



EIROFORUM SCHOOL

How to promote your research?

How to use press and social media?

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YOUR RESEARCH IS PUBLISHED.
CONGRATULATIONS!

BUT ...
IT'S JUST THE BEGINNING OF
ANOTHER PROCESS:
COMMUNICATION



WHY COMMUNICATING SCIENCE?

- To gain audience, citation
- To increase chances to get grants
- To increase opportunities of collaboration
 - To boost your personal career

A COMPETITIVE WORLD

STATISTICS SHOWS THAT GLOBAL SCIENTIFIC OUTPUT DOUBLES EVERY NINE YEAR



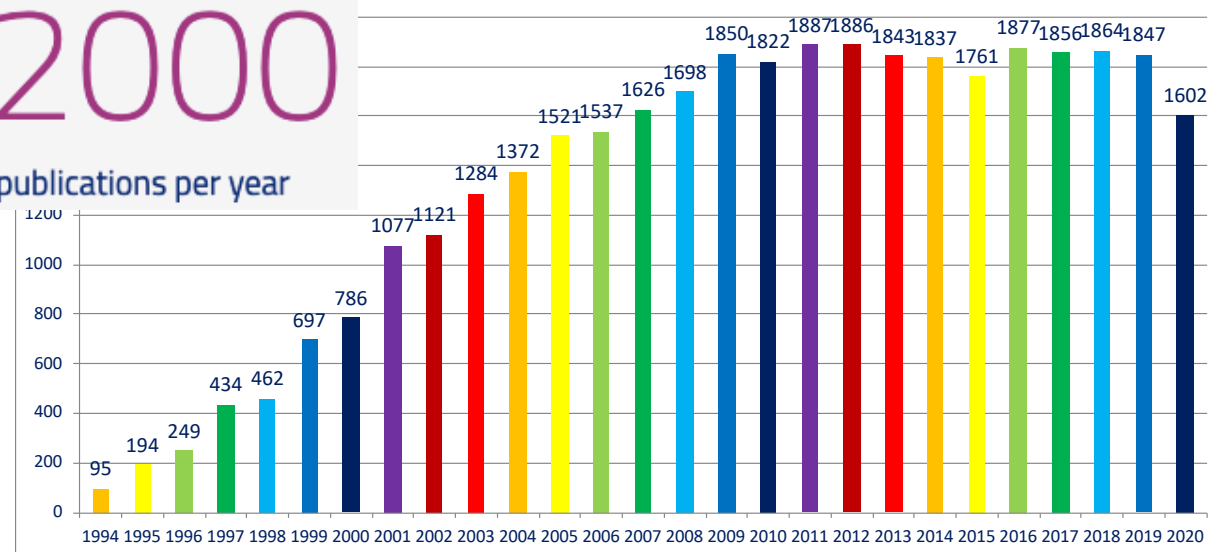
40000+

publications from our user
community in 2013-2017

2000

publications per year

Number of ESRF Publications



- Communication can't be underestimated
if you want that your research get the recognition it deserves



1. PRESS RELATIONS
2. SOCIAL MEDIA

THE DIGITAL REVOLUTION

Online media has transformed scientific communication



BBC

The Guardian

PHYS.ORG

THE CONVERSATION

science
FRIDAY

1 COMMON GOAL :

TO BE THE 1st TO GO OUT WITH
A GOOD STORY

- **More and more media:** “traditional” media (print, TV, radio), online, podcasts, blog, social media...
- **Diversity of contents:** blogs, Nature’s behind-the-paper articles, podcasts, video... For instance blogs nowadays are often an integral part of the online presence of a news outlet (such as in *The New York Times*’ or *BBC*’s Website)
- **The example of The Conversation:** the power of a good story to engage « traditional » news media.
= When scientists are invite to generate contents.

ANTICIPATION/EMBARGO



- **Press officers work with journalists and media under embargo** (interviews under embargo, press release posted under embargo on international media platform such as Eurekalert/AlphaGalileo). The goal: to have the most important “noise” at the date of the publication.
- **Contact your press office as soon as possible**, in order to prepare all contents in advance: press release but also Q&A, photos, illustrations, videos...

**Preparing a good press coverage
requires investment and time!**

REPACKAGE YOUR RESEARCH/HELP THE JOURNALISTS



- **A press release customised as a press article** (short, attractive), answering the '5 Ws' questions: WHO was involved in the research? WHAT have you found? WHERE? WHEN? WHY is it important? Why should the reader care?
- **A Q&A document**
- **An illustration to summarise the results/research**
- **Good photos** (with the « instagram culture », high-quality photos have become very important)
- **Videos**, at least 1 short video (1min30) summarising your research, the results.

