



**NEBRASKA CENTER FOR RESEARCH ON  
CHILDREN, YOUTH, FAMILIES & SCHOOLS**

# **Sharing Research Effectively via Social Media and Marketing**

March 10, 2021 | NAECR Knowledge

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# Today's conversation

- **Research communications planning**
  - Integrated Marketing Communications
  - Research Canvas exercise
- **Social media strategy**
  - Content marketing
  - Examples & Tips
- **Talking to the media**
- **Q&A**



**“For research to reach the right audience it needs to be science communication – not just science information.”**

*–Michael Matlosz, EuroScience*



# Research communication planning

## Integrated Marketing Communication

In a research context, Integrated Marketing Communication (IMC) is a strategic planning approach that aims to ensure all communications activities are:

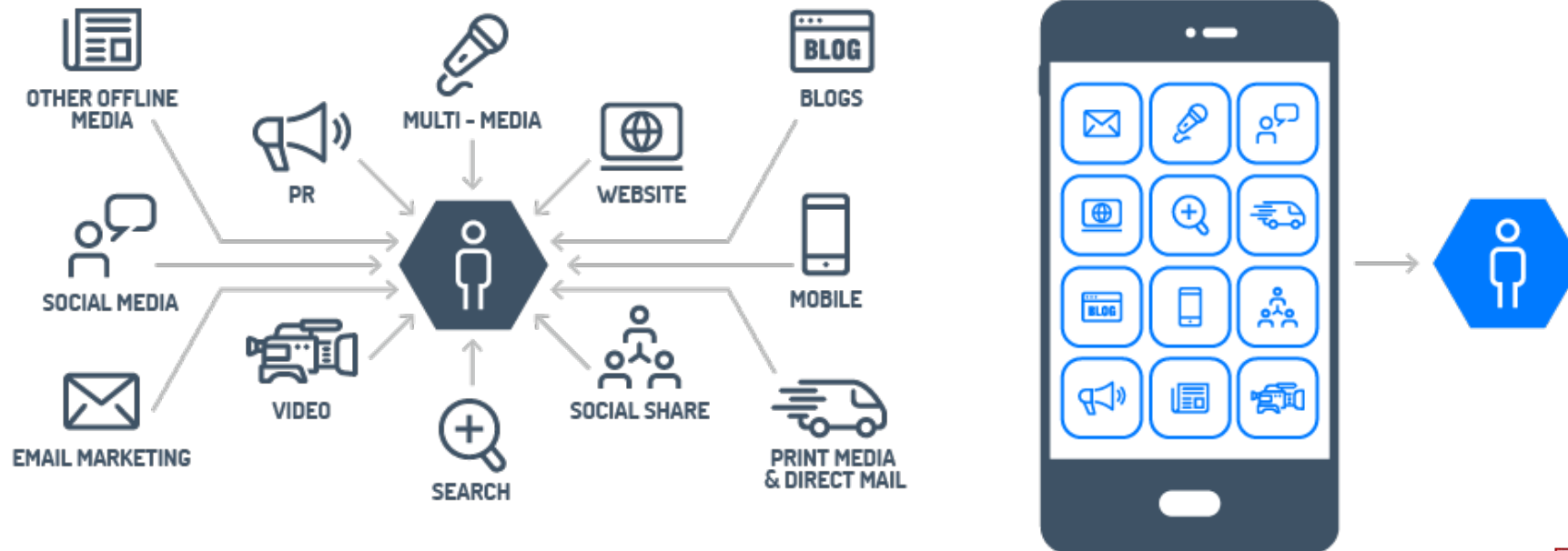
- ✓ Clear
- ✓ Consistent
- ✓ Working toward the same goals

To be successful, go in with a plan.



# Research communication planning

An Integrated Marketing Communication = Creating a consistent and seamless experience for audiences to interact with your brand/organization.



