

MANCHESTER
1824

The University of Manchester

Making an impact

Vicky Taylor-Plane, Corporate Campaigns Manager

Directorate of Communications, Marketing and Student Recruitment

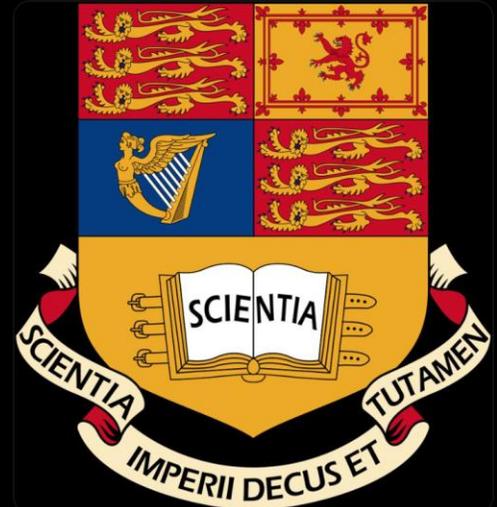
Let us reintroduce ourselves... are you ready to understand and transform? ⚡



Dan Faehndrich @DanFaehndrich · Feb 27
Every time I watch it it gets worse, the way you're just playing word association with pictures (not even any moving images?!) in a video from a world leading technology University is mortifying

I'd be asking for my money back from whoever designed this

J @gjnpo93 · Feb 27
If you got any more old imperial crest ties or laptop badges in your store rooms, can we still buy them? Better looking logo, exudes more seriousness.



IMPERIAL

Aaaaaaaaaaaaaaaaaaaaaa @looking_for_tea · Feb 27
Nice!



8 1.3K

Daniel Andersson @ddandersson · 14h
Is Imperial rebranding itself as a crypto scam? This colour scheme was popular a few years back with shoreditch startups trying to stick out. Once that trend dies, then it will look worse than it already is. University branding should be timeless.