THINK STORIES/BE 'HUMANS'



**All communication balances on 2 criteria:
what you say, and how you say it.**

Think like a writer = storytelling.

- What's the story behind your discovery? Where does this fit into a larger history of science narrative? What were the ups and downs on the way to the finding?
- Work on a punchy quote (a good way to be referenced) bringing it down to the human, emotional level to engage people with your research.
- Journalists need to “personnalise” the research

GENERAL TIPS

Have you ever tried to explain your breakthrough at a family dinner only to be disappointed by the puzzled looks you got staring back at you?

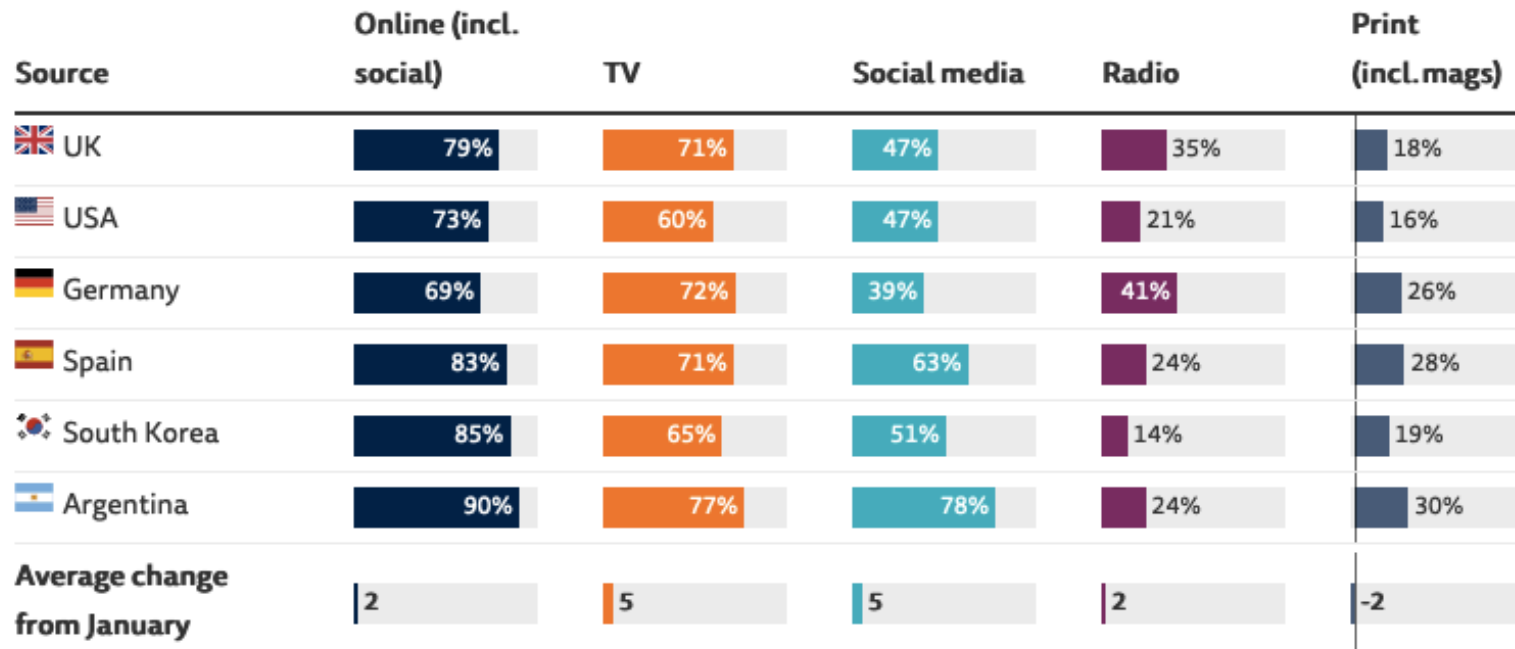
- **Be clear (simplify but don't be simplistic):** Try to define your key message in one sentence
- **Keep it jargon-free**
- **Make it understandable:** Give a frame of reference the audience can immediately comprehend ('the size of a human hair')
- **Be direct/active:** 'The team/We/I investigated...' is better than 'an investigation was conducted...'
- **Be involved:** Enthusiasm is contagious! 'Your story' is more interesting than 'a story'
- **Make it relevant:** What is the point? How does it affect your audience?
- **Last but not least:** Don't assume the journalists know what you know... but don't think they can't understand.



