

Science Communication Workshop

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“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.”

- Tony Robbins

Branches of the communication tree...

- Public relations/public affairs
- Media relations
- Marketing
- Crisis communications and issues management
- Publications and print media
- Social and multi media

What are your goals?

- To tell the story of food safety
- To provide the best environment for education, research and outreach
- To increase awareness for conservation biology
- To support the increase of gift giving to research, students, etc.

Who is your audience?

- Scientists/peers
- Prospective students
- Current students
- Policy makers
- Donors
- Alumni
- Potential industry partners
- Stakeholders in your field of work



Is there a history of conflict?



Communication tactics

- Press release
- Social media channels—Facebook, Twitter, Instagram
- College newsletter
- Feature story
- Web story
- Industry meetings/forums
- Conferences
- Video

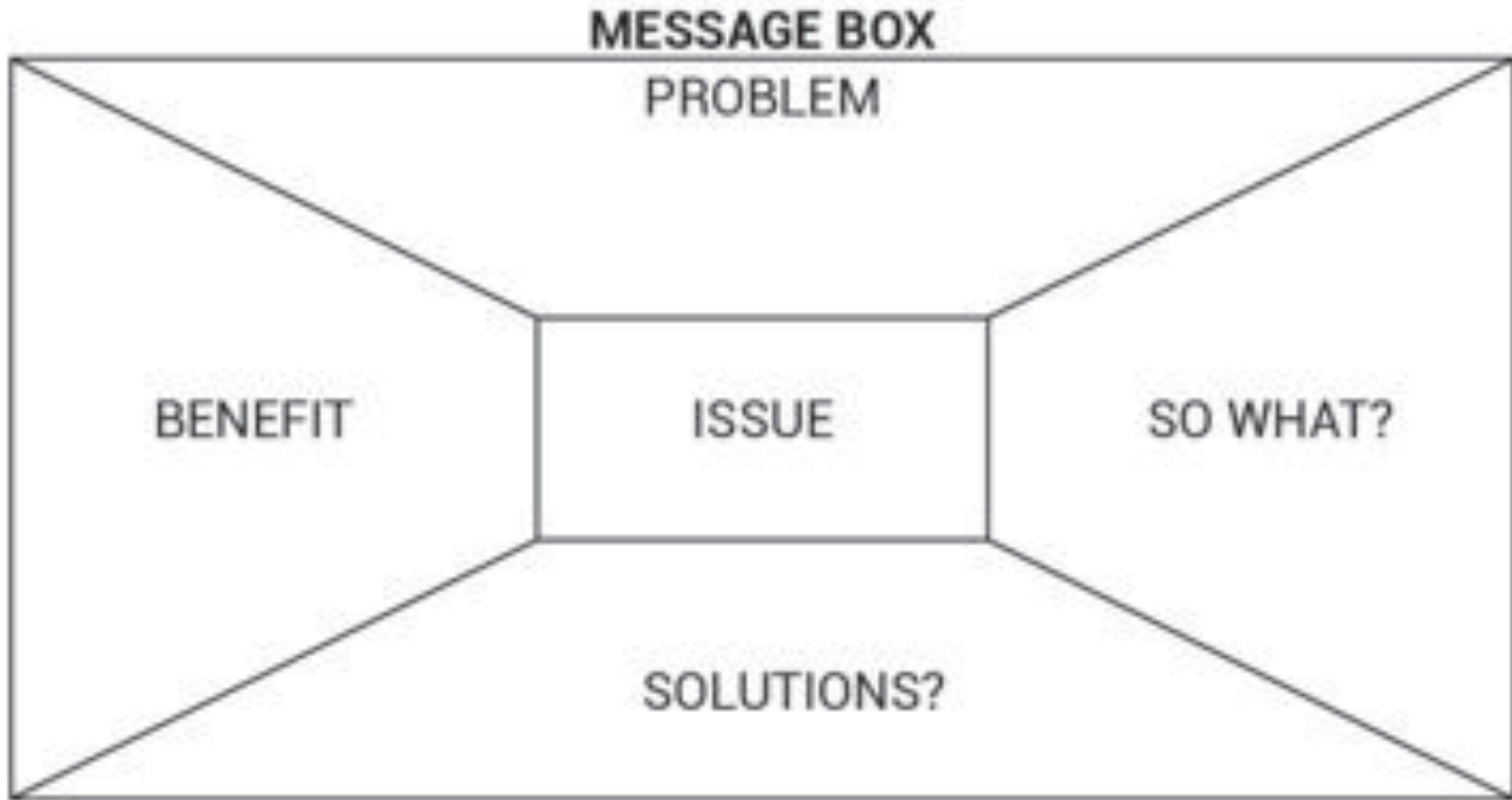


Crafting Your Message

- Audience
 - Who are they?
 - What do they know?
 - Why should they care?
 - What *don't* they need to know?
- What do I want people to remember?
- What don't people understand?
- Is there something I want people to do?
- Make it compelling
- Avoid jargon and acronyms
- Use metaphors/analogies



Crafting Your Message



Message results

- What worked? What didn't work? What could have been done better?

Communication Tactics

- Take your message to your audience
 - When?
 - Weekends? Morning? Night?
 - Where?
 - Instagram, Facebook, Twitter, Tumblr, Reddit
 - How?
 - Hootsuite? Facebook?

Communication Tactics

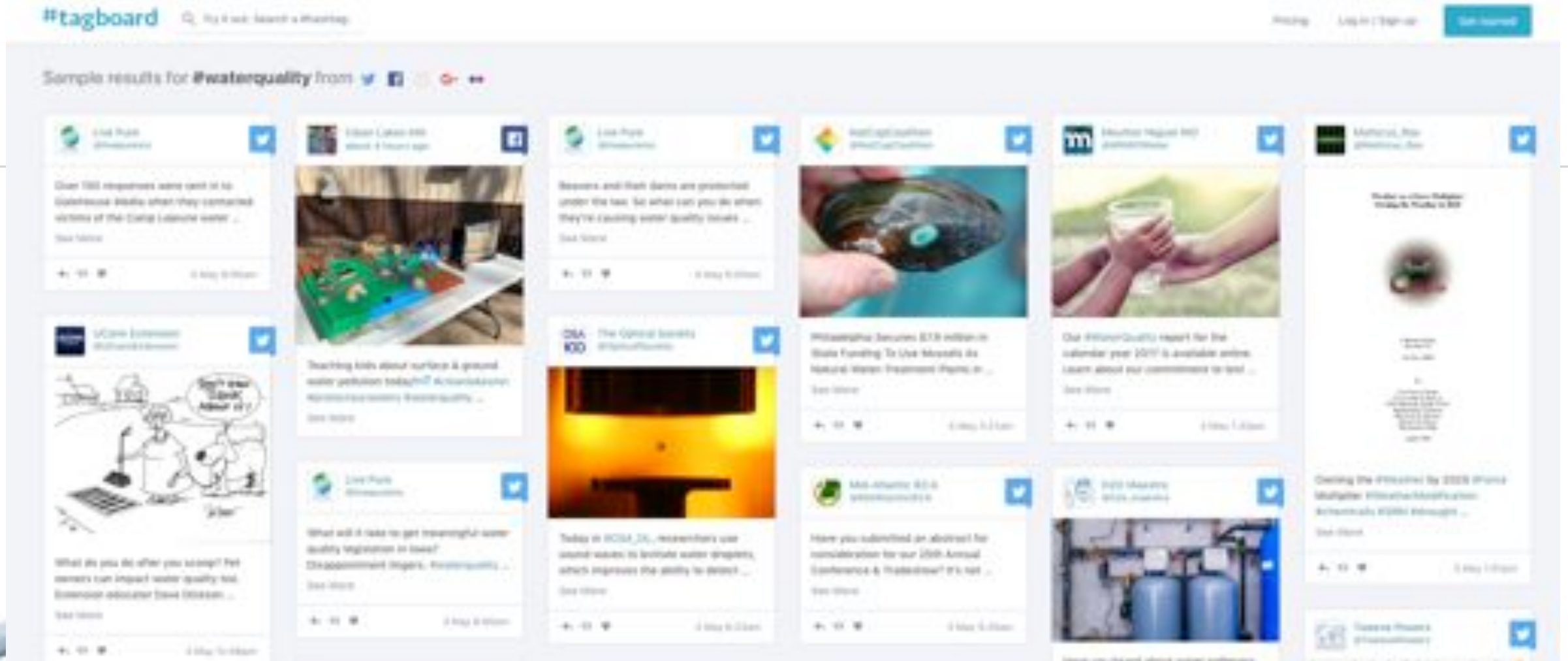
- **WHEN** to take your message to your audience
 - Think about your audience
 - Location
 - Lifestyle

