Is your project ready for citizen engagement?

What kind of engagement do you want?

Do you want to involve people in your research i.e. as study participants or citizen scientists?

Do you want to investigate perception around your research topic?

Do you want to raise awareness of your project and your work among key stakeholders?

Do you want to publish early results? Communicate your research findings?

Go to

| 1 | 2 | 3 | 4 | 5 |

Go to

| 1 | 2 | 3 | 5 |

Go to

| 1 | 2 | 3 | 4 | 5 |

Go to

| 1 | 2 | 3 | 5 |

1. Do you have a project website?

2. Do you have social media accounts?

3. Have you got a contacts database?

4. Have you investigated local partnerships?

5. Any science fairs or events taking place?

YES   NO   YES   NO   YES   NO   YES   NO   YES   NO

If you have no plans or budget to create a website, use social media accounts.

Create accounts for your project on Facebook, Twitter & LinkedIn — it's quick, easy and

Keep a record of anyone you meet with an interest in your work, especially science journalists.

Are there any local organisations, clubs, groups or schools with sympathetic interests? If not, continue to raise your profile online.

Look out for adverts in specialist journals & subscribe to mailing lists or forums on LinkedIn so you can find out.

Turn over for next steps...

Next steps for citizen engagement...

1. Do you have a project website?	2. Do you have social media accounts?	3. Have you got a contacts database?	4. Have you investigated local partnerships?	5. Any science fairs or events happening?
YES	YES	YES	YES	YES

NEXT STEPS:

Update the content regularly:
- Publish early results
- Call for participants
- News & events
- Presentations (posters & talks)
- Opinion pieces

Use social media and your contacts database to alert users of website updates.

NEXT STEPS:

Use social media to express opinion, start a conversation, promote your project.

Register with a free management tool to schedule activity and create synergy across accounts.

Drive people back to your project website.

NEXT STEPS:

Keep in touch with your contacts via regular newsletters or e-zines.

Emails should be brief (3 bullet points) and it should be clear that you/ your project is the sender. Drive people to the website.

If you are contacting media, adhere to your organisation's guidelines.

NEXT STEPS:

Use the connection to raise awareness of your work locally and as a platform to raise your project's profile.

It could also be a good way of recruiting study participants.

Local media will be interested in the 'human' story of your project.

NEXT STEPS:

Offer to present a poster, give a talk or man a stand in the exhibition space (be interactive!)
- Take plenty of 'leave behinds' to hand out e.g. business cards, flyers, bookmarks etc.
- Create a professional poster banner.
- Don't forget registration forms to sign up contacts to your database!

www.minervacomms.net
info@minervacomms.net

Minerva