



Universität Stuttgart

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# LIKE

## Open Science Course

### Seminar 4: Communications Strategies

10 November 2020



# Today's discussion

Cover page photo by [Jason Rosewell](#) on [Unsplash](#)

**Recap:**  
**The LIKE Open  
Science Course**

**1**

# The story so far

- What's open science?
- How do we make our science open?
- Can I just make it open?

# The story so far

- What's open science?
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Self-study 3: What was your experience of making your work open?

# Course outline

Seminar	Self-study	Assignment
1. <u>Introducing open science</u>	1. <u>Background reading</u>	
2. <u>Guiding principles</u>	2. <u>Is your group's work FAIR?</u>	
3. <u>Open science and intellectual property</u>	3. <u>Implementing open science</u>	
4. <b><u>Communicating your science</u></b>	4. <u>Communications strategies</u>	1. <u>Implementation case study</u>
5. <u>What are data management plans and why do they matter?</u>	5. <u>Draft a data management plan</u>	
Workshop: <u>Open science in LIKE</u>	6. <u>Revise data management plan</u>	2. <u>Data management plan</u>



If no-one knows you did it,  
you didn't do it.



# Our goals for today

Learn how to promote your work by crafting and executing a communications strategy

- Why do we communicate?
- How do we communicate?
- What do we communicate?



# Who's here?

Andy Clifton



IEA Wind Task 32  
Operating Agent



Nikola Vasiljevic



Special Consultant for  
Digitalization



And you

Please introduce yourselves!

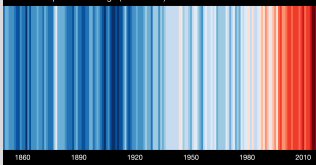


# Why do we communicate?

# Effective communications make a difference

## They make you aware

Global temperature change (1850-2019)



Annual average temperatures for the globe. Image by Ed Hawkins (University of Reading). Used under CC BY 4.0 license.

## They make you care



Photo by Mika Baumeister on Unsplash

## They make you act

### Piktogramme Hygienetipps



Regelmäßig Hände waschen



Hände gründlich waschen



Hände aus dem Gesicht fernhalten



Richtig husten und niesen



Abstand halten



Wunden schützen



Auf ein sauberes Zuhause achten



Mit Lebensmitteln hygienisch umgehen



Wäsche heiß waschen



Regelmäßig lüften

 **infektionsschutz.de**  
Wissen, was schützt.

 **BY-NC-ND**

German Federal Centre for Health Education (BZgA)

# Getting started

Figure out why you are communicating:

- Who's the audience?
- What do you want them to do?
- How does your communication help?

Work out how to achieve that goal:

- Inform
- Persuade
- Provoke

Choose your media

Tell your story



# Channel - Audience - Message

## Apps & mobile devices



Photo by [Ben Kolde](#) on [Unsplash](#)

**Audience:** Almost anyone  
**Message:** Call to action.

## Conferences & Webinars



Photo by [Chris Montgomery](#) on [Unsplash](#)

**Audience:** Already interested  
**Message:** Insight & understanding.

## Print\*

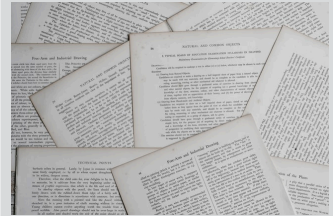


Photo by [Annie Spratt](#) on [Unsplash](#)

**Audience:** Really interested  
**Message:** Actionable information.



# Are there better ways to reach your audience?



Photo by [Sam McGhee](#) on [Unsplash](#)



# Seminar summary

You've learned:

- Why we communicate
- Some ways to communicate
- How to structure your communications

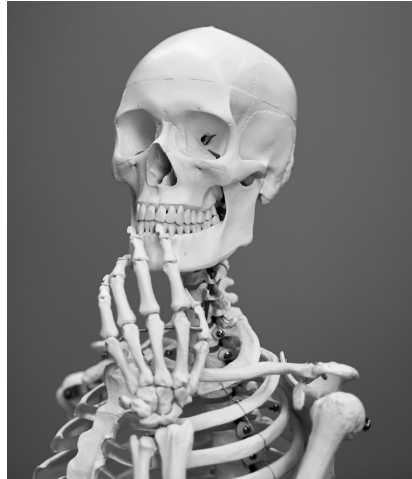


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# What to do now

## Further reading

- The Birth of Linux: How Linux Got Started. (Linux.com, 2020)
- The open Bike Initiative

## Self-study 4: Communicate!

Create and implement a communications strategy for two of your stakeholder groups

- See the guidance on GitHub.

## Assignment 1: Implementation Case Study

Prepare a case study about making your work FAIR and communicating it to your stakeholders.

- See the guidance on GitHub.

## Seminar 5: data management plans

What are data management plans, and why do they matter?

- See the Seminar materials on GitHub

# A what now?

## Assignment 1:

Prepare a case study based on your self-study work to describe what was done to make your work FAIR and implement the R5 concepts, and how you communicated your work to your stakeholders. For example...

- Publishing your Master's thesis through your university's data portal and promoting it to stakeholders.
- Promoting results or a first paper from your LIKE PhD through websites like LinkedIn, Xing, or other social media
- Sharing code or other results through GitHub, Zenodo, or some other repository and sharing results with colleagues

**Deliverable:** Prepare a 5-minute presentation for the workshop.

N.B: These details may be out of date! Always check the [assignment details on GitHub](#).

# Let's make this presentation open

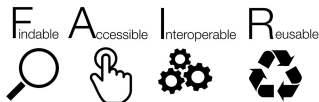
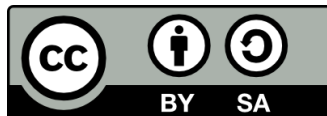


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