Ducks for dissemination
#DisseminationDucks

You can use Twitter to easily and quickly share your research with a large number of people (it has 335 million monthly active users.) Follow, retweet and interact with other users to tell your research story.

Twitter top tips

- Use keywords so users can find your tweets easily
- Add images or videos to your tweets, these get more engagement
- Make sure your profile picture, header and biography represent you
- Using relevant hashtags is important e.g #Research
- If you worked with another Twitter user mention them in your tweet using @
- Too busy? You can schedule your tweets using third party apps

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