EXAMPLE

- Audience: DC policy makers
 - Time Zone
 - Direct your message ([@SenFeinstein](#))
 - Hashtags (#waterquality)

Hashtags? What's trending?

Use **Tagboard.com** to search for hashtags



Communication Tactics

- **WHERE** to deliver your message to your audience
 - Observe your audience and make your best guess

EXAMPLE

- Audience: Donors
 - Identify areas where conversation is happening
 - Identify thoughtleaders, hashtags

Communication Tactics

- **HOW** to deliver your message to your audience
 - Hootsuite (hootsuite.com)

The screenshot displays the Hootsuite interface for composing a tweet. On the left is a sidebar with navigation icons. The main area is divided into sections: a search bar for finding profiles, a message composition box, an 'Add a link...' field, an 'AutoSchedule' section with a calendar, a date and time picker, and a 'Schedule' button.

Find profile...

- ucdavisCAES
- College of Agricultural and ...
- ucdaviscaes
- + Add social network

This is my test message about water quality

Add a link...

AutoSchedule

AutoSchedule your message for optimal impact.

May 2018

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

2018-05-04

10 : 30 AM PM

☐ Email me when message is sent

View date in Publisher

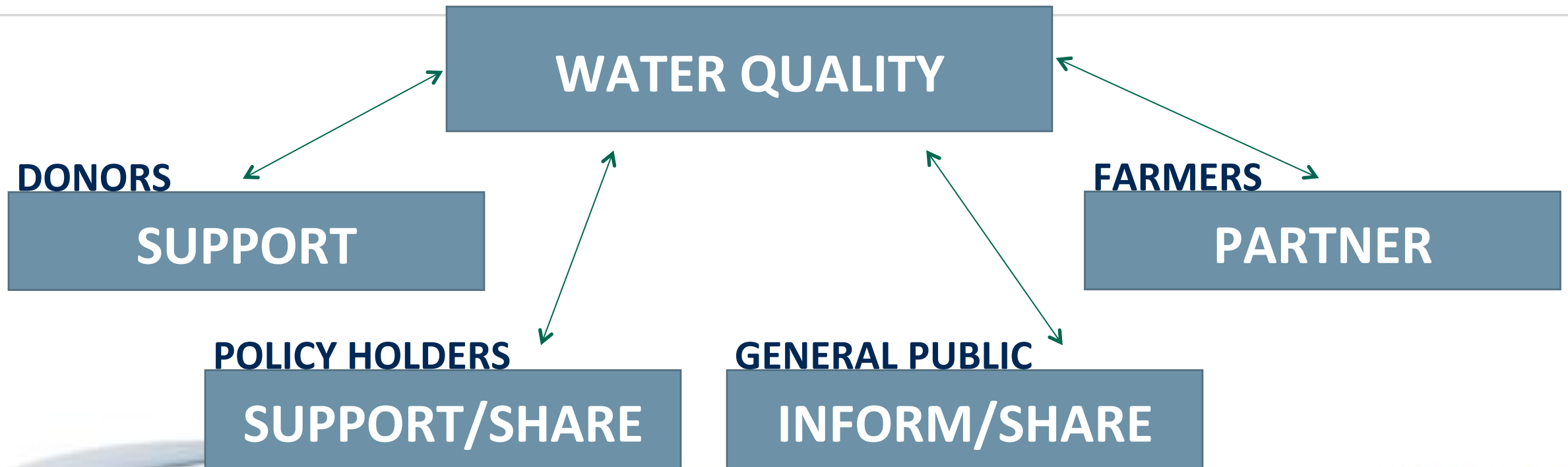
Want to save time? Try the bulk message uploader

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Clear Save Schedule

Communication Tactics

- Tweak the message for each audience
 - Change your approach based on your audience to maximize impact



VISUALS: Let's make it pop!

