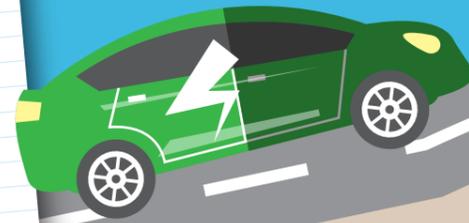


1. Preparing for a new research project or activity

- Make sure your PURE profile is up to date ✓
- Check in with researchers who have done similar research projects in the past ✓
- Highlight your research bid to the Humanities research communications team ✓



2. Grant writing

In sections of your grant that ask for communications and engagement detail, you should:

- map out your stakeholders and identify audiences to reach
- consider the media / communications channels these audiences use
- provide previous examples of successful engagement within your area
- make use of your grant writer, the research impact team and their connections to communication teams
- include communications and engagement activities in your budget

ONGOING ENGAGEMENT



Once you're in touch with the communications teams, they may approach you as an

expert voice for media requests and topical commentary. This supports your ongoing research impact, paves the way for further funding and boosts your profile

RESEARCH COMMUNICATIONS AND ENGAGEMENT ROADMAP

Helping you navigate the road to creating research communications and engagement which maximise your research impact

HumsResearchComms@manchester.ac.uk

5. Preparing to share your findings

2-3 months prior to publishing your research, get in touch with your School communications contact. Advanced notice increases opportunities and support. Consider:

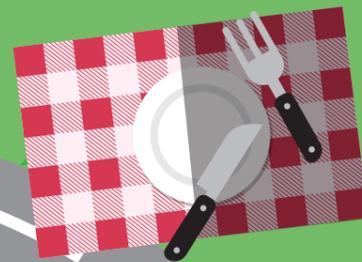
- preparing a layman's overview of your research
- who your audiences and stakeholders are
- what story you want to tell
- what you want to achieve
- key engagement points e.g. conferences, awareness days
- preparing an engagement timeline (communication teams can support)
- contacting the Library team for open access support
- updating PURE profile



3. Activities and engagement

Contact your School communications team if you are conducting activities/engagement which would:

- make a great social responsibility story
- be of interest to internal colleagues
- need the input/engagement of other academics



4. Milestones and interim reports

If your research journey has key milestones or interim reports your communications, policy, and business engagement colleagues can help you to maximise their impact. They can provide support if you're:

- looking to influence policy
- working to engage industry contacts
- approaching NGOs and the Third Sector

6. Delivery of results



All the preparation you've done, with the support of your communications and media teams, means you're now ready to share your results.
#endjourney #timetocelebrate

Key points to consider

Your goals

- What is your dream outcome for this research?
- What impact(s) do you want to have?

Identifying your audiences and stakeholders

- Who are your key stakeholders? Rather than identifying a sector, single out names of key organisations or even individuals
- If you could only speak to three people about your research who would they be?
- What information do different audiences need? E.g. How will key messages differ between policy makers and the general public

When sharing your research with the general public and the media

- Who might to be interested in your work? Consider the everyman, not just specialist areas
- Imagine that you don't have expert knowledge of your subject. How would you explain your work?
- Why is your work interesting/ inspiring/ surprising/ exciting?
- How is your work relevant to ordinary people's lives?
- What societal problems/ grand challenges does your work address?

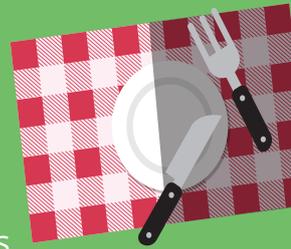


Social responsibility engagement/activities

Social responsibility activities can take many forms such as:

- Working with charities and non-profit organisations
- Working with local communities
- Working at/running public events
- Engaging students and alumni as supporters and volunteers

All of these activities can be a great way to highlight your research as part of your communications and engagement planning. So, whether you're looking for support in developing activities or simply looking for support in promoting them, let the communications and engagement teams know



Measuring impact

Remember to consider how you can keep track of engagement with your work to support your reporting e.g. website

Update PURE

PURE should be the one-stop shop for people to find out about your work. Make sure your profile is up to date with new projects, papers and media appearances

YOU'VE GOT MAIL

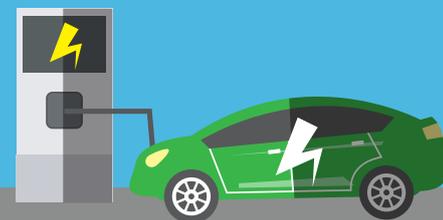
Internal engagement

Engaging colleagues doesn't just need to be about internal newsletters you may find it useful to:

- Run internal seminars and events
- Set up cross discipline working groups within your research sphere

NEWS

Preparing your research for the media team

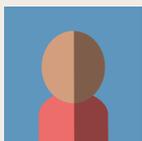


Humanities Media Team contact: joe.stafford@manchester.ac.uk

AMBS Media contact: kathryn.v.howard@manchester.ac.uk

Approaching the media team with plenty of notice and a clear outline of your work, goals and audiences will greatly increase the media team's ability to support you. Below outlines the key information to provide.

