

How to communicate your research

- **Press release** (by your organisation / a partner), depending on potential for pick-up.
- **News story** (written by comms) or **blog post** (written by scientist with comms support) for organisation's website.
- **Podcast** for the website of your organisation or a partner.
- **Opinion piece** for other website / key publication eg The Conversation.
- **Social media** - standalone or in conjunction with above.
- Provide **3rd party comment** on other studies / hot topics for journalists eg via Science Media Centre – **gets you known as expert in that field.**

