Programme](#), University of Manchester

### Where to look for inspiration... outside HE

- The [Civil Society Futures PACT](#)
- [Arts Council England's Transforming Leadership](#) programme

### From the interviews...

*"I've had to adjust my leadership style to learn from social movements stuff. I'm used to leading from the front, but in this role, it's more about being in the background, supporting others".*

*"We need to pay people sufficiently to do this – it's all about soft power whilst you have to tread carefully, you can't tread so carefully that you don't get something done".*





## DEVELOPING LEADERSHIP CAPABILITY

# 3. Staying ahead of the curve

Examples of interesting practice from inside and outside HE

### INSPIRATION: Civil Society Futures

*The Civil Society Futures Inquiry developed a 'PACT' to foreground key enablers of change. They invite all leaders to use this to reflect on – and change – their leadership behaviours. The next two slides offer prompts to encourage that kind of reflection.*



## Our PACT

**>>By civil society, for civil society, shared by us all**

### Power

#### >>A great power shift

Too many people feel unheard and ignored. There are too many imbalances of power.

Change in society begins by changing ourselves in civil society.

We don't want to deny anyone the chance to make the contribution that only they can.

We will practice shared and distributed models of decision-making and control.

We will do whatever's needed so that all those who want to – not least those who have been excluded – can play a full part in the things that matter to them, and can bring the wisdom and expertise that we need.

### Accountability

#### >>An accountability revolution

For too long we've focused only on accountability to funders and to government. It's time we focus on accountability to the communities and people we exist to serve.

Whether we're a long-established charity or a new social movement, we will hold ourselves accountable first and foremost to the people, communities and causes we exist to serve.

We will be collectively accountable across civil society and to future generations.

When we talk about our impact, we will always acknowledge what others have contributed.

### Connection

#### >>Building deeper, closer connections

At its heart, civil society is and always has been about the power of human connection.

But too often we have lost connections, because the world is changing fast or we have become too remote from the people and communities we are here for.

We will build real and meaningful relationships between people, meeting as equals – especially where this is hard to do.

We will create and invest in better ways to connect that are fit for the 21st century, to create a national people-power grid, energising and universalising social action across communities and across our country.

### Trust

#### >>Investing in our core currency

Trust is the most important asset we have – even more important than money, it is an essential foundation for everything we do.

Following abuse, damagingly competitive pursuit of funding and loss of faith in institutions, we cannot take trust for granted.

We will build trust by staying true to our values and doing what's right – being honest about our failures and successes, defending rights and calling out injustice.

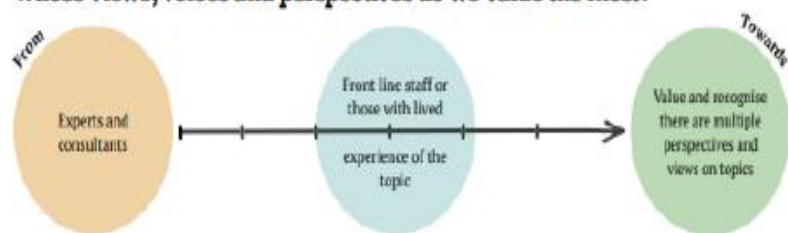
We will take the time, commitment and care to build trust with the people and communities we work with. And we will trust them to provide insights, make decisions and run things.

# Power

How well do we understand our own power?



Whose views, voices and perspectives do we value the most?



How do we make difficult and important decisions about the work we do?



How do we work with other groups on issues of equality or justice?



# Accountability

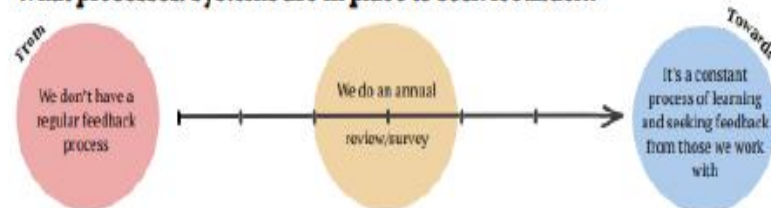
Do our actions line up with what we say we do?



Who mainly drives our group's/organisation's agenda?



