Science Communication Workshop

Caren Weintraub
UC Davis College of Agricultural and Environmental Sciences

Stephanie Perla
UC Davis College of Agricultural and Environmental Sciences
“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
THE SINGLE BIGGEST PROBLEM IN COMMUNICATION

IS THE ILLUSION IT HAS TAKEN PLACE

- GEORGE BERNARD SHAW
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)
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?