Did you know that duck quacks have a hard time echoing? Don’t let your research disappear into the ether – think about dissemination upfront and at every stage of the research process, and not simply as an add-on activity. How far can your dissemination duck flow down the research river? Read our top tips to ensure resounding echo. Don’t hesitate – disseminate!

Traditional Methods
As a researcher, traditional methods of dissemination should be hardwired into your study timeline. These include:
• Research reports
• Peer-reviewed papers
• Policy briefs
Example: Monitoring the impact factor on your journal publication.
Traditional dissemination methods will tick requirement boxes from your funder, but will likely only reach other academics and policy makers. Follow the river down to get more people on board with your research.

Mainstream Media
Congratulations! You’ve wound your way down to the waters of mainstream media. Here you can find some very simple but effective dissemination methods to expand the reach of your research. These include:
• Press releases
• Radio features
• Videos
Example: Creating a press release in layman’s terms which will appeal to and connect the public to your research.
In these cases, it is important to include story telling in your structure – find the “Get Your Story Straight” poster to find out more.

Research Media
The next bend to navigate is that of research media. It’s a good idea to seek out features in research communications outlets, or set up your own. Outlets include:
• Websites
• Newsletters and bulletins items
• Trade magazines
Example: Launching a dedicated website for your study to keep people informed about your study’s progress.
Although a good method of dissemination, research media will likely only reach people within your area of work.

Social and Digital Media
If you’ve come this far, your duck is clearly a streamlined dissemination pro. You’ve avoided the whirlpools, and made it to social and digital media. As well as rapid dissemination, social media can create greater interaction and collaboration, boost influence and raise the profile of your research on a large scale. Consider using:
• Platforms such as Facebook, Twitter and Instagram
• Blogs
• Podcasts
• Infographics
Example: Access patients through Facebook support groups to get involved in a study.
To harness the true power of social and digital media, you must know a few basics. Head over to the Communications Team exhibition stand and hook a duck to learn more!

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