Source: TUNE



# Research communication planning

## Integrated Marketing Communication

Leverages *many channels* to share your research using one voice:

- **Project website**
- **Social media marketing**
- **Content marketing (educational and promotional)**
  - Videos, photos, infographics, visual summaries, news stories, blogs, podcasts, policy briefs, visual summaries/handouts, practice guides
- **Email marketing**
- **Events and outreach**
- **Public relations and media relations**

Consistent branding and messaging = impactful communication



# Quick Poll

Join at [slido.com](https://slido.com)

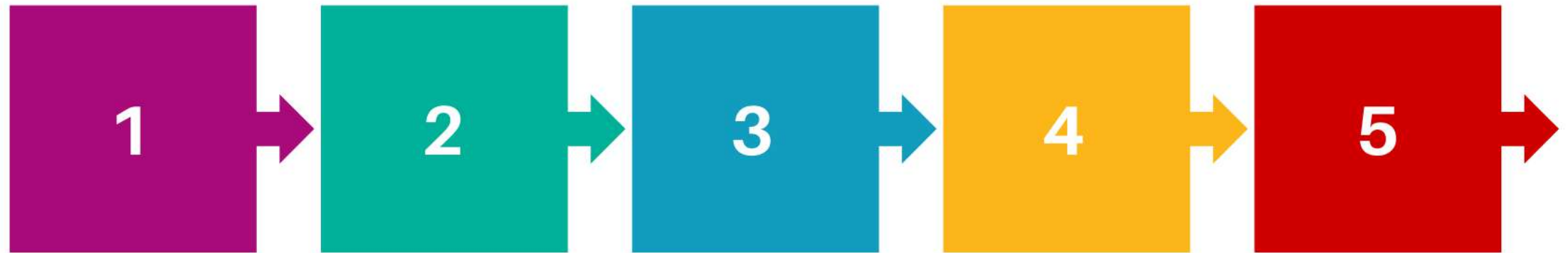
Enter event code **#72795**

**What channels do you currently use  
to share your research?**



# Research communication planning

Getting ready to launch a new research project?



## **ASSESS**

Assess available time, resources and budget

## **AUDIT**

Audit existing communications materials & channels.

## **EXERCISE**

Conduct the “Research Canvas” exercise

## **DEVELOP**

Develop integrated communications plan

## **EXECUTE**

Execute the plan & share findings throughout



# Research communication planning

## Step #3

“Research Canvas” thinking exercise:

- **Holistic overview** of your research project
- **Clarity** on your research communication goals and resources needed.
- **Informs** your **\*integrated communications plan**

\*A more detailed (and time-consuming) road map for how you will communicate your research, measure success



# Research communication planning

## “Research Canvas” thinking exercise (9 components)

1. **Target audience(s)** – Who do you need to reach?
2. **Research promise** – Why is your research unique?
3. **Research essence** – Why did you conduct your research?
4. **Benefits** – Who does your research benefit the most and how?
5. **Channels** – Where will you engage with stakeholders?
6. **Tone of voice** – What tone is appropriate?
7. **Content** – Key messages
8. **Vision** – Lofty goal behind your research
9. **Mission** – Vehicle to get to your vision

# Research communication planning

## Step #4:

**Develop an integrated communications plan —**  
a more detailed road map for how you will communicate your research.

**+ Social media plan is an addendum to a broader strategic/integrated communications plan**

### Communications Strategy

**Position:** Nebraska's WORDS project is a practical evidence-based research program to enhance early literacy.

#### Target Audiences

- **K-3 teachers in rural Nebraska schools.**
- **Future trainers/implementers** – Volunteers from NeMTSS, ESU and school districts who will receive WORDS training and coaching.
- **Elementary school administrators and other key decisionmakers.**
- Parents of children participating in the afterschool reading tutoring program.
- Nebraska Department of Education leadership and staff.
- University of Nebraska-Lincoln leadership, faculty, staff, students and other stakeholders.

#### Key messages

- WORDS is an **evidence-based** program grounded in the latest **reading science**.
- WORDS is a **collaborative** program that relies on strong **two-way partnership** with districts, schools and teachers to make a positive impact.
- WORDS is **practical** program because it helps teachers learn **practice-based strategies** for use in their classrooms throughout the year.
- WORDS is a **sustainable** program designed to be flexible and **build capacity** through a trainer coaching approach.

#### Communications Goals

1. Generate interest and awareness in the project among target audiences.
2. Elevate the project by ensuring that all communications, modules and related materials have cohesive branding and reinforce messaging.
3. Support future recruitment of participating Nebraska school districts.