- Photographs and Videos
 - Quality can be low, IF visual story is compelling
 - Capture awe
 - Include the human aspect
 - Key with donors, general public



Photographs and Videos

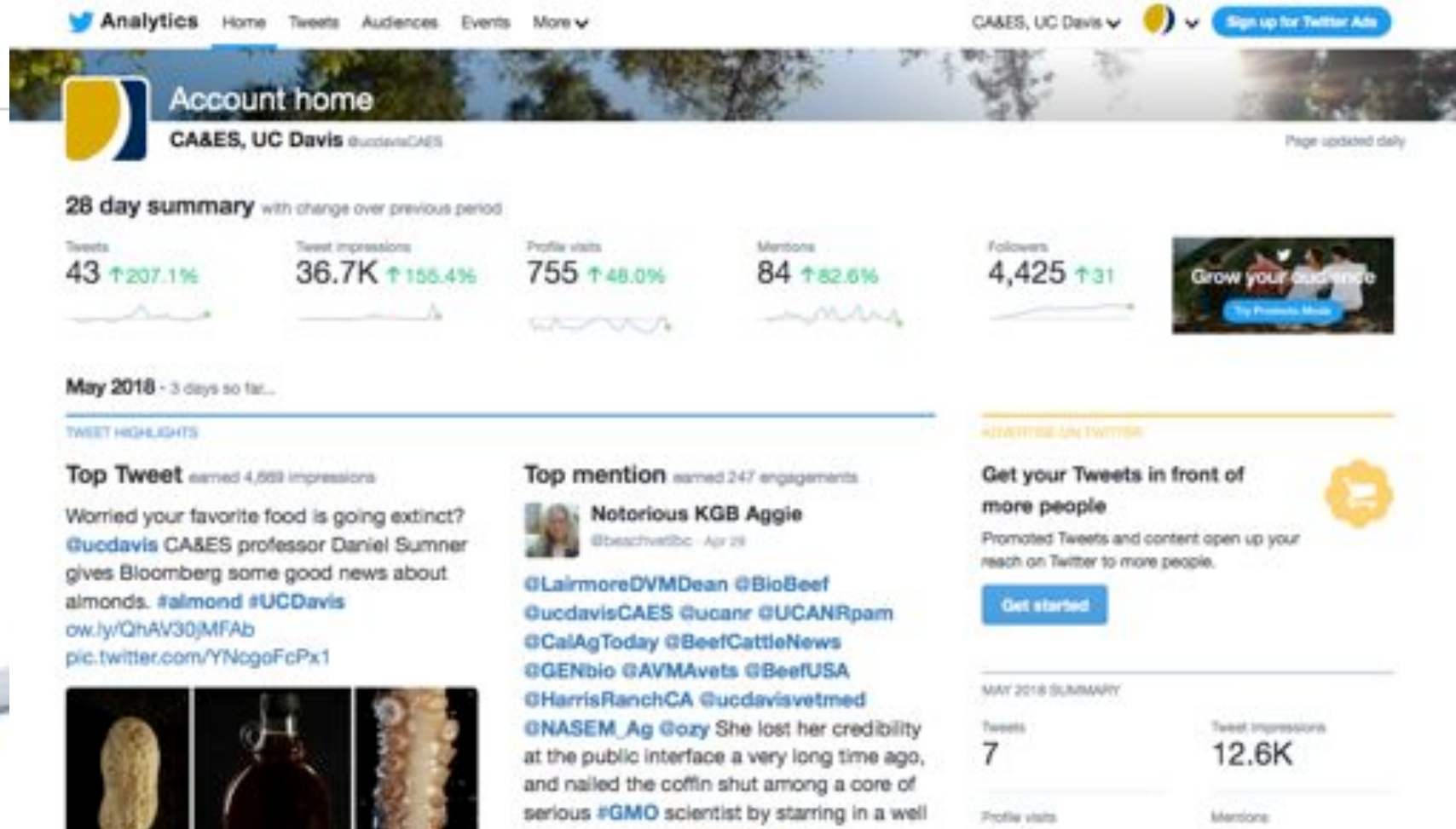
- Smart Phone
 - Edit your photos (fix lighting, crop)
 - Create videos with live footage
 - Videoshop \$1.99 (iPhone, iPad)
 - iMovie \$4.99 (iPhone, iPad)
 - Magisto \$4.99 for a premium account (iPhone, iPad, Android, Windows)