What processes/systems are in place to seek feedback?



When something goes well who gets the credit?



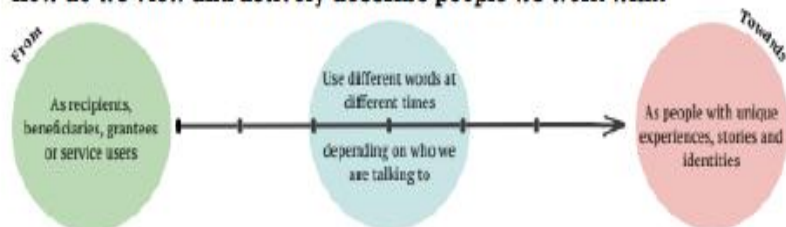
How do we view our strategy and approach to change?





# Connection

How do we view and actively describe people we work with?



What would people we work with say about us?



Are we well-networked with other aligned people/networks/organisations?



Do our efforts focus on causes or symptoms?



# Trust

Do we create opportunities, places or spaces in which people come together and build trust?



When people disagree with us and behave in challenging ways, what do we do?



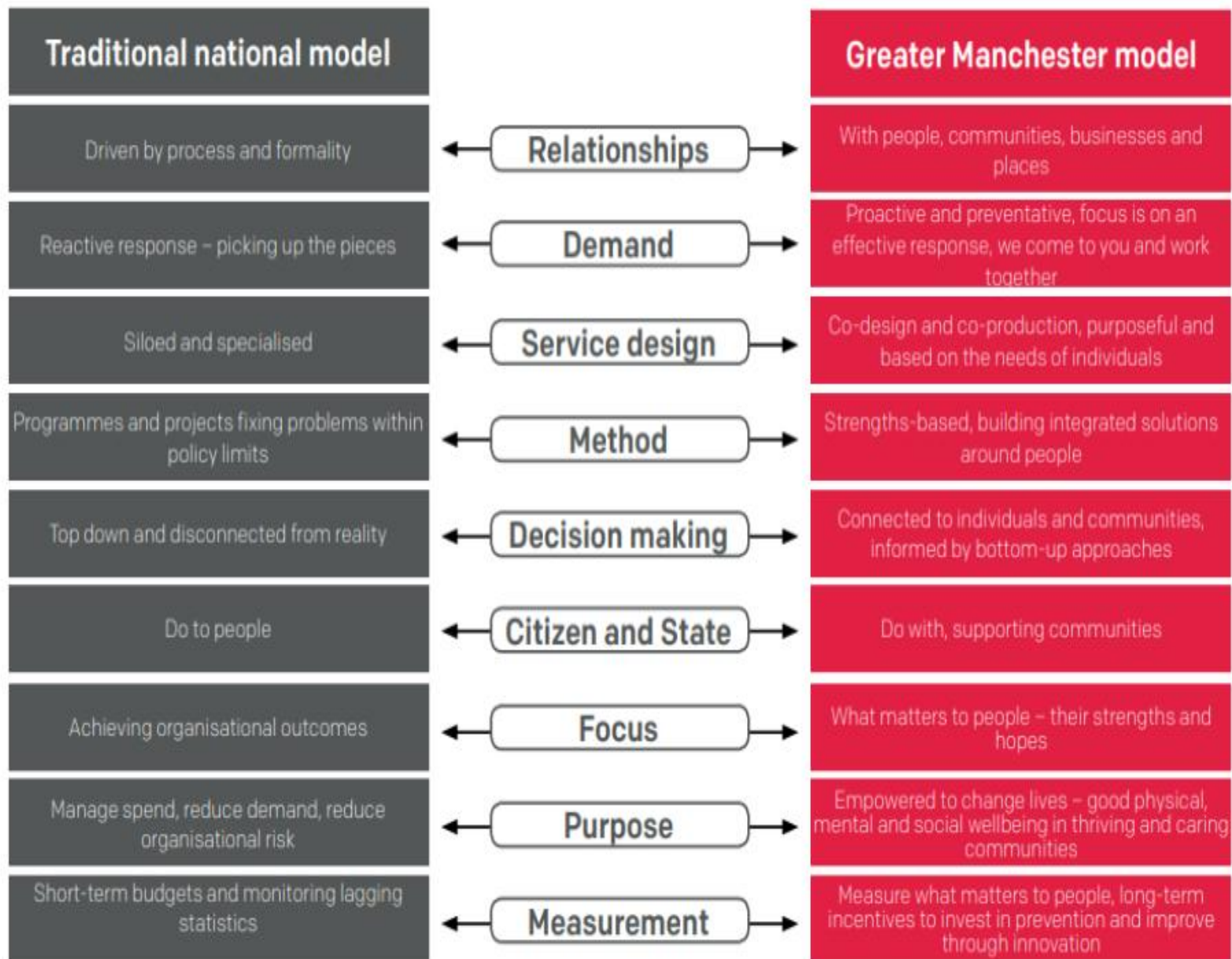
Are we prepared to speak out on something fundamentally wrong, even when that might anger those who hold power over us?



