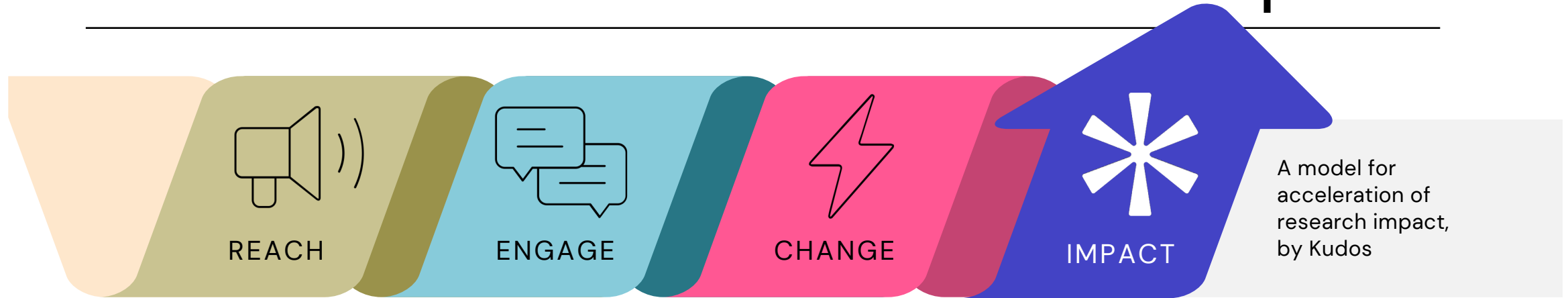


How do we achieve research impact?



Reach the audiences that can best build on or benefit from your work: different communication channels

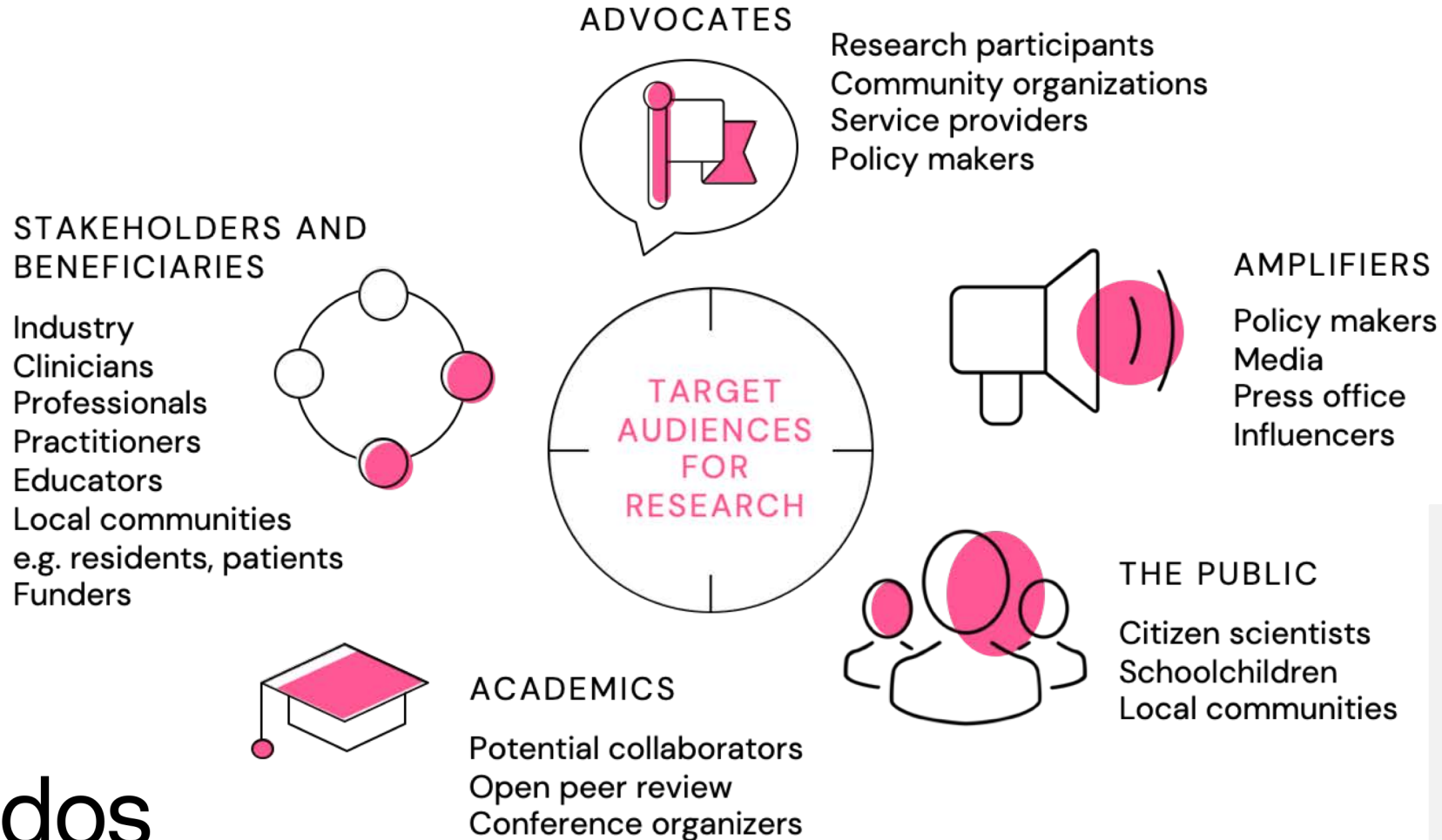
Engage those audiences – help them understand your research with plain language summaries, key message, visual, video and audio materials

Change behaviours, attitudes, awareness, processes, policy and so on

Amplify that change, for example, from local to national to international



Target audiences for research




Engaging different research audiences

See through your audience's eyes	Tell a story, don't just list facts	Is it news?
What do they already know about your topic?	Stir your audience's imagination and emotions	What makes the issue urgent?
What do they think about it?	Relate your work to every day life or broader societal issues	What solutions are you offering?
Do they need information, or persuasion?	Don't just share results – explain the beginning, middle and end	What will change?



Channels for different research audiences

Stakeholders	Advocates	Amplifiers	Public	Other academics
	Email updates		Online consultation	
	Science fairs / museum talks / visits to schools			Academic conferences
	Public debates			
Targeted briefings (relevant recommendations, in appropriate language, format, channel) for each audience				
Project websites		Blogging	Social media, podcasts	Academic network
Collaboration / co-production		Infographics, visual summaries		Journals, books
	Stakeholder workshops			<p>A guide to research communication channels by </p>
Consultancy, partnerships		Press releases	Radio, TV	
Training and materials			Print media	