Photographs and Videos

- Create a video WITHOUT video?
 - Make a slideshow video with photographs
 - Add music?
 - <https://youtu.be/TSTvkYCg6HI>

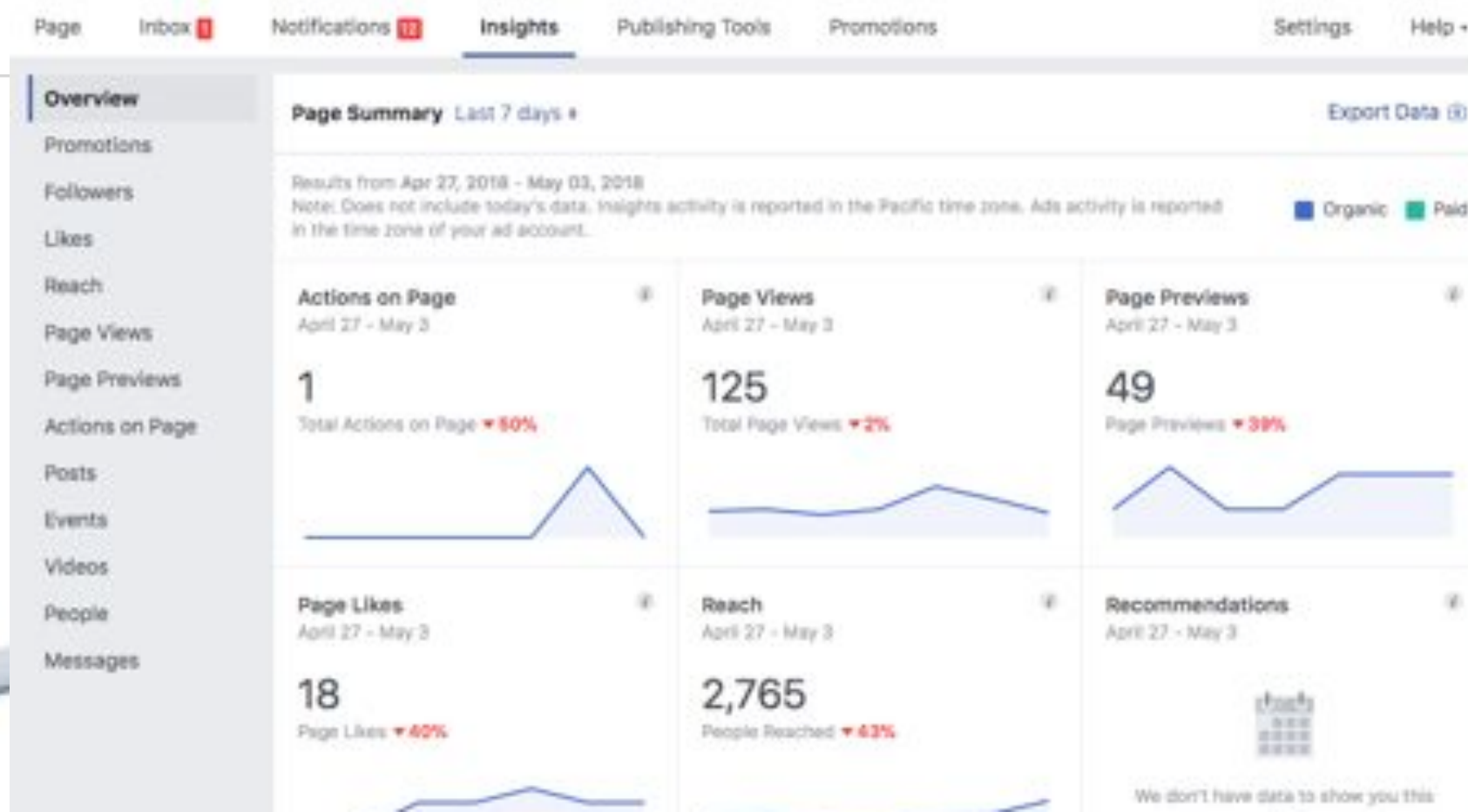
METRICS: How'd your message do?