1. PRESS RELATIONS
2. SOCIAL MEDIA

PROPORTION THAT USED EACH AS A SOURCE OF NEWS IN THE LAST WEEK (APRIL 2020)

Selected countries



Q4 (Apr. 2020). Which, if any, of the following have you used in the last week as a source of news?

Base: Total sample: UK = 2191, USA = 1221, Germany = 2003, Spain = 1018, S Korea = 1009, Argentina = 1003. Note. Figures adjusted to exclude non-news users for comparability.

ONLINE FIRST
People are increasingly turning to online media to find information about science and to follow scientific developments.



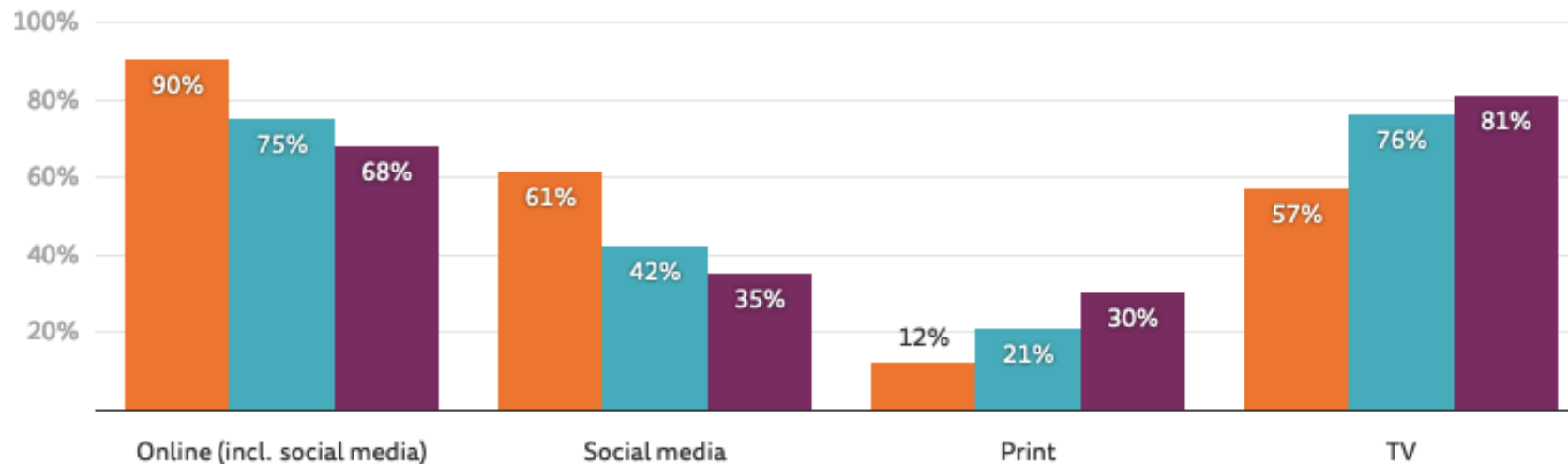
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PROPORTION THAT USED EACH AS A SOURCE OF NEWS IN THE LAST WEEK (APRIL 2020)

United Kingdom

U35 35+ 55+



Online media
first

Q4 (Apr. 2020). Which of the following have you used in the last week as a source of news?

Base: U35/35+/55+: UK = 548/1643/923. Note. Showing change from Jan. 2020. Figures adjusted to exclude non-news users for comparability.



[Get the data](#)