#### Specific Objectives

1. Develop and design a brand identity and logo that appeals to the target audience.
2. Develop and design an accessible and engaging website, to be launched in fall 2020.
3. Branded learning modules and ensure that they are as engaging and easy to use as possible.
4. Write a news story to introduce the study and recognize the Nebraska researchers behind it for publication and dissemination in late fall (website will be live).
5. Produce a short social media video to accompany the news story for publication and dissemination in late fall.



# Social media strategy

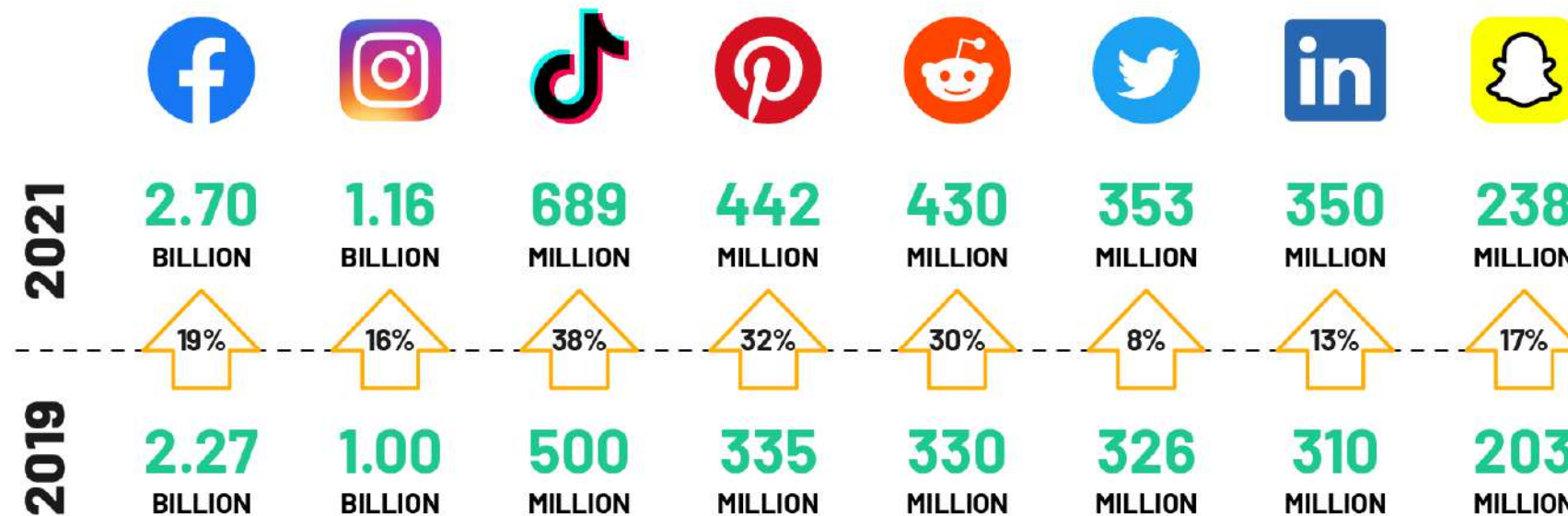
## Part of your broader integrated communication strategy:

- **Social media marketing** refers to the process of promoting a brand/project/organization through social media channels.
- **Content marketing** is the process of planning, creating, distributing, sharing and publishing content to reach your target audience.



# Social media landscape

## MONTHLY ACTIVE USERS



Source: Tech.co

# Social media strategy – platform selection



- **Facebook** – Popular with moms and educators
  - Primarily used to connect with friends and family
  - [Edison Research](#) found 81% of U.S. moms on social media use Facebook
  - 72.8% are within the 18–44 years old range
- **Instagram** – Popular with educators, moms, young people
  - Most prominent age group is 13-17, at 72%
- **Pinterest** – Very popular with educators, also parents
  - Educators use Pinterest as a visual search engine to find, save, and share lessons, crafts, products, activities and PD materials
  - 1.3 million educator pins are shared on Pinterest each day!
- **Twitter** – Policymakers, EC thought leaders, academic community
  - Most popular platform for discovery, used for quick news updates
  - 100 Senators, 97% of Representatives, and 49 governors are on Twitter.
- **YouTube** – Pretty much everyone ;)
  - YouTube is the most popular online platform in America
- **LinkedIn** – Research peers, experts, policymakers, potential collaborators

Choose platforms that give you access to a relevant audience who can put the research into action.