PRESS RELEASE



Prepare a short outline of your research in layman's terms, outlining;

- A suggested short headline
- The key findings
- What it involved, including a brief background and why you embarked on it
- key contributors (including any organisations/institutes)
- What this means – future predictions, recommendations for changes etc.

Broadcast Media

If your research is picked up by tv, radio or podcasts, the media team can provide you with interview training, techniques and tips.

[Tips for media interviews](#)

Podcasts

Consider contributing to a podcast. You can use a podcast search tool or podcast providers e.g. Spotify, Apple music, to find podcasts that relate to your area/interests and could be pitched to.

If you are creating your own podcast content, you can upload it here [Video and Podcast Portal](#). You may wish to speak with your School Communication teams for advice before setting up your own podcasts.



Useful guides

[The Conversation - How to Pitch](#)

[The Guardian - Writing an opinion piece](#)

Pitches

- Identify the key findings which will interest the general public (see 'key points to consider')
- Briefly outline some viewpoints/angles you could explore in an article
- Consider researching your area on [The Conversation](#) to see what's already been written
- Provide the details of the key stakeholders and audiences you'd like to reach. Consider your field of interest and popular publications in those areas.



<https://www.manchester.ac.uk/>

Website and digital content

If you'd like to discuss getting your research added to The University of Manchester website, please email

humcomms-webteam@manchester.ac.uk

A member of the Web, Content and Digital Marketing Team will be allocated to provide guidance on what solution will best suit your needs.

If you're looking to edit existing content, please submit your request using the [IT Services portal](#) (Ivanti), selecting 'Humanities and Library web content change form' and following the instructions.



Use of Branding/Marketing materials



You can find all the University branding information [here](#)

Design support

If you're looking for support or have a question, you can contact the team [here](#)



Social Media

- Focus on Twitter. It's a popular platform with academics and a good networking tool.
- Be yourself. Having a personality is important on social media.
- Decide if you want to mix your personal and professional personas or not - either is fine!
- Don't just broadcast what you're doing, engage with other academics and stakeholders (current and potential) - comment on their posts, engage in conversations. It makes you interesting to follow and makes the algorithm more likely to show your posts to your followers.
- If you have time, use LinkedIn. LinkedIn's importance depends on your area of expertise (e.g. in AMBS its vital). It works well for reaching out to policy audiences as well as academic colleagues. Use the blogging feature to share your opinion pieces and/ or summaries of your latest work.



Using social media effectively



Research Beacons

If your research falls within any of the five University research beacons, the Beacon Manager can help you to promote your work.

If relevant, ensure you've tagged your **PURE records** to the University's research beacons. Tagging your profile increases opportunities for papers to be cross promoted and found by policymakers, industry decision makers and other academics



Advanced Materials

james.tallentire@manchester.ac.uk

Cancer

kate.tidman@manchester.ac.uk

Energy

joanne.cross@manchester.ac.uk

Global Inequalities

laura.dawson@manchester.ac.uk

Industrial Biotechnology

enna.bartlett@manchester.ac.uk

Policy@Manchester

Policy@Manchester connects researchers with policy makers and influencers, nurtures long-term policy engagement relationships, and seeks to enhance stakeholder understanding of pressing policy challenges.

Policy@Manchester can help you with a variety of engagement activities, for example:

- Blogs targeted to policy makers
- Panel events and roundtables
- Select committee appearances
- Evidence submissions
- Policy briefings



Contact: policy@manchester.ac.uk

Contacts and guidance directory

Find more guidance and information on key areas and get in touch with your support

**Humanities Research
Communications and Engagement**
HumsResearchComms@manchester.ac.uk

School communication contacts

SEED
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SALC
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SoSS
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AMBS
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information and guidance

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information and guidance

Business Engagement
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information and guidance

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SoSS
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Biotechnology
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