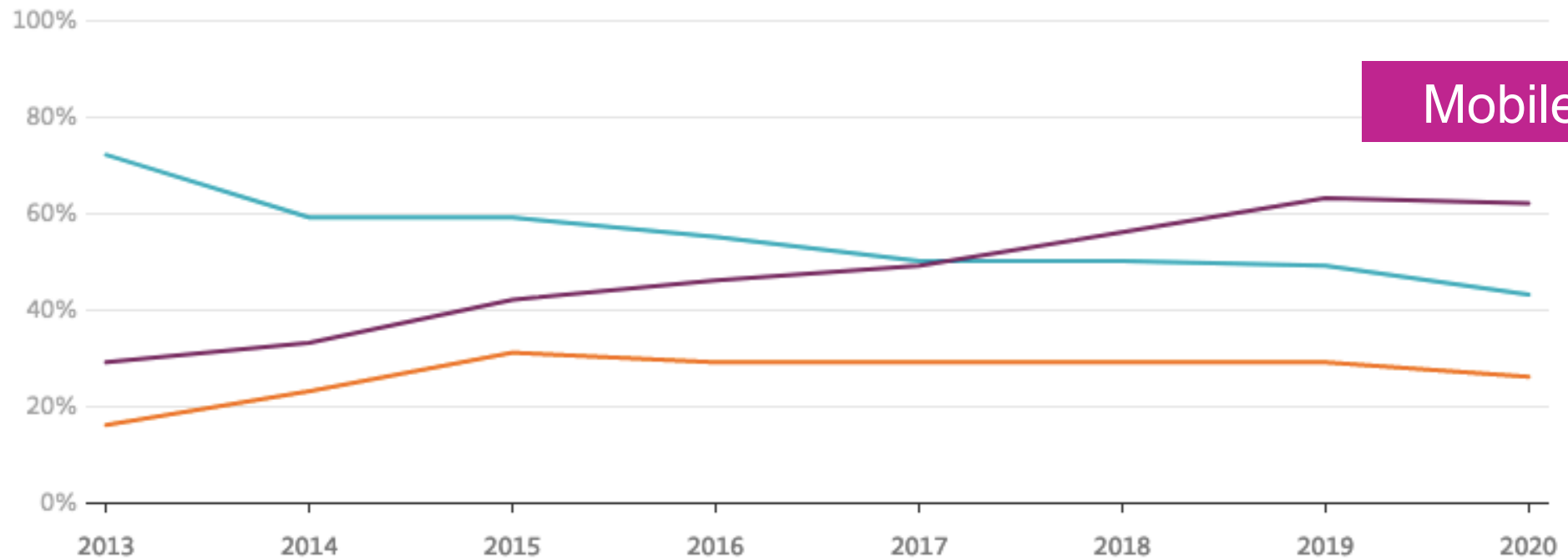
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DEVICES FOR NEWS: 2013-2020

United Kingdom

— Computer — Smartphone — Tablet



[Get the data](#) • [Embed](#)





WHICH SOCIAL MEDIA?

- Twitter is a reliable channel for exchanging highly specialised information
Targets: media, editors, organizations, funders, your peers
- LinkedIn is very relevant to boost your professional community/visibility
- Instagram is the « trendy » media. A different way to engage with your community, with general public



Social media in general, are excellent dissemination tool,

but

Social media are not a passive medium

Social media require you to generate an audience by engaging with the 'community'

How to be on twitter?



Create your account or an account for your lab

GENERAL TIPS to get engagement on twitter



- **Create your network:** Follow key figures, and organizations in your field. TAG those for whom your post is of interest.
 - ✓ Your goal: to build an audience ready for the day you will have work of your own to tweet about.
- **Visuals (photos, GIFs, short videos, infographics):** > 50% more retweet with a visual
- **Hashtags:** Hashtags relevant to your research can help others to find you and follow what you are doing. But not too much and choose the relevant ones!
- **Be active:** Post regular updates on your research, conferences... Respond to engagement, by liking replies and replying to comments, retweeting...
- **Be humans:** It's important to "humanise" your research. You can be proud of a publication. You can thank your colleagues. You can use humour.