# Need to reach policymakers?

The average state legislature has:



**58%**  
of all members  
on Facebook



**65%**  
of all members  
on Twitter

Let's break that down by individual chamber



**53%**  
of state houses  
are on Facebook

**62%**  
of state senates  
are on Facebook



**60%**  
of state houses  
are on Twitter

**70%**  
of state senates  
are on Twitter

# Social media strategy

- **Tell** the “story” of your research.
- **Engage** with your audiences and provide your unique perspective
- **Mobilize** supporters to advocate on issues they care about
- **Connect** with like-minded individuals and organizations online
- **Position** yourself as a thought leader.
- **Leverage** it to capture emails, gain media attention

[Source: Burrell Communications](#)



# Social media golden rules

- **Always include a visual**
- Build a community not a broadcast platform
- Leverage the platform culture
- Start a conversation; ask a question
- Share relevant content from others
- Short sentences – simple but interesting
- Be personal and authentic
  - You-centric language – talking to a friend
- Give a call-to-action
- Tag the right people (@ symbol w/ username)
- Provide a link in your tweet/posts
- Follow and use relevant hashtags



# Content marketing

You should leverage content marketing if your research has...

- A **unique story to tell**
- A **human, relatable aspect** to it
- Results/findings that can be presented in a **creative way that brings your findings to life!**



- ✓ Videos
- ✓ Photos, infographics
- ✓ Blogs, news stories, news releases
- ✓ White papers, fact sheets, briefs, guides
- ✓ Infographics
- ✓ Podcasts
- ✓ Webinars

Imagine if your research communication was so valuable that people wanted to consume and willingly share it.

Why is content marketing powerful?

- Both educational & promotional
- Feels more natural (pull vs. push)
- Provides a benefit

### The types of content consumers want to engage with



**68%**  
Images



**50%**  
Video



**30%**  
Text-based posts



**26%**  
Stories



**26%**  
Polls



**22%**  
Live video



**17%**  
GIFs



**16%**  
URLs/links to brand content



**11%**  
Q&As or AMAs



**10%**  
UGC

sproutsocial • Sprout Social Index™

[sproutsocial.com/index](https://sproutsocial.com/index)



# Content marketing

## What to prioritize

- Visuals, Visuals Visuals – especially VIDEO
- Share findings that help solve a problem
- Give them something they can use in real life
- Synthesize research to short, informative facts
- Be action-oriented
- Touch their hearts and help them help their kids
- Interactivity – welcome comments
- Center on public issue or challenge (certainly EC!)
  - Use newsworthy moments to your advantage
- Reach out to your “dissemination partners”
  - Communications staff, community partners, advocates, news media