# The Greater Manchester Model – What's different?

## 21<sup>ST</sup> CENTURY PUBLIC SERVICE DELIVERY

Collaborative platforms





# The nine building blocks of system infrastructure

We have identified nine building blocks of collaborative local systems. They connect people and organisations and help align the incentives driving individual organisations, creating a gravitational pull that is towards collaboration for shared outcomes. Drawing on our research in Oldham, Coventry and Essex, we set them out below.

**The question for system leaders is: to what extent are they all present in your place?**



## 1. Place-Based Strategies & Plans

A vision for place, based on a shared understanding of local challenges and co-produced with the 'unusual suspects'. Too often, these turn out to be works of fiction. But system leaders can make them stick and make them real.



## 2. Governance

A collaborative leadership governance structure that is cross-sector, cross-cutting and which holds the whole system to account. Turning up to meetings is not enough – governance needs to support collaborative purpose and system leaders need to invest time in building the capacity of the system.



## 3. Outcomes & Accountability

Local accountability through shared outcomes and metrics that have a direct line to the experience of citizens and communities. What is needed is shared responsibility and accountability among partners for what really matters in a place.



## 4. Funding & Commissioning

Collaborative commissioning platforms and local budgeting driven by social value and asset-based principles. This means a new code of conduct for commissioners, and an increasingly key role for independent funding.



## 5. Culture Change & People Development

Capacity to build collaboration readiness and hold the weight of profound change across agencies. Workforce development needs to emerge from the shadows as part of a more collaborative approach to performance management.



## 6. Delivery

Collaborative and integrated service models that blend a hard implementation focus with the need for trust-based working at the front line. Network building and social connection are just as important as service delivery.



## 7. Data, Evidence & Evaluation

Collaborative learning and evaluation, supported by shared data that supports insight-based working between statutory and non-statutory partners. This goes beyond data sharing to generating collaborative insight into the root causes of need and demand.



## 8. Collaborative Platforms: Digital & Physical

Shared spaces – online or in person – which function as the 'junction box' of the system. Public services should invest, enable and create space for others to come together and improve outcomes.



## 9. Communications & Engagement

Feedback loops within and between parts of the system which enable real-time collaboration and adaptive delivery. Today the risk of not collaborating outweighs single organisation delivery risk in many areas.

## Building Collaborative Places: Infrastructure for System Change


Lankelly  
Chase

collaborate  
for social change

Anne Randle  
Hannah Anderson

# The engaged university: turning words into action

October 2020

 National  
Co-ordinating  
Centre for  
Public Engagement



“The purpose of this report, commissioned in summer of 2019, is to examine the state of play in strategic support for public engagement, not just in the UK, but within an international context too.”

*“Our interviews and desk research defined a clear ‘call to action’ for the university sector: get a grip on your engagement or risk being overtaken by events.”*



# The Engaged University



## **“What we have done and why”**

The decade ahead offers significant opportunities and challenges for universities' engagement with society. The current policy environment is demanding a greater focus on societal impact, on addressing inequality and accountability, to both funders and wider society. Universities cannot take for granted that their value is either understood or appreciated by large sections of society.