- Twitter analytics (analytics.twitter.com)



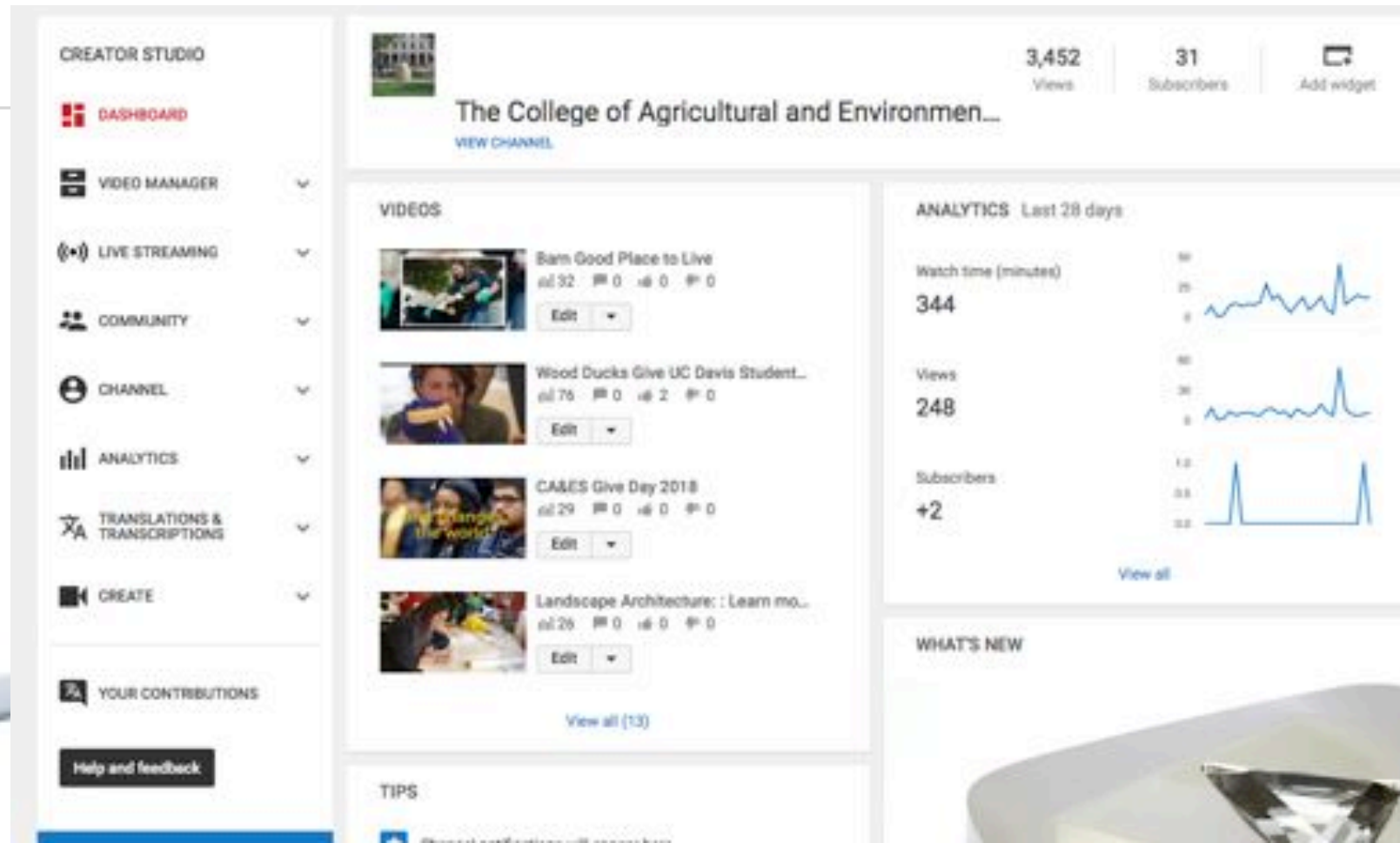
METRICS: How'd your message do?