# Content marketing

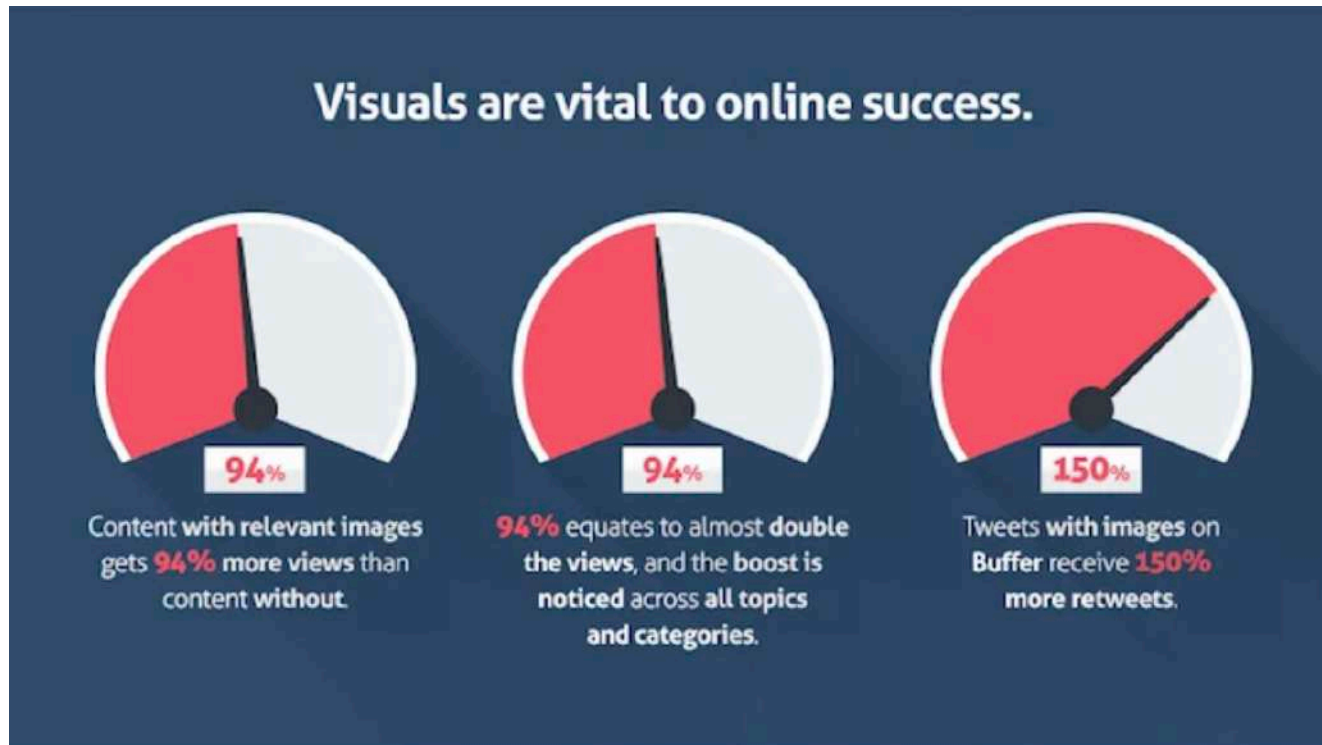
Which format is best to present YOUR research findings?

	<u>Policy brief</u>	Visual summary	Infographic	Illustration
Audience most suited for	Polymakers, Government bodies, Industry, NGOs, CSOs	Polymakers, Government bodies, Industry, NGOs, CSOs, Media	Government bodies, End users, Industry, General public, Media	Partners on the ground, End users, General public
Formal (F) or Informal (I)	F	F	I	I
Time it takes to produce	✓	✓✓	✓✓✓	✓✓✓
Visually impactful	✓	✓✓	✓✓✓	✓✓✓
Suitable for storytelling	X	X	✓	✓