# The Engaged University



## 1. The evolving context for the engaged university

### Headlines

- Higher Education policy imperatives in research culture and EDI (equalities, diversity and inclusion) are concentrating minds afresh on universities' internal and external engagement.
- Universities' role within civil society is being scrutinised both from within the sector and by civil society; place-based strategy, inequality and impact are all rising up on the agenda.





# The Engaged University



## 2. Making and stating the case for engagement

### Headlines

- Engagement is increasingly being positioned as a top-level strategic priority by HEIs, partly in response to increased pressure from both government and funders for impact and accountability.

- The 'drivers' for societal engagement are volatile and shifting rapidly, meaning that HEIs need to rethink their practice to stay ahead of the curve. The imperative is to create engagement strategies and structures which anticipate rather than simply keep pace with societal change.

# The Engaged University



## 3. Turning strategy into practice: 'Weaving' engagement across the university

### Headlines

- Developing an engagement strategy fit for the next decade requires an intelligent 'weaving' of engagement threads across research, teaching and student experience, and the civic realm.
- Drawing these strands together is a painstaking but necessary process. It demands high level collaboration between academic and professional leadership and involvement of external stakeholders / partners.



# The Engaged University



## 4. Resourcing the engaged university – both people and programmes

### Headlines

- HEIs who are serious about turning words into action inevitably face some difficult decisions about how to balance and focus engagement investment.
- Engagement is still relatively rarely resourced as an integrated and essential element. Rather it is often ‘added on’ to existing ways of working in ways which make it hard to sustain or indeed evaluate effectively.
- (The) sector (is) ill equipped to benchmark its engagement resourcing.
- The coming decade will see a shift from hesitancy to confidence in HEI investment in engagement: re-engineering of work-flows, systems and roles so that engagement is resourced as a ‘core’ function and integrated into how HEIs work.



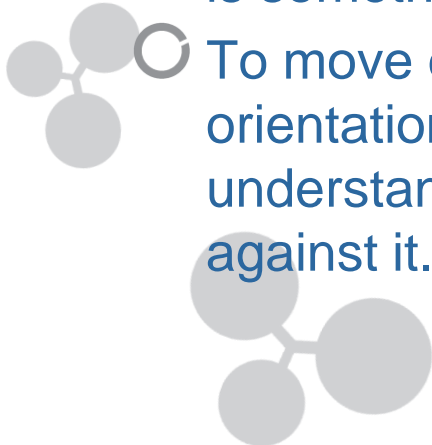
# The Engaged University



## 5. Staying ahead of the curve

### Headlines

- Our interviewees aspired to engagement strategy being proactive, not reactive to the latest policy incentive.
- Identified the need to shift the balance of power in our external relationships and invest in long term partnership building.
- Learn from other sectors who have successfully responded to the engagement imperative. What HEIs are currently contending with is something other sectors have had longer to adapt to.
- To move engagement from an 'add on' to a fundamental strategic orientation requires a genuine paradigm shift in how organisations understand their purpose and organise themselves to deliver against it.



# What Works

## Engaging the public through social media

## Contents

Why use social media?	3
Getting started	6
Quality engagement: purpose and people	7
Purpose: what you hope to achieve	7
People: who you want to engage with	8
Choosing the right tools	10
Twitter	10
Facebook	11
Snapchat	12
Instagram	12
YouTube	13
Reddit	13
What makes content shareable?	15
Format	15
Content	15
Evaluation and impact	17
Getting started	17
Data collection	17
Impact	17
Risks and how to manage them	18
Resources	20
Top tips from our contributors	22
The What Works process	24

# Why use social media?



- Social media has become a key way that people connect. According to a 2016 statistical bulletin from The *Office for National Statistics*:
- “Use of the internet for social networking continued to grow and has become part of many adults’ everyday lives, rising to 63% in 2016.”
- The bulletin identified that social media use in the 16-24 age group was 91%, and in the 25-39 age group was 89%. Only in the 65+ age group was it used by fewer than half the public (23%).
- Social media offers a particular opportunity for researchers who want to engage the public with their work. There are lots of benefits.



