

Ducks for dissemination

#DisseminationDucks

Reddit is a social news website that has become a major driver of traffic to blog posts, videos, images and news articles. The platform offers a great opportunity for researchers to engage with a 250 million strong user base, in specific subsections relevant to topic.

Reddit top tips

Posts have 'karma', where good content gets 'upvoted' and read more, and bad gets 'downvoted' out of the public eye

Engage with the correct 'subreddits' - for example, 'r/science' has over 11 million subscribers

Get involved with content trends, for example "AMA" = Ask Me Anything

Don't overtly self-promote - if the content isn't engaging by nature, you'll receive criticism

Each subreddit has its own rules set by its moderator - follow these, or your post could be deleted

Spend time observing the site and learning what makes a successful post before making your first move

For more information contact the communications team:

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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