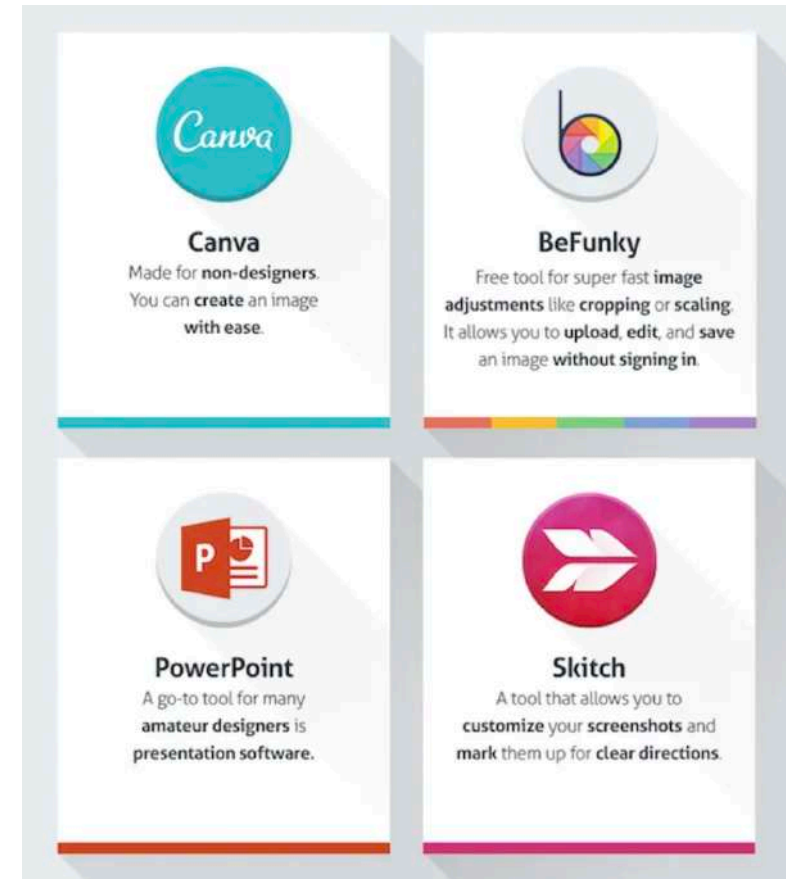
Source: Mihaela Gruia, Research Retold

# 94% of posts with “rich media” do better

The average person gets distracted in 8 seconds.  
Help them understand quickly!

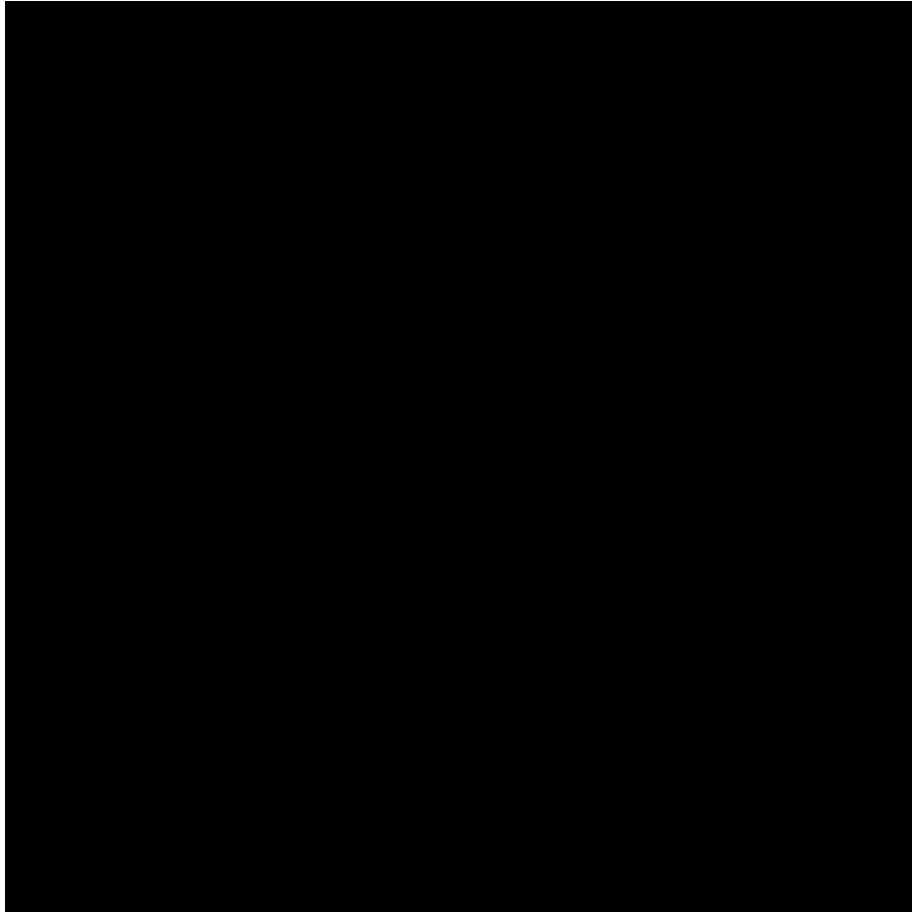


[Source: Hubspot](#)



# Content marketing – video

Call-to-action → Read news story



**Nebraska CYFS** @UNL\_CYFS · Mar 2

Hannah Kerby, @UNLSchPsych doctoral candidate, is exploring how children's social-emotional skills are influenced by their neighborhoods and whether quality home-school relationships can promote resilience.