# Why use social media?

## Benefits:



- **Reach:** Provides platform to connect with wider demographic of people than face-to-face events, also allows those that work in remote locations to connect with the public
- **Immediacy:** Can engage with social media wherever there is a connection
- **Dialogue:** Open up conversations to better understand how others are making sense of your research, or input to your engagement ideas. Also enables audience-led discussion & debate – exposing you to other interests & ideas.
- **Community building:** Develop a community of interest around your research or connect with communities who might be interested in your research
- **Sharing:** Your research, interests, opinions, questions, events, jobs & other opportunities, as well as learning from others
- **Improving research:** Through collaborating, consulting, listening & learning from others views of your research & hearing other points of view
- **Gather data:** Both quantitative & qualitative



# Why use social media?

## Benefits:



- **Raising awareness:** Increasing your profile, networking, raising awareness of your research or project, socialising & keeping in touch with others & offering the opportunity for an interested public to find out about your research
- However, there are some challenges to bear in mind before getting started!
- Whilst the set-up costs can be small, time investment can be large depending on your goals – so consider how you will build your social media activity into your existing routine
- Posting on social media does not mean that you will access the groups you want to engage with – you will need to work hard to make connections, & get noticed
- Not everyone will welcome your content, so make sure you have a strategy for dealing with any negative feedback or trolls





# Social Media Getting Started



## Knowledge

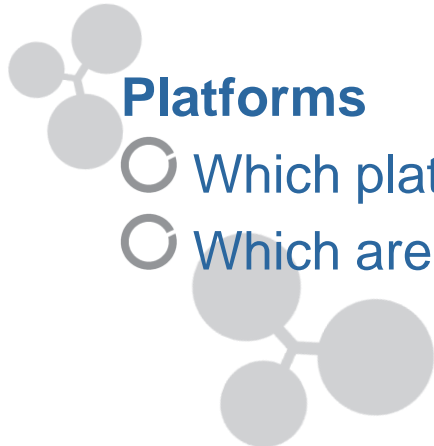
- ☐ What do I need to know about social media?
- ☐ Would I benefit from any formal training?

## Purpose

- ☐ Who am I trying to engage with and why?
- ☐ Is social media the correct approach?
- ☐ How will I know if I have been successful?

## Platforms

- ☐ Which platforms are suitable for the people I want to engage with?
- ☐ Which are suitable for me and my colleagues?



# Social Media Getting Started



## Content

- Where will I source content? How will I tailor this to the platform?
- Can I 'piggyback' on to other events or engage with others?

## Management

- How much time can you put in? Who will manage the account?
- What is the timeline for this activity?
- Have I taken into consideration any ethical or governance issues?

## Review

- Schedule reviews to ensure you are on track, & learn as you go.
- What worked well? What didn't work so well?
- Evaluate and use analytics

# Quality engagement: purpose and people



When developing an engagement activity it is important to consider:  
The two key things to bear in mind before developing any engagement activity:

- **Purpose: what you hope to achieve**
- **People: who you want to engage with**
- Understanding these two things will help to ensure that the engagement that you develop is high quality.
- Understanding who you would like to engage with is as important as understanding what you are trying to achieve. Indeed the two should inform each other.



# Know your intended audience / participants



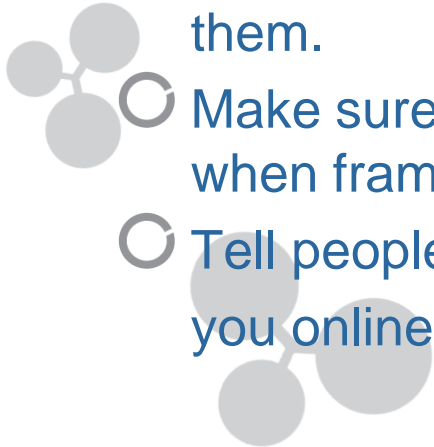
- Who are they? Think about their age/ gender/ location/ interests
- What can you find out about how your potential audiences use social media? Once you know you can develop your plan accordingly
- Information on the demographics of people using specific social media platforms is available. Make use of the available information to choose an appropriate platform for your potential audience.
- Consider where you can share your content to engage these audiences – you will need to go to them. Do not expect them to come to you
- Can you engage with any conversations they are already having?



