SOC-B IMPACT WORKSHOPS

CHRIS GARRINGTON, ROWAN WALKER AND ROB DAVIES
WHAT WE’RE TALKING ABOUT TODAY

▸ What is impact and what does impactful research look like?
▸ Getting your research noticed using (social) media
THE DEMONSTRABLE CONTRIBUTION THAT EXCELLENT RESEARCH MAKES TO SOCIETY AND THE ECONOMY. THIS CAN INVOLVE ACADEMIC IMPACT, ECONOMIC AND SOCIETAL IMPACT OR BOTH.
- **Academic impact** - demonstrable contribution research makes in shifting understanding and advancing scientific method, theory and application across and within disciplines

- **Economic and societal impact** - demonstrable contribution that research makes to society and the economy, and its benefits to individuals, organisations and/or nations.
TYPES OF IMPACT

- **Instrumental**: influencing the development of policy, practice or service provision, shaping legislation, altering behaviour

- **Conceptual**: contributing to the understanding of policy issues, reframing debates

- **Capacity building**: through technical and personal skill development.
Thanks for sending this to me. It is very interesting and important research. I will amend my narrative to reflect it. If you would tell me when the blog gets posted I will certainly retweet it.

Matthew Taylor

Scottish parliament votes in favour of smacking ban

Bill that removes defence of 'justifiable assault' of children wins majority at stage one

The Scottish parliament has voted by a significant majority in favour of banning the physical punishment of children.

The bill, lodged by the Scottish Green party MSP John Finnie and supported by the Scottish National party government, is designed to give children equal protection from violence by removing the defence of “justifiable assault” in Scots law.
MAKING THE MOST OF THE MEDIA

WHAT WE’RE TALKING ABOUT

▸ How to engage with journalists
▸ What do journalists want?
▸ Working with a press office to generate media coverage
▸ Media interview tips and practice!

What’s in it for you?
GIVING MEDIA INTERVIEWS

▸ Don’t be “DONE TO”
▸ Be on the front foot not the back
▸ Take it seriously
▸ Understand the opportunity and make the most of it
▸ Think about what you want to say and say it!
▸ Read/listen/watch back - how did you do?
▸ What will you do different/better next time?
WHAT WILL HELP YOU UNDERSTAND THE OPPORTUNITY?

▸ WHO?
▸ WHAT?
▸ WHY?
▸ WHERE?
▸ WHEN?
▸ HOW LONG?
MAKING THE MOST OF THE MEDIA

MAKING THE MOST OF THE OPPORTUNITY?

▸ What you want to use the opportunity for
▸ What you want to say
▸ How you will say it including the language and tone you will use

Prepare to be interviewed!!!
BUILD
RELATIONSHIPS

Photo credit: JD Hancock
MAKING THE MOST OF THE MEDIA

BUILDING RELATIONSHIP TIPS

▸ Communicate directly with publications/programmes/journalists writing about what you research
▸ Read their stuff
▸ Follow them on Twitter
On Twitter?
Got your phone?
Find and follow a journalist now
IN CONCLUSION

▸ Help share and exchange knowledge
▸ Promote understanding and impact
▸ Raise your profile and improve grant success
▸ Develop new skills
▸ Plain English, timely, relevant approaches
▸ Take advice, collaborate
▸ Think about what you want out of it
THINGS YOU CAN DO NOW

▸ Consider which publication/journalist you’d like to work with
▸ Get to know media and journalists/build relationship
▸ Keep social media profiles/blogs/websites up to date
▸ Show what you know
▸ Pitch an idea
▸ Don’t get disheartened - try again
MAKE THE MOST OF THE MEDIA.

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