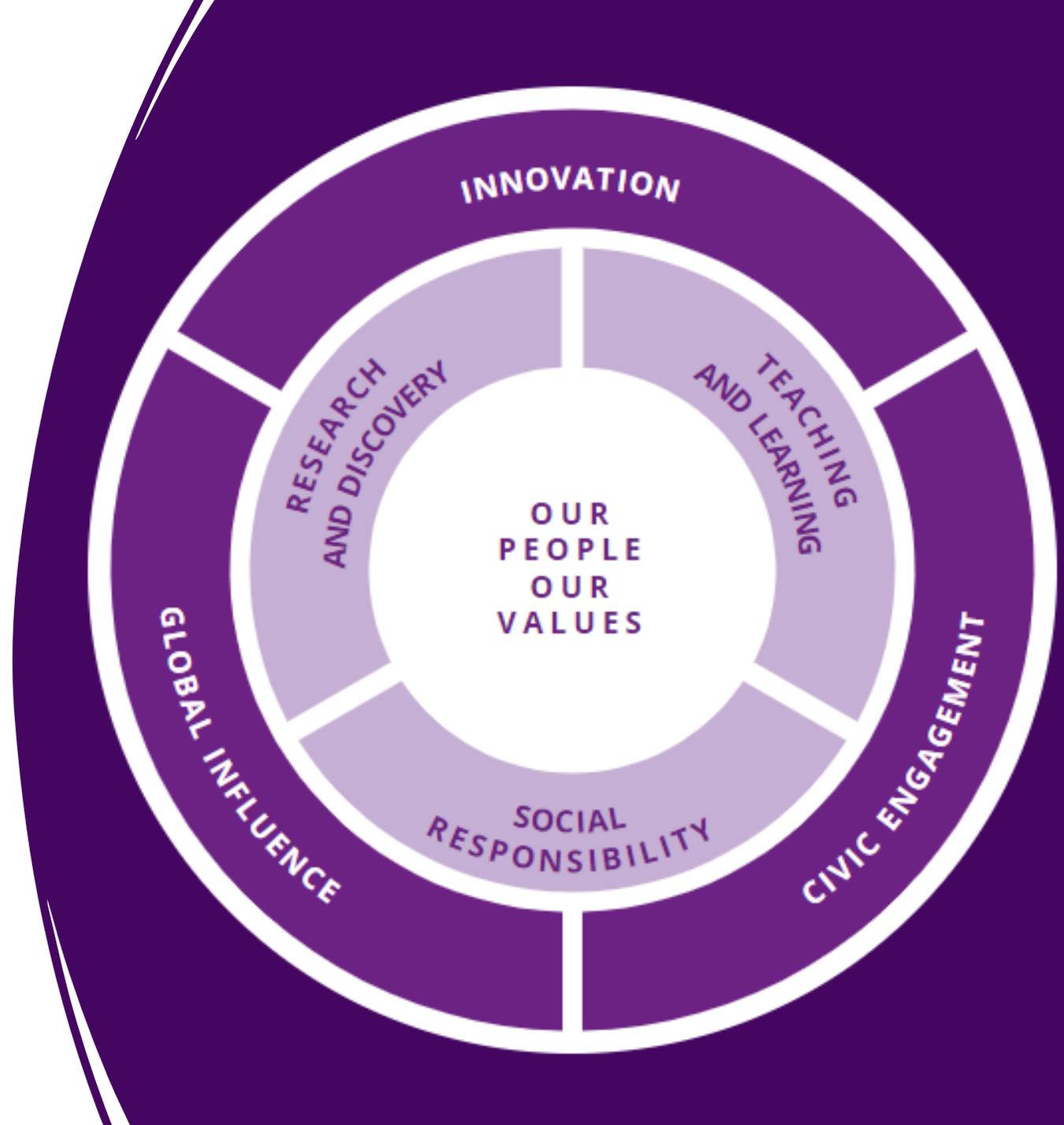
9 526

Wayne Young @Slartybartfast · 11h
Wait ... is this for real??
Those colours hurt my eyes. Sorry, but it looks like Teletext from the 1980s. How on Earth did this get approved?
(From a concerned double award winning Imperial College alum)

3 391

Campaigns vision

Enhancing our global reputation and highlighting the benefits we bring to society and the environment



What are the ingredients for great research comms?

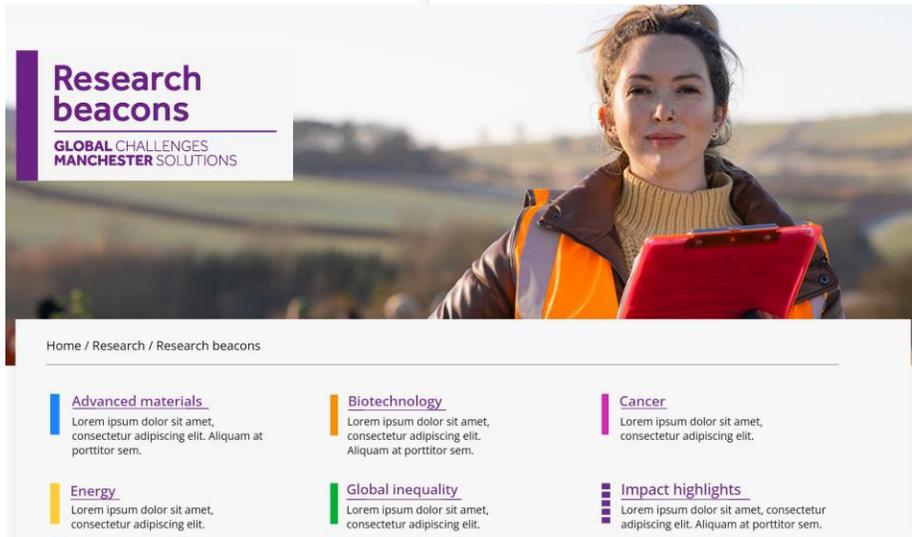
- Tells a story
- Has human interest
- Is amusing or insightful
- Speaks to hearts and minds
- Has a tangible benefit
- Topical and relevant to real world (think, why now?)
- Drives perception change or action - What do you want your audience to 'think, feel, do'?

