Pre-award and Post-award Communication Tactics:
#SciComm as a Research Development Tool

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Jessica Brassard Assistant Director of Research Development
Allison Mills Director of Research News

Central #SciComm Champions

Jessica Brassard
"Research Dealer"
Networks and brokers ideas between buyers and sellers

Allison Mills
"Science Bootlegger"
Distills things and gets them across boundaries

Overview of UMC / VPR collaboration

#scicom

'Science is not finished until it's communicated'

— Sir Mark Walport, UK Government Chief Scientific Adviser

Myths believed by our researchers

MYTH #1:
The public can't understand my science.
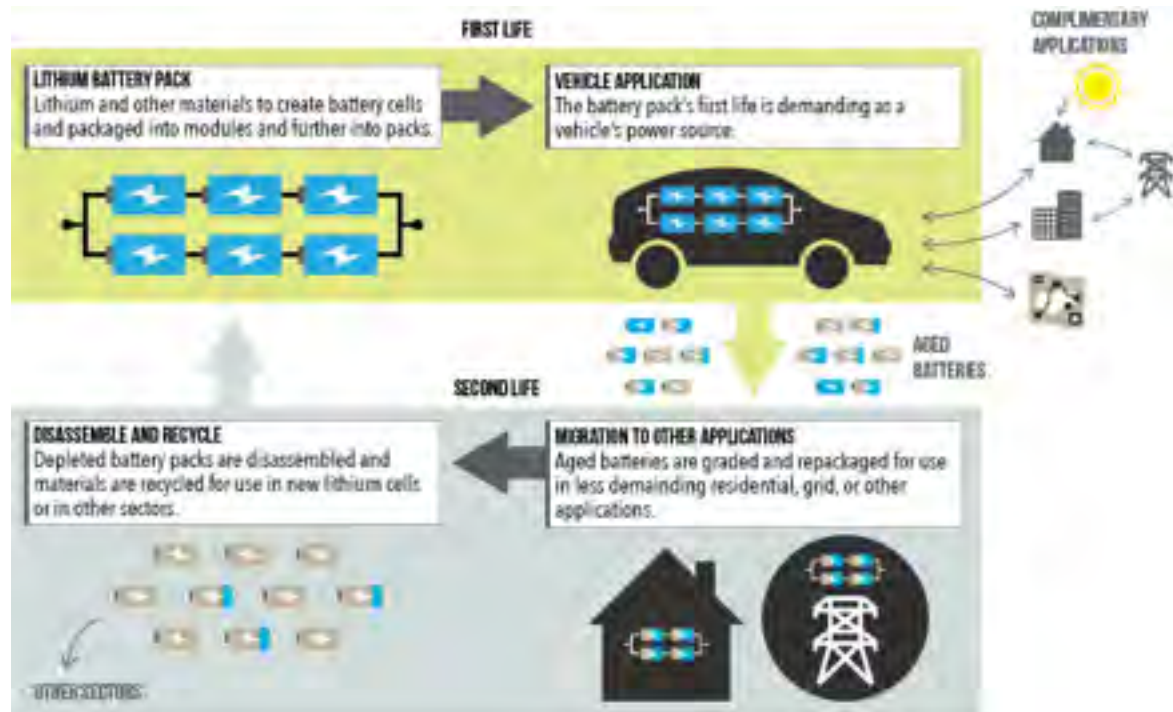
MYTH #2:
My posts can't compete with cat videos.

MYTH #3:
Social media is for personal use only.

FIRST LIFE

COMPLIMENTARY APPLICATIONS

LITHIUM BATTERY PACK
Lithium and other materials to create battery cells and packaged into modules and further into packs.

VEHICLE APPLICATION
The battery pack's first life is demanding as a vehicle's power source.

AGED BATTERIES

SECOND LIFE

DISASSEMBLE AND RECYCLE
Depleted battery packs are disassembled and materials are recycled for use in new lithium cells or in other sectors.

MIGRATION TO OTHER APPLICATIONS
Aged batteries are graded and repackaged for use in less demanding residential, grid, or other applications.

