


Ducks for dissemination

#DisseminationDucks

Audiences want to have information at their fingertips that is brief and easy to absorb, videos are a great way to communicate complicated concepts in a clear and interesting way. You can create, edit and upload your video straight from your smartphone.

Video top tips



Keep it short - make sure your video is under one minute long to make sure people watch until the end

Shoot your video in landscape mode - this is better for uploading online

Plan ahead so you can tell a story - emotive storytelling is the key to a successful video



Use easy editing apps like iMovie or KineMaster to edit your video

If posting your video to social media add subtitles when editing - people often don't click for sound

You can upload your video to YouTube and share it across your dissemination platforms

For more information contact the communications team:

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 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 healthandcareresearch.gov.wales



Your research story

