

Ducks for dissemination

#DisseminationDucks

Podcasts have rocketed in popularity over the past ten years - people are spending more time than ever with their headphones on, giving you the perfect opportunity to communicate to them with their full attention.

Podcast top tips



Use a decent microphone - they're inexpensive and improve sound quality

Create a structure. How many will you make and when will you publish?

Aim for your podcast to be between 20 and 40 minutes long



Brand yourself - think of a catchy title, logo, slogan and even a jingle

Plan your content. Inform your audience what you intend to say and how

Wherever you choose to upload your podcast, ensure it's shareable to your other platforms

For more information contact the communications team:

✉ healthandcareresearch@wales.nhs.uk

☎ 02920 230 457

🐦 @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