Read story >> [cyfs.unl.edu/news/?p=4709](https://cyfs.unl.edu/news/?p=4709) @SSSP\_research @UNL\_CEHS #UNL


1:33 47 views

1 5

# Content marketing – GIF


Call-to-action → Read policy brief



 **EarlyLearningNetwork** @earlylearnnet · Nov 11, 2020

NEW: #EarlyLearning Network policy brief explores factors in pre-K and kindergarten that lack alignment and offers recommendations to ease the transition to school. >> [bit.ly/32zYPhW](https://bit.ly/32zYPhW)

@GinnyVitiello @UNL\_CYFS @Meghan\_McCorm @kmpurtell @lheomalruka @IESResearch @NAEYC



**POLICY BRIEF**  
Easing the Transition from Pre-K to Kindergarten

0:03 340 views

Early Learning NETWORK

Introduction

Alignment between pre-K and kindergarten may help children successfully transition to school.

Introduction

An early transition from pre-K to kindergarten is an important time. It builds the foundation for academic, language and social-emotional skills, as well as positive behavioral connections, all of which are critical to long-term success. The Early Learning Network's policy brief explores factors that may be contributing to the challenges of this transition and offers recommendations to ease the transition to school.

The Early Learning Network's policy brief explores factors that may be contributing to the challenges of this transition and offers recommendations to ease the transition to school.

The goal of this work is to provide information to the early childhood field, including state and local leaders, on the importance of alignment between pre-K and kindergarten. This information is intended to help inform policy and practice decisions that will support children's successful transition to kindergarten.

Policy research, both state and local, has shown that children's early experiences in pre-K and kindergarten are critical to their success in school. This research has identified key factors that influence children's readiness for kindergarten, including alignment between pre-K and kindergarten. This research has also identified key factors that influence children's success in kindergarten, including alignment between pre-K and kindergarten.

In this brief, we explore factors in pre-K and kindergarten that may be contributing to the challenges of this transition and offer recommendations to ease the transition to school.

Early Learning Network Policy Brief | [www.earlylearningnetwork.org/](https://www.earlylearningnetwork.org/)



# Content marketing – product demo

Call-to-action → Try out the new tool



OVERVIEW WHY MTSS GETTING STARTED ESSENTIAL ELEMENTS RESOURCES

## Program Comparison Tool

NeMTSS Framework Program Comparison Tool interface showing a grid of program cards. The grid includes programs like '5 Minutes to Better Reading Skills', '6 Minute Solutions', '6+1 Trait Writing', 'Accelerated Reader', 'ALEKS', 'Algebra Readiness, SRA', 'Alphabetic Phonics', 'American Reading Company (ARC) Core', 'Amplify CKLA', 'Amplify Reading', 'Ascend Math', 'Barton Reading & Spelling System', 'Blast Foundations (Really Great Reading)', 'BlueStar Comprehension Connections', 'Bridges', and 'Carousel'.



Nebraska Multi-tiered System of Support

Published by Dana Witherby Ludvik · October 15, 2020 ·

Have you tried the new Program Comparison Tool? The popular NeMTSS resource now has a dynamic, web-based format — making it easier to identify programs and interventions that fit your school community.

Learn more: [http://nemtss.unl.edu/.../nemtss-launches-revamped...](http://nemtss.unl.edu/.../nemtss-launches-revamped.../)



OVERVIEW WHY MTSS GETTING STARTED ESSENTIAL ELEMENTS RESOURCES

## Program Comparison Tool

NeMTSS Framework Program Comparison Tool interface with a video player overlay. The video player shows a grid of program cards similar to the one in the first image. The video player controls show a progress bar at 0:12 / 0:38 and a play button.

1,221 People Reached

85 Engagements

Boost Post

You and 10 others

9 Shares

Like

Comment

Share

# Content marketing – Images/graphics



**EarlyLearningNetwork** @earlylearnnet · Mar 12, 2019 ...  
#EarlyLearning Network teams are implementing a tech-based classroom observation system that promises to help teachers personalize instruction and learning opportunities in #preK to third grade classrooms. #EdTech #ECE

Learn more about OLOS: [bit.ly/2BFu25W](https://bit.ly/2BFu25W)



You and 5 others



**EarlyLearningNetwork** @earlylearnnet · Feb 24, 2020 ...  
The classroom is a highly dynamic place, in which teachers, students and the environment all influence child outcomes. The #EarlyLearning Network has identified 5 key factors that make up the overall classroom ecology.

