Communication guide
For research projects

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Your communication plan

This document is intended to give you a rough idea of the possibilities for dissemination and communication in your project. Here we are using a common distinction between dissemination (targets the scientific community), and communication (targets other groups).

The language in a communication plan should generally be simple and journalistic, not academic. The more specific you are, the stronger your communication plan will be; If possible, list plans for publication in individual journals, conferences and other such items, and commit to a timeline.

Your communication plan should start with a general description of your plans and goals, identifying your main target for communication, the individual stakeholder groups and the channels through which they will be reached.

You can list communication deliverables for each work package (WP) if the channels for reaching scientific and stakeholder groups vary greatly among the WPs. However, each item should list the person/group responsible for following up the deliverable to ensure accountability.

About the form

The form on page four is only to be used as a rough guide. Feel free to add & delete items and use more or less space depending on your needs: If you plan to attend five conferences – put down which and when. If you are planning three publications in peer-reviewed journals – be as specific as you can. Specific, well-thought out plans trumps general good intentions every time.

If you are severely short on space in your application, consider the form as a helpful way to put your thoughts in order before condensing them into paragraphs.

Reaching different target groups

Target group: The scientific community

Conferences: Will you attend any national or international conferences to disseminate results from your project? Will you hold one or more conferences yourself? When in the project timeline will this be?

Articles in peer-reviewed journals: What journals will you be targeting? With what topics? When do you expect the articles to appear?

Other plans: For example national/international networks, reference groups etc.

Target group: Stakeholders

Lectures, meetings, workshops, seminars: Be specific about the subset of stakeholders you will be targeting and your plans for their involvement.

Articles in professional journals: Your results will likely be of interest to professionals in your field of research. Consider contacting or even writing for a professional journal (non-peer reviewed) targeting this group.

Newsletter: Considered old-fashioned by some, a newsletter is still an effective way of communicating and driving traffic to your web page. Consider the target group (general, stakeholders or partners only?), the frequency and content. Will partners be contributing content?

Other plans for stakeholder communication: For example social media, internal/external means of communication, user participation, web page etc.

Target group: General public

Web page: The project should have a web page with information about the project, researchers and partners, news and events, and contact information. Traffic will generally be driven by newsletter and social media.

Social media: *Facebook* is the most widely used plattform, used by a large and diverse group. It works well with links, images, video, but the need for fresh content is big and reach will probably be limited. *Twitter* is widely used by media, politicians and opinionators. It works well with links, discussions and opinions. *LinkedIn* is a job-centric site for professionals, while *Instagram* is exclusively for images (no links).

Articles in newspapers/magazines: Consider writing an op-ed/chronicle about your field of research, or contact journalists directly when you have something to contribute to an ongoing topic.

Press releases: Have a plan for communicating your news and events to the relevant media (press, radio, television). These releases can be re-used as content for your web page.

Other: For example participation in Forskningsdagene, museum collaborations, exhibitions, videos about the project etc.

Item	WP/responsible	Timeline	Goal	Target group
Disseminating to the scientific community				
Attend conferences			*For example list of conferences targeted*	
Hold conferences				
Articles in peer-reviewed journals			*For example list of journals targeted*	
Other plans for research dissemination aimed at the scientific community				
Communicating with stakeholders/partners				
Plans for lectures, meetings, workshops, seminars,				
Articles in professional journals			*For example number of articles/ year*	
Newsletter			*For example four times yearly to 100 subscribers*	
Other plans for communication aimed at stakeholders				
Communicating with the general public				
Web page			*For example 2000 visits each year.*	
Social media (Facebook, Twitter, Instagram, LinkedIn, other)			*For example 500 followers, or to drive 1500 clicks to website each year.*	
Articles in newspapers/ magazines			*For example number of articles/ year*	
Press releases				
Other plans for communication aimed at the general public				