

# Ducks for dissemination

#DisseminationDucks

Research involves collaboration and a LinkedIn profile is another great way to network and share ideas. It doesn't replace more traditional methods like conferences, but adds to them.

## LinkedIn top tips

Make use of your headline - explain what sets you apart from the rest

Your profile summary is the place to talk about the research you're working on



Make sure your profile is 100% complete, this is more useful to others

Highlight your best work, you don't need to put all your experience on your profile



Use links - link out to examples of your work e.g. publications or videos

Request connections to new contacts through your LinkedIn 'friends'

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

✉ [healthandcareresearch@wales.nhs.uk](mailto:healthandcareresearch@wales.nhs.uk)

☎ 02920 230 457

🐦 @ResearchWales

🌐 [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