# Engage your audience / participants



- Social media is a great place to share content, ensure your content is high quality & shareable
- Content should be succinct, easy to read, free from jargon & stimulate curiosity &/or action
- Consider what is in it for your audience. Why will they care about your research or project?
- What do your audience value? How do they currently behave on social media? How can you link into their interests?
- Consider where people with shared interests are engaging & go to them.
- Make sure you consider cultural, ethical & religious sensitivities when framing your content
- Tell people at face to face events how they can connect with you online



# Your social media presence



- Consider who you are representing – individual, research group, project, your institution or all of these!
- Depending on your aims you need to decide if you wish to separate your ‘personal’ & professional profiles. This can differ across networks. Organise accordingly before setting up any accounts & check your privacy settings
- Experiment & reflect - What works with the audience you want to engage with?
- Link up with others, especially experts in your field already on social media. Your institutional/grant funder social media accounts, their large audience might support you to grow yours.
- Be generous - share good content relating to your aims, even if it isn't yours, but try to comment on it in interesting ways
- Don't forget the *social part of social media - it's about interaction with people & you need to be involved & be active regularly*
- Social media is unpredictable - your plans might not turn out as you expect. Experiment with different approaches


# Choosing the right tools



- Your approach & platform will be shaped by your purpose & the people you are hoping to engage.

Here's some top tips in choosing the right platform:

- Create a new account for work related posts & keep it separate to your personal account
- Platforms surge & die, people using them shift, so keeping an eye on those changes means that you can adapt your tactics to ensure you're always working towards your aim



Twitter, Facebook, Snapchat, Instagram, YouTube, Reddit.

Pros and cons



# What makes content shareable?



- Photos and videos (in particular) are always popular - visual elements help increase appeal – add captions to videos to increase engagement and aid accessibility however note that people don't always listen with the sound on
- Videos should be concise – seconds rather than minutes, however this does vary by platform





# Content



- Consider making your content fun and make sure it is relevant - these posts are likely to be shared
- Include posts that show there is a person behind the post. People want to interact with people. The most successful brands on social media act like people
- Make your post clear and accessible and develop your tone
- Content needs to be tailored to the platform you are using
- Be realistic about your content. Is it interesting? Why is social the right medium for it? Is it visual and shareable? Does it invite or provoke responses? Is it playful and / or relate to the internet culture?
- 'Piggy back' on other events that are topical e.g. awareness campaigns, anniversaries, national days. Planning is key!



# Content



- Share content that people like to see and be creative!
- Set up specific opportunities for people to engage e.g. set questions to create conversations
- Keep it simple, unique and useful. You will need to stand out in terms of relevance and uniqueness
- Look at your content and analyse its share-ability. Think 'if I saw this post on social media, would I want to share it with others?' If not, why not? Can it be reformatted?
- Don't just repost other people's content. Ask people what they think about the important article or image? Make your audience aware that there's a human behind the screen
- Give people the opportunity to ask questions and engage in conversation. But beware of feeding trolls



# Content



- Your content should include a 'hook'. This could be an interesting perspective, a question, provocation or theme. Stimulate curiosity
- Exploit hashtags. #hashtags can be useful to keep track of discussions / debates / interactions on social media. But, they need consistency (e.g. avoid different spellings) and wide uptake to be representative
- Targeted posts and collaborations with schools/organisations are a very useful way to ensure that your posts have a wide reach
- Don't be afraid to experiment, you're not going to stumble across a winning formula straight away. Social media is an ever evolving medium and you can be ever evolving along with it to find a way that allow you to engage with your audiences in the best way for both parties!

