

Ducks for dissemination

#DisseminationDucks

Setting up communications for your study is essential for informing stakeholders and the public about the progress of your research. These can take the shape of designated websites, weekly or monthly newsletters, social media handles and more.

Study communication top tips

Ensure your study has a designated website, or page on a host website where updates and contact details can be found

Try free sites such as Mailchimp to easily set up a study newsletter



Create social media accounts for your study

Create a logo for your study on a free design site such as Canva



Set up a study email address for enquiries from the media

Keep your Researchfish account up to date - a complete profile makes it easier for someone to find you

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