

Dissemination Strategy. What's your GAME plan?

Effective dissemination relies on the use of varied channels to engage with an audience and to facilitate impact. Increasingly, funders will expect you to produce a dissemination plan as part of your application (e.g. RCUK's Pathways to Impact) but it is good practice to create one for any research activity.

Consider the following questions and supporting activities when devising your plan.



GOAL: What are the goals and objectives of the dissemination effort? What impact do you hope to have? Types of impact include: academic (publication and citation), economic and societal.



AUDIENCE: Who is most likely to benefit from your research? Who would be interested in learning about your findings? Is there an audience beyond your fellow researchers? Does your research have implications for industry? Is this of local, national, or international interest?

Supporting activities: Conduct a stakeholder analysis and articulate your key messages [Stakeholder and public analysis template](#).



MEDIUM: What is the most effective way to reach each audience? What communication channels does each group typically access? What content will you need for each channel? Can you repurpose your intended research outputs?

Supporting activities:

- Write a lay summary of your research [Explain your work the Kudos way](#).
- Use this as the basis for a blog post or an article for [The Conversation](#).
- Summarise your research in 140 characters.
- Express your findings as an infographic.
- Create video or audio content e.g. a podcast or talking head clips or a webinar series.
- Identify or create images that can be used in dissemination activities.

Always direct people to your original research by including the appropriate identifier (DOI, ISBN or IRep URL) in your communications.

Which of the following are appropriate for your research?

Deposit research outputs: archive, share and make your research discoverable	
NTU IRep: provide bibliographic details and the full-text (copyright permitting) for your publications and supporting content for practice-based outputs. This guarantees the preservation of your output and provides a persistent URL to share on social media (essential if your work has no DOI).	Mandatory
Academic social networking sites: create an online research profile and start a library of publications. Copyright warning: check publisher permissions before depositing full-text. Sites to consider: Academia.Edu , ResearchGate , Piirus , LinkedIn .	
Subject repositories: online archives for publications. Sites to consider: Humanities Commons , ArXiv , Cogprints and many more.	
Sharing other materials: Slideshare for presentations; F1000 Posters for posters; Figshare and UK Data Service for data.	
Create your own website and list your publications but link to full-text on IRep .	
Communication channels: draw attention to your research	
Media coverage: The NTU Communications Team will help you disseminate your research findings and provide media training. Writing an article for The Conversation makes your work accessible to journalists.	
Academic blogging: lets you reach a potentially massive audience at very little cost and relative amount of effort. Set up your own blog , Twitter or Facebook account and/or exploit existing social media accounts set up by publishers and your stakeholders.	
Sound and vision: don't limit yourself to text. Self-publish media content via YouTube , Vimeo , or Soundcloud . Make images available Instagram , Flickr or Pinterest .	
Author profiles: make yourself easy to find and bring your outputs together on Google Scholar and/or Amazon Author Central .	
Email lists: promote activities or recent publications via Jiscmail .	



EXECUTION: When should each aspect of the dissemination plan occur? Don't give away key findings if you are planning to publish! Who will be responsible for dissemination activities? Who can help you with your dissemination activities?

Supporting activities: As a minimum, contact the [NTU Communications Team](#) at the beginning of your project and let them know what is coming up.



EVALUATION: What worked? Think about reach **and** engagement. Can you prove it? Think about what evidence you can collect and how it demonstrates impact.

Supporting activities: Reflect on your activities and devise a system to record evidence.

Further advice is available in the [Publications Good Practice Guidelines](#) and from the [Library Research Support Team](#).

Dissemination Template

Use this template to capture and track the activities identified in your GAME plan.

Audience	Key messages	Intended outcomes	Timing	Content	Resource implications	Channels	Owner	Evidence
Be as specific as possible	What do you want to tell them?	What do you expect to happen as a result of their engagement (online and offline)?	At what stage of the project lifecycle?	What content would be of interest to this audience? Existing or repurpose?	Is there a cost? Be as detailed as possible.	Identify appropriate channels for the audience.	Who will be responsible for this activity?	Were your outcomes met? How can you evidence it?