



THE GLOBAL BIOPOLITICS RESEARCH
CENTRE'S SOCIAL
MEDIA AND RESEARCH DISSEMINATION
STRATEGY: A REPORT

INTRODUCTION

- 4 students were tasked with designing a workable research dissemination strategy
- The task involved getting GBRC on social media platforms and building a coherent communication strategy (in line with the centre's desire to have both a global and non-academic reach)

DELIVERABLES

- Logo
- New external website/blog
- Twitter account
- Facebook Page
- Weibo account (Chinese twitter)
- Reserve of written blogs
- ‘Guidance toolkit’ for individuals and research organisations

THE INITIAL QUESTIONS

Who is the target audience?

Global & from academics, to policy-makers, to health consumers

What is the tone?

Accessible, but not overly simplified

Which online platforms?

Squarespace (blog), Twitter, Facebook, Weibo

WHY BLOGS?

- Blogs can act as accessible summaries/abstract of the research, whilst preserving some of the original language
- Blogs allow for more ‘opinionated’ commentary & more ‘informal’ promotion of the research (a sort of ‘extended abstract’)
- Blogs are an integral part of social media & they create a readership that engages more deeply with the material than on social media platforms, such as Twitter & Facebook

SUCCESSFUL OUTCOMES

- The neat and 'easy-to-use' website was certainly the most valuable outcome of our work.
- GBRC's Twitter is growing, with 29 followers (over a short time frame), including many academics/research centres
- The Rising Powers showcase was a success (by boosting our twitter following & giving visibility to our blogs)

CHALLENGES / LIMITATIONS

- The Facebook and Weibo reach is still very poor.
- It is uncommon for research centres similar to ours to have accounts on Weibo
- Although there was a genuine attempt to improve the visibility of GBRC (e.g. through university channels), we would have been able to have a greater impact if we had more resources, time, and a clearer strategy.

THANK YOU