- Facebook Insights (available for business accounts)



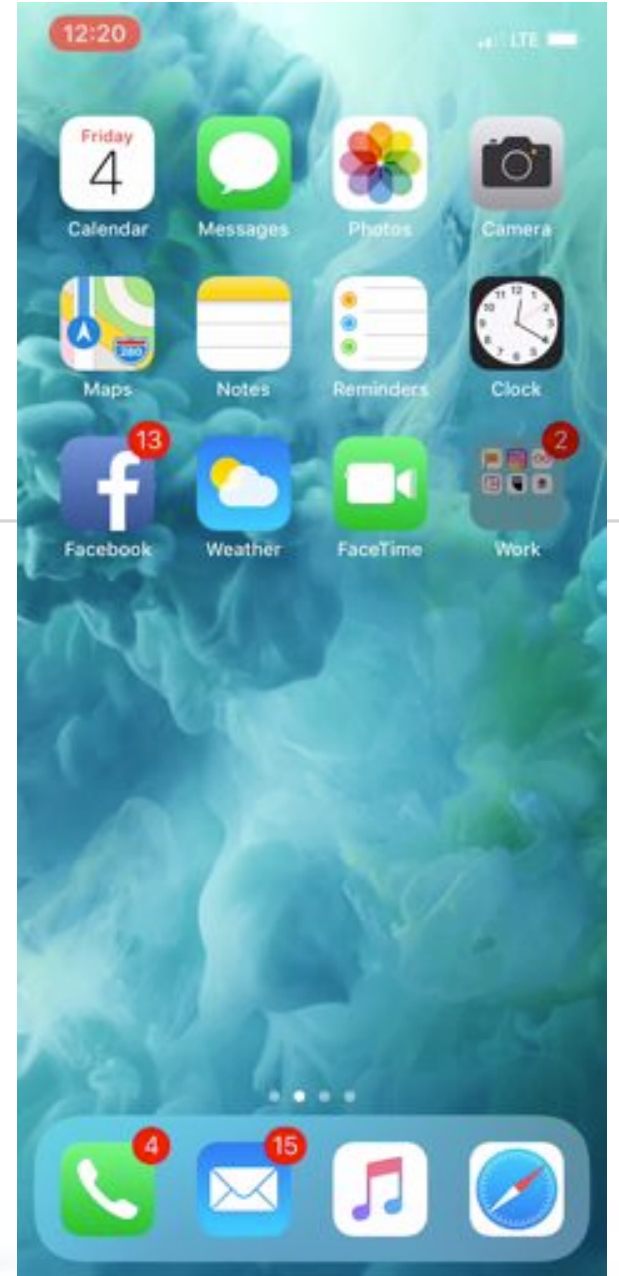
METRICS: How'd your message do?

- YouTube



METRICS: How'd your message do?

- Instagram



Getting started: My recommendations

1. Twitter

- Easiest to maintain
- Platform filled with thought leaders and scientists

2. Hootsuite

- Schedule out posts in advance
- Monitor and respond to feedback

3. YouTube

- Only when/if you're ready

4. Reddit

- Best for reaching niche audiences and topics

Questions?