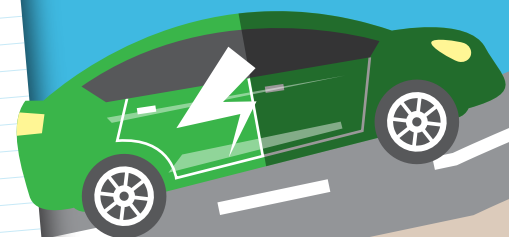


1. Preparing for a new research project or activity

- 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;
- meet a group of them to gain insight into their priorities;
- if applicable, let their perspectives inform your research questions - and tell the funders that you've done this;
- consider the media / communications channels these audiences use;
- provide previous examples of successful engagement within your area;
- make use of the Grant Writing team, the Knowledge Exchange and 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

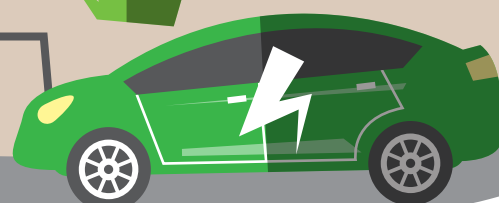
Helping you navigate the road to creating research communications and engagement which maximise your research impact

HumsResearchComms@manchester.ac.uk

5. Preparing to share your findings

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

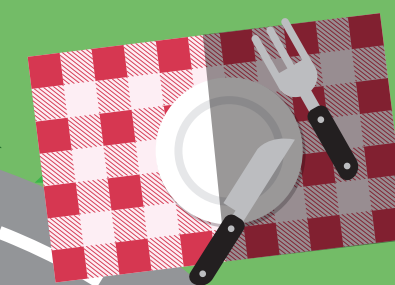
- preparing a layman's overview of your research;
- who your audiences and stakeholders are;
- what story you want to tell;
- what you want to achieve;
- key engagement points e.g. conferences, awareness days;
- preparing an engagement timeline (communication teams can support);
- contacting the Library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

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
- Consider any gatekeepers you know of (those who can identify stakeholders and audiences you might not have considered)



When sharing your research with the general public and the media



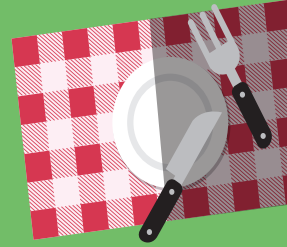
- Who might be interested in your work? Consider the layperson, not just specialist areas
- Imagine that you don't have expert knowledge of your subject. How would you explain your work?
- Why is your work interesting/ inspiring/ surprising/ exciting?
- How is your work relevant to ordinary people's 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;
- participating in/delivering 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 and evaluating impact

Measuring and evaluating your activities and engagement is key for REF, KEF, engaging with funders and improving your practices. Throughout your research lifecycle, make sure you're considering the ways you can keep track and report on engagement. The communications, public and business engagement teams can all provide support and guidance on the ways in which you can do this.

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.

Grant Writing

The Grant Writing team supports Faculty of Humanities, high quality research proposals through:

- Promoting targeted opportunities for research funding;
- Advising on selecting the most appropriate call for a proposal;
- Offering editorial support during the bid writing process;
- Providing training and workshops.

Grant writing blog

Contact: chloe.jeffries@manchester.ac.uk



- offer training to develop your skills in communication and engagement;
- signpost you to areas of the University offering additional support.

contact:

humsresearchcomms@manchester.ac.uk

Knowledge Exchange and Impact team

The Knowledge Exchange and Impact team provide specific advice on how to maximise the non-academic impact of research. We can:

- help you to identify and plan for impact, and write compellingly about it in funding applications;
- work with you to devise strategies for demonstrating and evidencing impact, and to develop REF impact case studies;
- provide more information on research impact in our training sessions and seminar series.



Faculty Research Communications and Engagement

The Humanities Research Communications and Engagement team promotes and enhances the impact of research in the Faculty, reaching targeted partners and audiences.

Working with communication and engagement colleagues across the Faculty of Humanities's four Schools. We can:

- highlight your work through Faculty and University-wide communications activity, including the Global Inequalities Beacon;
- advise on relevant sections of grant applications;
- guide and help to deliver communications and engagement activity for your research project;
- facilitate collaborations across the Faculty and University;



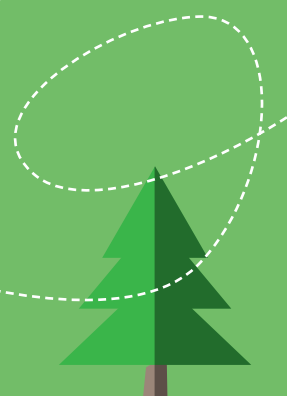
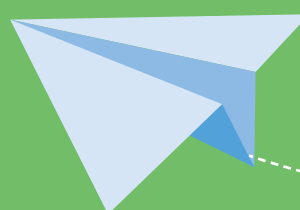
KEI team Blog

Contact:

hums_impact@manchester.ac.uk

School Communications and Engagement

Each School in the Faculty of Humanities has a communications and engagement staff member or team available to support their School's academics in amplifying the profile of their research both internally and externally.



