

Handout 1 : Additional sources on communication and awareness building

RESOURCES AND TOOLS FOR AN EFFECTIVE USE OF CHANNELS TO PROMOTE SCIENCE SHOPS, COMMUNITY BASED-RESEARCH PROJECTS AND DISSEMINATING RESULTS

‘Successful Communication: A Toolkit for Researchers and Civil Society Organisations’ gives some tips on how to write Policy Papers (chapter 12, pages 28-29) and also includes a section (chapter 18, pages 43-45) on how to engage with the media and write Press Releases:

<https://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/192.pdf>

Social media guide for EU funded R&I projects:

http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

‘A scientist’s survival kit: communicating science’ offers some recommendations on contacting journalists and how to communicate with them (Chapter ‘Using Journalists’ pages 55-62):

https://www.livingknowledge.org/fileadmin/Dateien-Living-Knowledge/Dokumente_Dateien/Toolbox/LK_C_Communicating_Science_Kit.pdf

Social Media Tools:

- A free tool to schedule Twitter posts: <https://tweetdeck.twitter.com/>
- Schedule Facebook Posts: Facebook has a free-to-use tool for ‘Pages’, making it easy to prepare posts in advance. To use it: Go to Page> Publishing Tools> Create. Write the post and select the date and time when it will be published. Attach video, pictures, links when needed.
- Free tool to schedule posts for different social media platforms: <https://hootsuite.com/>