Learn why they matter >> [bit.ly/2upESMX](https://bit.ly/2upESMX) #ECE

## CLASSROOM ECOLOGY


Key environmental factors that influence student success:

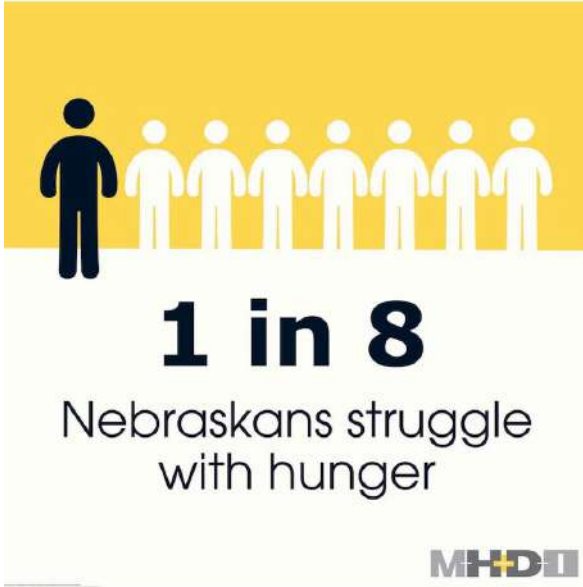
1. Interpersonal relationships
2. Instruction and classroom management
3. Composition of students
4. Physical environment and resources available
5. Implicit expectations of teachers and administrators



# Content marketing – Images/graphics



 mhdiunl



**1 in 8**  
Nebraskans struggle  
with hunger

**MHDIUNL**

1 like

mhdiunl March is National Nutrition Month! Many barriers exist that prevent people from... more

Add a comment...



ECS | Education Commission of th...  
@EdCommission

"Safe and supportive school environments are an important protective factor in building resilience." [ow.ly/zDT450DO3cY](https://ow.ly/zDT450DO3cY) | #MentalHealth #COVID19

EDUCATION POLICY APPROACHES TO  
**Trauma-Informed Practices**

**62%**

of adults have experienced at least 1 adverse childhood experience.

EDUCATION COMMISSION  
OF THE STATES

**NEW** POLICY OUTLINE

# Twitter Tips



- Maximize the reach and life of a tweet by tagging your photos.
  - @mention relevant accounts
- Take part in conversations. #edchat
- Use less than 140 characters.
- Include photos, videos and links
- Use hashtags, sparingly.
- Follow the 80/20 rule.
- Schedule your posts at peak times to ensure maximum visibility.  
[www.tweriod.com](http://www.tweriod.com)
- Tweet regularly.
- Stay “on message.”
- Use quote tweets – highly shareable
- Curate Twitter lists

# Facebook Tips



- Newsfeed algorithm prioritizes content that has the highest levels of engagement
- Prompt a comment, share, opt in, like, RSVP, or any other action.
- Respond to all messages and comments
- Share links to relevant EC news stories
- Post when your audience is online.
- Prioritize images, video
- Don't post more than 2-3x per week

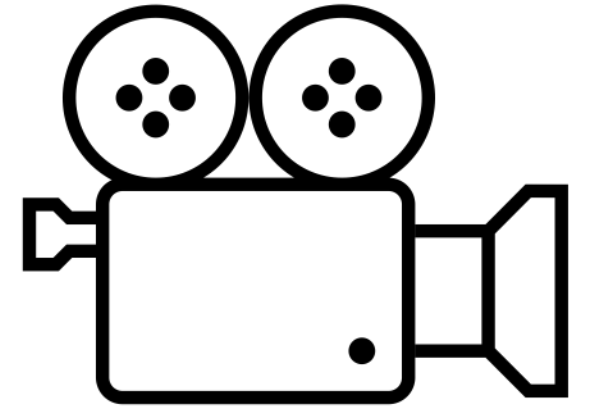
# Talking to the media

## Tell a story

“I story” – why does this matter to you personally?

## Frame your research: What is → What could be

- How do we want to advance thinking?
- What we know for sure
- Challenges we’ve had along the way
- Where we’re going next
- The work we’re doing is important because...





**NEBRASKA CENTER FOR RESEARCH ON  
CHILDREN, YOUTH, FAMILIES & SCHOOLS**

**Questions?**

That was a lot.