

Ducks for dissemination

#DisseminationDucks

Facebook holds the key to the largest and most diverse social media audience in the world. Share your research through public pages, or with specific communities through private groups.

Facebook top tips



Get more engagement by completing your profile fully

Join public and private groups to access audiences with similar research interests

Post frequently and highlight your achievements



Post all types of content - photos, videos, documents and links are all shareable

Measure your reach through Facebook Analytics

Create community - follow and engage with other users in your field

For more information contact the communications team:

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🐦 @ResearchWales

🌐 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



Your research story