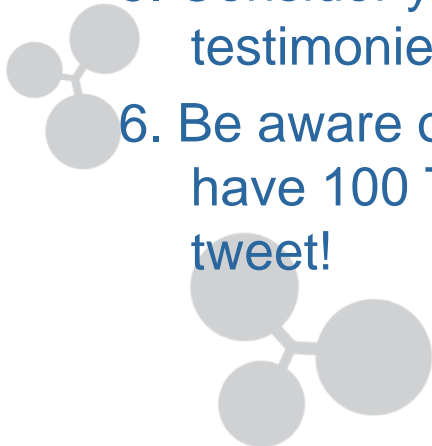


# Evaluation and impact



## Getting started

1. Make sure you have a clear purpose, and set yourself goals/aims to measure against
2. Develop SMART objectives – things you think will help you achieve your purposes
3. Remember – evaluation should be ongoing, enabling you to improve what you do as well as assessing the impact of your work
4. Remember to use both quantitative and qualitative data
5. Consider your platforms limits for evaluation i.e. some are better for testimonies. This can help shape your evaluation approach
6. Be aware of actual reach vs potential reach – just because you have 100 Twitter followers doesn't mean they will engage with your tweet!



# Evaluation and impact



## Data Collection

## Impact

1. Testimonial evidence can be a useful source of evaluative evidence, but make sure you link it to quantitative data too
2. Analyse the discussions that have emerged relating to your aims, using coding frameworks where possible
3. Remember that engagement has an impact on you and your work – so capture this too
4. Has your research process changed? Have your ideas of engagement been challenged or developed?
5. Check with networks to see if behaviours/thoughts have changed



# Risks and how to manage them



Using social media is not risk free – just like any engagement it needs to be thoughtful. Social media is a public conversation and has potentially international engagers. Risks include:

**Content:** Can be sensitive to certain communities including international contexts. Be aware and get a second opinion. Don't be afraid to take risks but take informed risks.

**Reputational damage:** If you are representing a project or organisation, ensure you understand their values and protocols. Think before you tweet!

**Focal point for organisation:** You may become a focal point for your organisation and have to deal with negative issues. Remember you can choose not to engage. Only share what you are comfortable sharing.

**Peers undermining your engagement work:** Engagement is not always valued by your peers – but if the engagement work is serving its purpose, keep going. Take opportunities to share what you've done.

**Trolling:** An internet 'troll' is someone who posts offensive and controversial comments online in order to generate reactive responses from other users. Make sure you don't 'feed the trolls.' If you're not sure if someone is a troll, you could answer once, but then walk away. Make sure you ask for help and support.





# Risks and how to manage them



**Sustainability:** Do you want the activity to be sustained? If not, what will you do if your project takes off in ways you did not expect? How much responsibility do you need to take to manage this?

**Time drain:** Be aware of this from the start. Make sure you factor time in.

**Missing people:** Be aware that social media isn't reaching everyone. Identify your current audience, then identify the non-users and those who only use social media intermittently.

**Legal challenges:** Check the legal definition of defamation and don't do it!

**Privacy:** Be clear about the protocols around what can be shared e.g. relation to GDPR.

**Lack of engagement:** Social media is an art form and it takes time to build a community. Review your approach as you go along.

**Content hijacked by groups with different aims and values:** Use of hashtags can expand the reach of your posts, but can also increase the potential for your content to be misrepresented.

# Risks and how to manage them



**Difficulty explaining the content:** If you find it difficult to convey context in tweets consider finding another platform, or provide links to more in-depth content that contextualises your tweet.

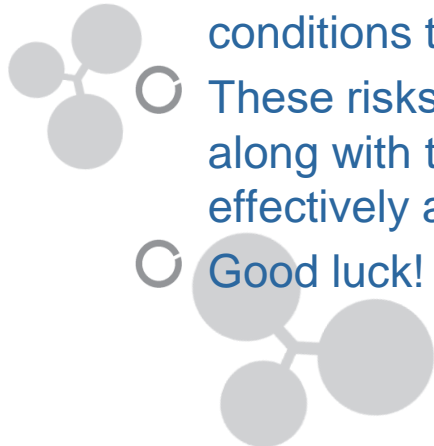
**Changing landscape:** The speed at which platforms change is very fast - keeping up to date with the current best practice takes time and knowledge.

**Training:** Lots of institutions offer training for social media use. If yours doesn't there are lots of guides and support networks online.