Working with the Humanities Research Communications and Engagement team, your School contact can support you in a variety of ways, including:

- providing advice and guidance on your communication strategy and activities;
- preparing your research and findings for the Media Team;
- helping you connect with academic and Professional Service staff who can further aid your work or help you raise its profile through engagement activities and communications;
- ensuring you're represented in appropriate School, Faculty and University campaigns;
- promoting your work across suitable University social media channels and the internal channels at the University;

See the contacts and guidance directory for your School contact.

Public Engagement

Public engagement covers the many ways we connect, share and involve the public in our research and teaching. We can support your public engagement practice through:

- training, development and mentoring;
- advice on partnerships, approaches and event and activity design;
- guidance on evaluating your activities;
- highlighting funding and public engagement opportunities;
- sharing learning and practice through network events and case studies.

We also host events such as the annual University Community Festival, which provides an opportunity for you to engage with our local communities and the Making a Difference Awards, to recognise and celebrate your public engagement achievements. These opportunities are advertised regularly through internal communication channels and via the public engagement listserv.

Useful public engagement guides

[ESRC public engagement guidance](#)

[National Co-ordinating Centre for Public Engagement](#)

Business Engagement & Knowledge Exchange (BEKE)

Working with partners outside of academia helps steer our research in useful directions to ensure it is addressing societal and business needs. It can also provide routes to funding and maximise research impact. Our BEKE team can help connect you with partners in the private, public, or third sectors, for collaboration on the design and delivery of research projects, or for application and promotion of existing work.

BEKE mechanisms include:

- co-produced research (including collaborative funding bids);
- consultancy;
- Knowledge Transfer Partnerships;
- facilities hire;
- guest lecture and applied PG project opportunities.



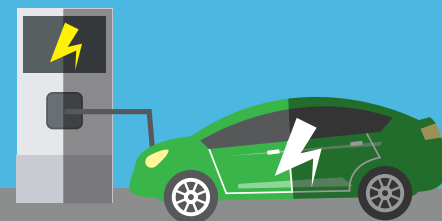
Useful Business Engagement Guides

[Business Engagement & Knowledge Exchange overview](#)

[Business Engagement & Knowledge Exchange in the Faculty of Humanities](#)



Preparing your research for the Media Team

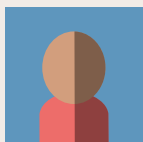


Humanities Media Team contact: joe.stafford@manchester.ac.uk

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 their ability to support you. The key information to provide is outlined below.

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](#)

[Media training and resources](#)

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 to the [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 it's 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.d'angelo@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 your key contacts and links to further guidance and information on key areas

Grant Writing

chloe.jeffries@manchester.ac.uk

[Information and guidance](#)

Knowledge Exchange and Impact Team

hums_impact@manchester.ac.uk

[KEI Blog](#)

Humanities Research Communications and Engagement

HumsResearchComms@manchester.ac.uk

[Information and guidance](#)

School communication contacts

SEED - lorna.pontefract@manchester.ac.uk

SALC - shekina.popper@manchester.ac.uk

SoSS - sophie.theis@manchester.ac.uk

AMBS - james.pendrill@manchester.ac.uk

Media Team

joe.stafford@manchester.ac.uk

[information and guidance](#)

AMBS

kathryn.v.howard@manchester.ac.uk

Social Media Team

harry.newton@manchester.ac.uk

[information and guidance](#)

Policy

policy@manchester.ac.uk

[information and guidance](#)

Business Engagement

rachel.kenyon@manchester.ac.uk

[information and guidance](#)

Social Responsibility

lisa.govey@manchester.ac.uk

[information and guidance](#)

Social Responsibility Directors

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AMBS

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Public engagement

dee-ann.johnson@manchester.ac.uk

Beacon contacts

Global Inequalities

laura.dawson@manchester.ac.uk

Energy

joanne.d'angelo@manchester.ac.uk

Advanced Materials

james.tallentire@manchester.ac.uk

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Biotechnology

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