

# Ducks for dissemination

#DisseminationDucks

Being able to blog about your research in plain, clear language will help you share your research with a wider, more general audience. Blogging is a great aid to discoverability.

## Blog top tips

Don't use jargon, be concise and use quotes if you can

Write a high impact introduction using an interesting fact



Use images, videos and charts to enhance your blog posts

Use hyperlinks rather than a list of references



You could collaborate with other researchers on your posts

Use blogging alongside social media accounts to expand your reach

**For more information contact the communications team:**

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🌐 [healthandcareresearch.gov.wales/research-route-map](http://healthandcareresearch.gov.wales/research-route-map)



# Don't leave your research on the shelf

We all have a story to tell, but some tales stand out more than others. Simply announcing that a research study has taken place just won't fit the bill, those results need to be relatable - and we need to know how it's going to help real people. So, tell your research story...

Think about your audience. Who are they and what do they need?



Keep it simple! Avoid using jargon to encourage audiences to want to learn about your research.



What is the impact of your research for your audience? Why should they care?

What's your 'wow' factor? The best told stories create emotion for their audience - find the 'wow' in yours.



Audiences want to know about more than just data. What's the story behind your research project?

For more information visit the Research Route Map at [healthandcareresearchwales.gov.uk](http://healthandcareresearchwales.gov.uk)



Your research story

