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
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 Marking 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
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?

1. **ASSESS**
   - Assess available time, resources and budget

2. **AUDIT**
   - Audit existing communications materials & channels.

3. **EXERCISE**
   - Conduct the “Research Canvas” exercise

4. **DEVELOP**
   - Develop integrated communications plan

5. **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*

Source: Mihaela Gruia, Research Retold
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

Source: Mihaela Gruia, Research Retold
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
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

<table>
<thead>
<tr>
<th>Platform</th>
<th>2021</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2.70 BILLION</td>
<td>2.27 BILLION</td>
</tr>
<tr>
<td>Instagram</td>
<td>1.16 BILLION</td>
<td>1.00 BILLION</td>
</tr>
<tr>
<td>TikTok</td>
<td>689 MILLION</td>
<td>500 MILLION</td>
</tr>
<tr>
<td>Pinterest</td>
<td>442 MILLION</td>
<td>335 MILLION</td>
</tr>
<tr>
<td>Houzz</td>
<td>430 MILLION</td>
<td>330 MILLION</td>
</tr>
<tr>
<td>Twitter</td>
<td>353 MILLION</td>
<td>326 MILLION</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>350 MILLION</td>
<td>310 MILLION</td>
</tr>
<tr>
<td>Snapchat</td>
<td>238 MILLION</td>
<td>203 MILLION</td>
</tr>
</tbody>
</table>

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.

Sources: Tech.co / Hubspot / Edison Research / Pew Research / Sprout Social
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

Source: https://phone2action.com/blog/state-elected-officials-social-media/
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!

Source: Mihaela Gruia, Research Retold

- 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
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?**

<table>
<thead>
<tr>
<th>Audience most suited for</th>
<th>Policy brief</th>
<th>Visual summary</th>
<th>Infographic</th>
<th>Illustration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policymakers, Government bodies, Industry, NGOs, CSOs</td>
<td>Policymakers, Government bodies, Industry, NGOs, CSOs</td>
<td>Policymakers, Government bodies, Industry, NGOs, CSOs, Media</td>
<td>Government bodies, End users, Industry, General public, Media</td>
<td>Partners on the ground, End users, General public</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Formal (F) or Informal (I)</th>
<th>F</th>
<th>F</th>
<th>I</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time it takes to produce</td>
<td>✓</td>
<td>✓✓</td>
<td>✓✓✓</td>
<td>✓✓✓✓</td>
</tr>
<tr>
<td>Visually impactful</td>
<td>✓</td>
<td>✓✓</td>
<td>✓✓✓</td>
<td>✓✓✓✓</td>
</tr>
<tr>
<td>Suitable for storytelling</td>
<td>X</td>
<td>X</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*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, @UNL_SchPsych 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 @SSSP_research @UNL_CFHS #UNL

Kids who have strong social-emotional skills in elementary school tend to succeed both academically and personally.
Content marketing – GIF

Call-to-action → Read policy brief

POLICY BRIEF
Easing the Transition from Pre-K to Kindergarten

@GinnyVitiello @UNL_CYFS @Meghan_McCorm @kmpurteil @lheomalruka @IESResearch @NAEYC
Content marketing – product demo

Call-to-action → Try out the new tool

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.../
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

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 #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

“Safe and supportive school environments are an important protective factor in building resilience.” ow.ly/zDT450DO3cY
#MentalHealth #COVID19

EDUCATION POLICY APPROACHES TO Trauma-Informed Practices

62% of adults have experienced at least 1 adverse childhood experience.
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
• 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

Source: MDR Education
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...
Questions?

That was a lot.