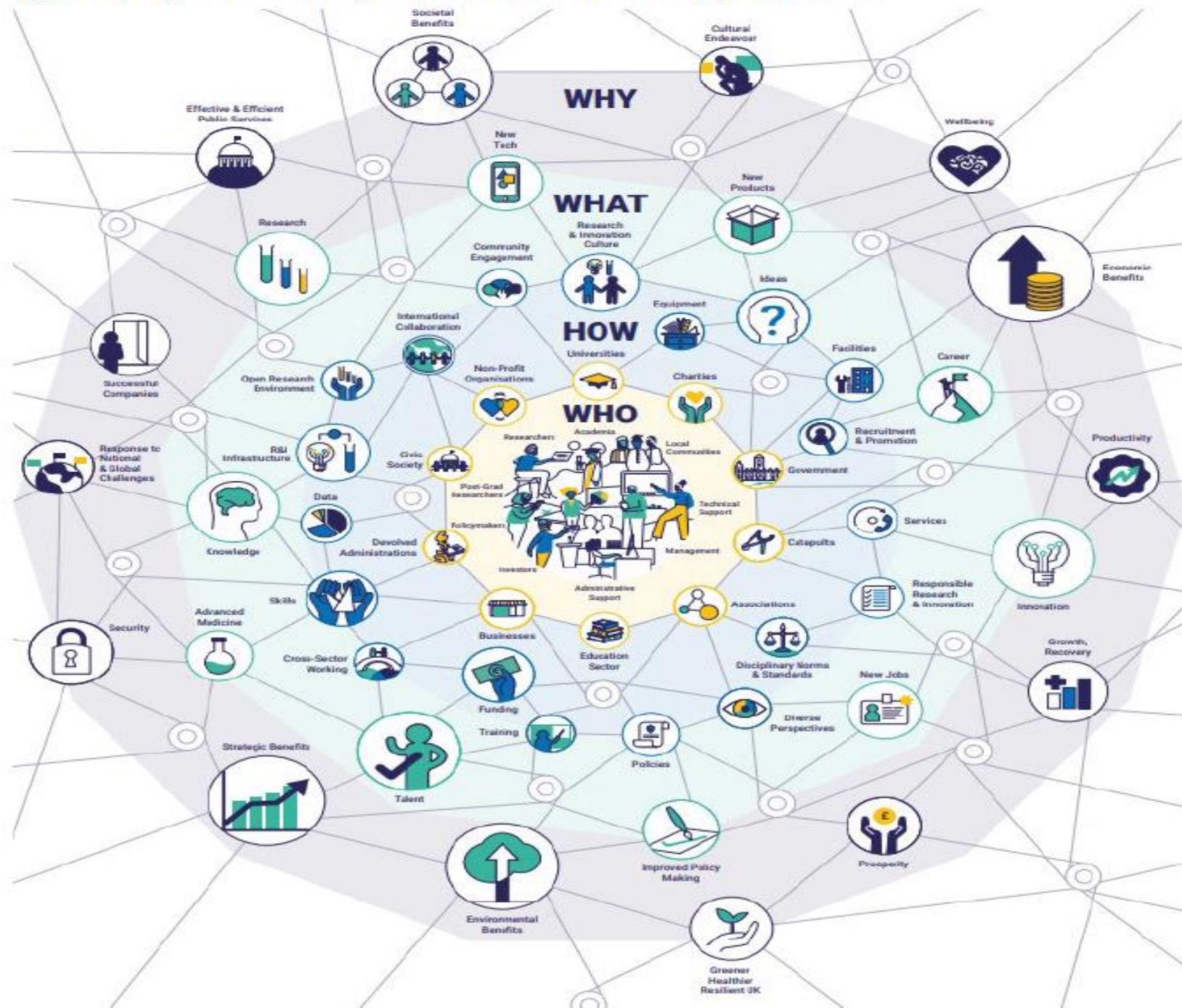
**Differing agendas** - Research institutions, charities, universities, businesses and other research partners can all have their own social media policies and guidelines. These can conflict with each other and it can be a challenge for individuals to find out where they stand and ensure that they abide by all the conditions they need to online.

○ These risks aren't here to put you off however are worth keeping in mind, along with the other tips in this guide to enable you to use social media effectively and thoughtfully to engage with your chosen audience.

○ Good luck!



# Understanding people, their roles, and how best to support them



---

Please answer our questions and then we'll take  
yours.

Thank you for your time.