How would you explain your research to a first-year undergraduate (or your grandmother)?

Think not just about what you do, but why



SUSTAINABLE DEVELOPMENT GOALS



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 **Consulado General de E...** @CGEspManchester Follow

Congratulations @OfficialUoM on 200 years of contributions to the academic world.

#UoM200



 The University of Manchester and 2 others

16:36 · 18/01/2024 From Earth · 66K Views

17K Reposts 3 Quotes 5.4K Likes 25 Bookmarks

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Making a difference
SINCE 1824 

Talk 200



 **The University of Manchester** @OfficialUoM

As we launch our bicentenary celebrations this evening, we asked @bevraig "What do you hope to see in our joint future?" 🌟🌟 #UoM200



200



Making a difference
SINCE 1824



Research impact showcase feedback

“I’ve seen an **increase in paper citations and enquiries about collaboration** from colleagues.”

“I have highlighted the showcase during my annual review of my Royal Academy of Engineering Research Chair appointment, which has **impressed my mentor at RAEng and my contact at Rolls-Royce.**”

“I have used the showcase in reports to **demonstrate the impact of our work** - for example in the RadNet Strategic Advisory Board and I will include it in my ResearchFish submission next year. I’ve also shown the web page to donors and funders.”

“The showcase has been very useful in helping to **promote our research and provide a narrative for service users** interested in participating in our ongoing funded projects.”

Corporate campaigns team

- Directorate of Communications, Marketing and Student Recruitment



Vicky Taylor-Plane

Corporate Campaigns Manager



Emma Newman

Corporate Campaigns Coordinator



Alexandra Gonçalves

Campaigns Intern (until Jan 2025)

- We work together and collaborate with colleagues from across the University
 - Three Faculties – research beacons comms & marketing leads; research comms colleagues; academics
 - Platforms - Digital Futures, Sustainable Futures, Healthier Futures, Creative Manchester
 - Policy@Manchester, Business Engagement, Social Responsibility, Alumni and the International Office
 - Communications Team (inc media relations and social media)
 - Student marketing, recruitment and admissions
 - Internal communications

How to get involved

- Talk to us
- Use the 'Promoting your research' toolkit
- Tag yourself on Research Explorer / keep your profile up-to-date (contact info / images)



Vicky Taylor-Plane (DCMSR)

• Corporate Campaigns Manager



Emma Newman (DCMSR)

• Corporate Campaigns Coordinator



Ed Dobson (FSE)

• Energy



Enna Bartlett (FSE)

• Biotechnology



Kate Tidman (FBMH)

• Cancer



Jo D'Angelo (FSE)

• Advanced materials



Louise Elliott (FHUMS)

• Global inequalities



Visit the ['Promoting your research'](#) webpages

Promoting your research

We have a suite of online resources to help you promote your research and reach new audiences, including presentation materials and information about how to access social media, news and media relations and international campaigns support.

To find out more, visit [Promoting your research](#).

The screenshot shows the StaffNet website interface. At the top, there is a purple header with the Manchester 1824 logo and the text 'StaffNet'. A search bar is located in the top right corner. Below the header, the main content area features a large banner with the text 'A resource for academics and researchers' and 'Access the tools and support you need to reach new audiences'. The banner background shows a woman speaking at a podium. Below the banner, there are three columns of content, each with an image and a title:

- Hit the headlines**: How to generate media coverage. Image shows a tablet displaying a news article.
- Talking about the University**: Presentational materials and resources. Image shows a man pointing at a screen during a presentation.
- Get noticed**: Access social media support. Image shows a man speaking at a podium.

At the bottom of the page, there are three purple boxes with white text:

- Influence public policy**: Make connections in local and national government. Read more >
- Support for your international visit**: Communications support to promote your research overseas.
- Share your story internally**: Make staff and students aware of your work.