OTHER SECTORS

Core of Faculty Work

Research
Development

Teaching
Research
Service

Research
Promotion

Where our products fall

Research
Development

Teaching
Research
Service

Research
Promotion

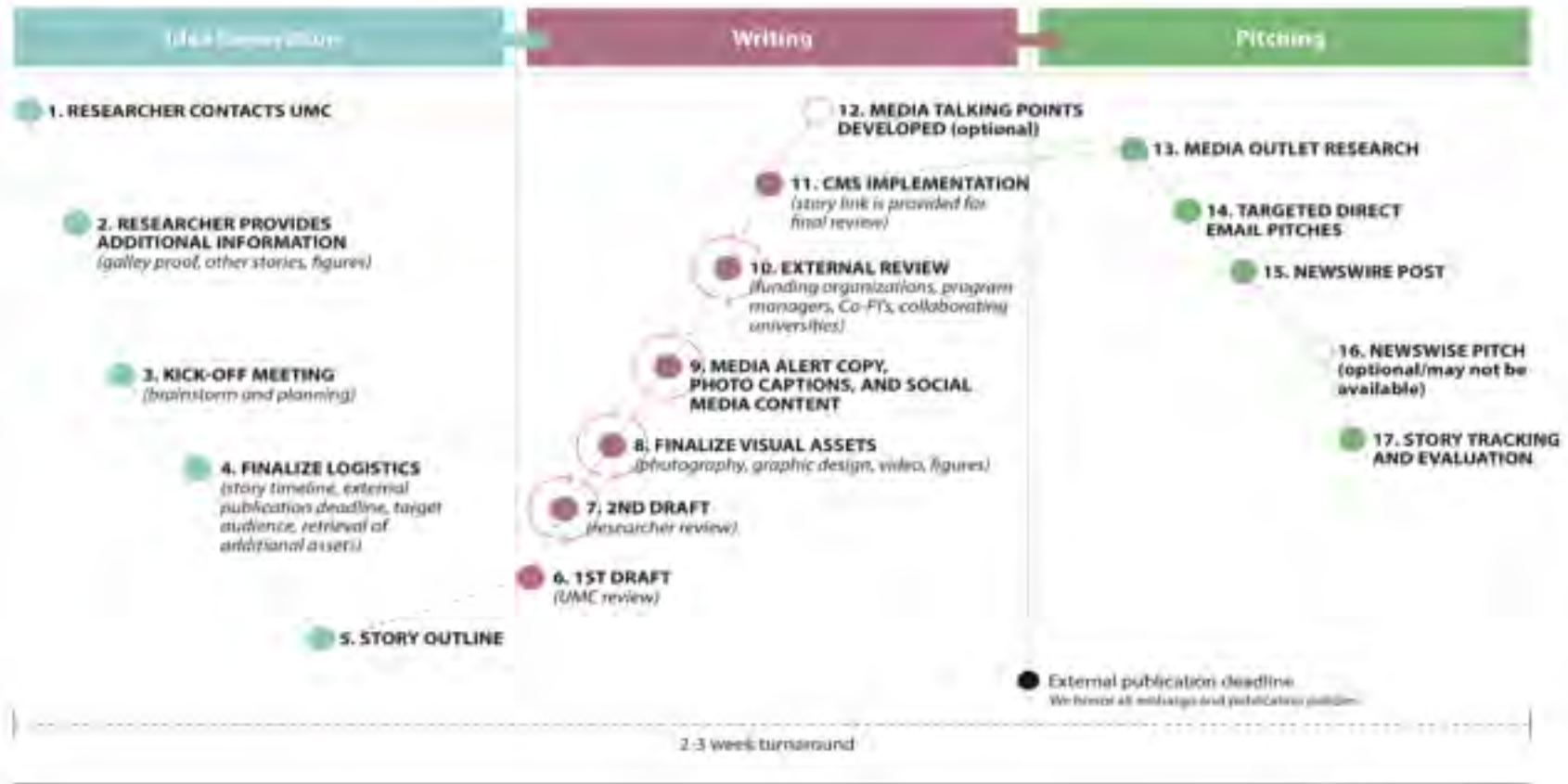| Boilerplate | Tech Talks | Lab Tours | Unscripted | Twitter chats | Magazine | News stories |

#SciComm Training

reaching out to faculty

UMC Science & Tech News Process

Analytics (academic year 2016-17)
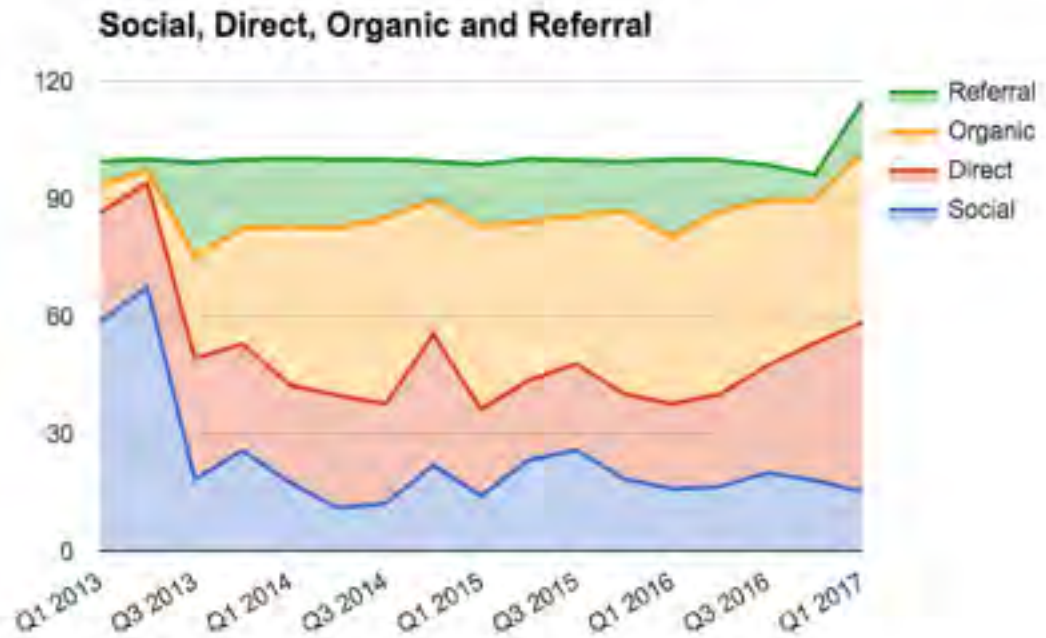
471 faculty total

43% faculty received new awards

40% faculty published

13% faculty on twitter

4% unscripted blog

14% news (only 3% featured in two or more stories)

Research News Traffic Sources

Social, Direct, Organic and Referral

media access
shift

Success Looks Like

- Excited researchers
- Good visuals
- Strategic events

Behind-the-Scenes

- Weeks of collaboration
- Pull in key creatives
- Recurring events
- Follow-up

experiment & embrace change

Takeaways

Boilerplate language for proposals

Create/join a #scicomm group on campus

Start listening on social media

Using one link to maximize social algorithms

DOI link shortener

Make a faculty-focused process (highlight access points)