Humour in Science communication



European Synchrotron
@esrfsynchrotron

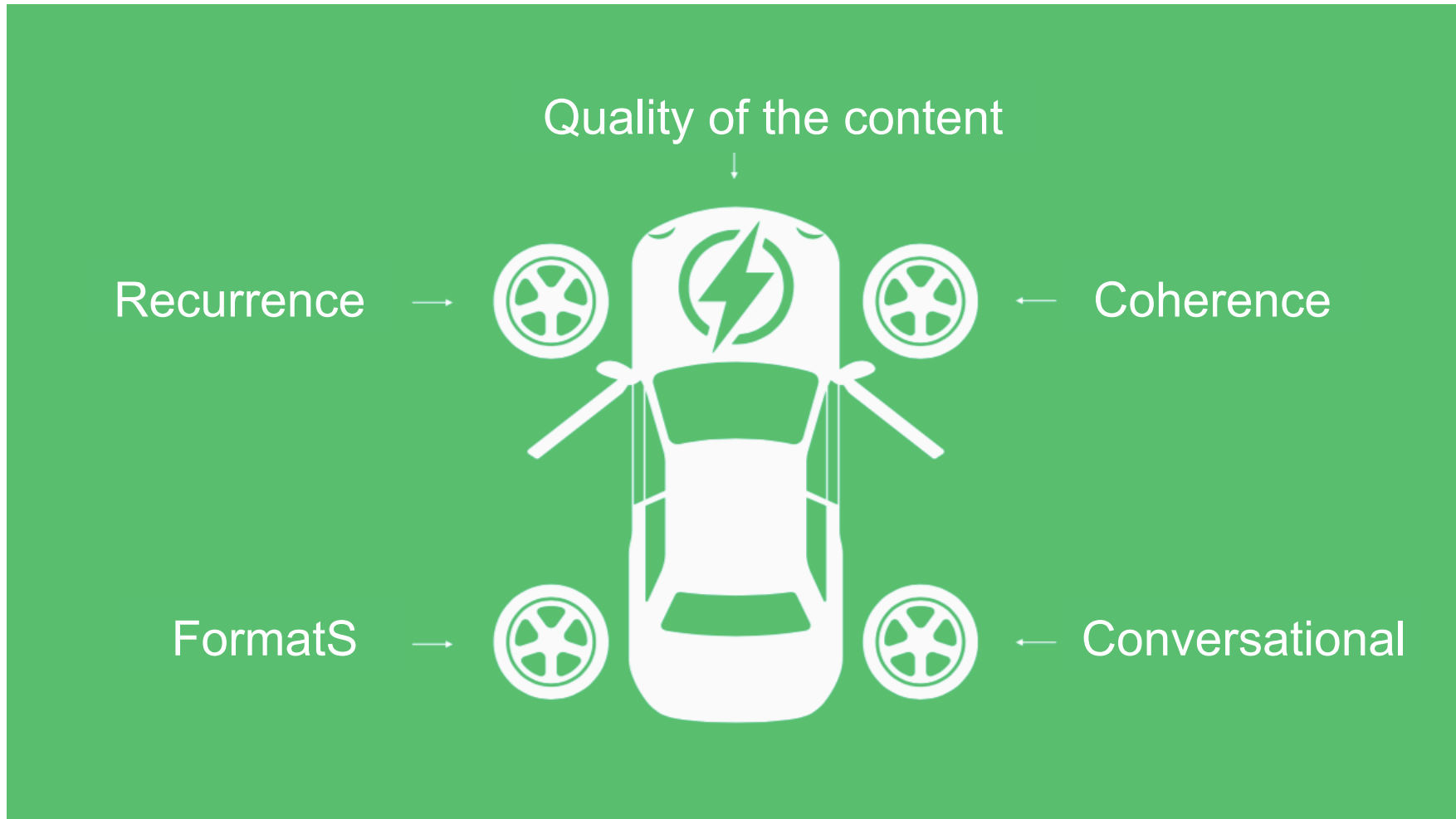
When you are local contact during the weekend for a remote experiment...and your friends are sending you ski pictures.

#scienceisfun



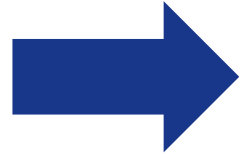
**You can use humour
but to be efficient and engage
your audience, it's important to
have a content linked to your
activity**

GENERAL TIPS to get engagement on twitter



A « video first » world

10 YEARS AGO
Text was
the reference



NOW
The world of photos
Instagram
generation



TOMORROW
A “video first” world

“Ten years ago, most of what we shared and consumed online was text. Now it’s photos, and soon most of it will be video. We see a world that is video first with video at the heart of all our apps and services.” – Mark Zuckerberg

A « video first » world



- **Short video customised for social media:** 1min (max. allowed on Instagram) or create a teaser to invite people watching a longer video
85% of people are watching videos on mobile devices. So don't hesitate to adapt the format (square, rectangular)
- **Video with subtitles** to be watched without sound:
85% of Facebook/instagram Video is watched with the sound off
- **Video like a TV report, attractive in the first seconds:**
73% of people are deciding in less than 30 seconds if they will watch to the end of the video.
43% decide in less than 15 seconds!



IN BRIEF

INCLUDE THE COMMUNICATION IN YOUR PROCESS

MAKE IT HUMAN

USE THE POWER OF SOCIAL MEDIA

**WORK CLOSELY WITH THE COM GROUP
IN YOUR LAB**



DISCOVER

**OUR #HUMANSOFESRF SERIES
WITH PHD PORTRAITS**

**ON SOCIAL MEDIA
AND ON OUR BLOG
[HTTPS://HUMANS.ESRF.FR](https://humans.esrf.fr)**

THANKS FOR YOUR ATTENTION



Looking forward to seeing you at the ESRF or on social media!

➤ Twitter/Facebook @esrfsynchrotron – Instagram @esrf_synchrotron

