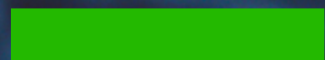




PHD COMMUNICATION WORKBOOK



We've got you covered.

HOW TO USE THIS WORKBOOK



Welcome, readers, to our PhD communication workbook! This workbook was created for LUT University's PhD researchers, but its content is useful for all researchers and experts looking to brush up on their communication skills.

This workbook mainly concentrates on communication aimed at audiences outside academia. However, many of the tips presented here will also help you succeed in communicating with your fellow researchers.

The workbook has been structured based on the different stages of the PhD process. Feel free to use the workbook in the order we've laid out, or skip ahead to the parts you find most interesting and useful. Also note that even if you're well into your PhD journey, it's never too late to get to know the basics of communication. You can always return to this workbook during your PhD studies, and even after they're finished!

What this workbook contains

1. WHY SHOULD YOU USE YOUR PRECIOUS TIME FOR COMMUNICATION? P. 4

2. YAY, I GOT ACCEPTED! – THE BEGINNING OF YOUR DOCTORAL STUDIES P. 6

- 2.1 Making strangers and acquaintances understand and remember what you do
- 2.2 Which social media channels should you use?
- 2.3 How to make a simple communication plan

3. THE REAL DEAL – IN THE MIDST OF DOING RESEARCH P. 14

- 3.1 How to find the right audience
- 3.2 How to pitch your topic to funders and potential partners
- 3.3 The fine art of blog writing
- 3.4 Vlogging your way into the limelight

4. ALMOST THERE – BEFORE YOUR PHD DEFENCE P. 22

- 4.1 Could you aim to make the headlines?
- 4.2 The perks of being interviewed
- 4.3 Last-minute communication tips before the big day

5. FORGET ME NOT – AFTER YOUR PHD DEFENCE P. 30

- 5.1 How to make a difference through research
- 5.2 How to network

6. ADDITIONAL RESOURCES AND HELP P. 36

**1. WHY SHOULD
YOU USE YOUR
PRECIOUS
TIME FOR
COMMUNICATION?**



COMMUNICATION IS PART of every expert's work, whether they're a researcher, industrial engineer or government official. For researchers, science communication in particular is their responsibility. It's unfortunate that the academic system doesn't directly reward researchers for their communication efforts, at least not yet. However, this doesn't mean you shouldn't communicate at all. Communicating about your research increases your funding opportunities, new job offers and number of citations.

Three reasons for researchers to speak up:

1. You have the knowledge and expertise that society needs in order to develop. Even if you're just beginning your career as a researcher, you know more about your subject field than many decision-makers, for example.
2. Your role is to introduce critical thinking into the public debate. Your education has provided you with tools for analytical thinking and seeing different perspectives.
3. Don't leave the public debate only to those who speak the loudest. If you're not using your voice, someone with less expertise will fill the silence.

Communication skills benefit your career both inside and outside academia. You shouldn't feel forced to communicate in a way that doesn't further your professional goals. This workbook makes it easier for you to decide what sort of communication suits your personality and goals. We don't all have to be Twitter gurus or social butterflies.

What you'll gain from science communication:

- You'll have an impact on the non-academic world
- New insight and meaning for your day-to-day work
- A stronger expert profile
- New partners and collaboration projects
- Career opportunities and job offers
- More readers and citations for your articles
- More research funding

2. YAY, I GOT ACCEPTED!

**The beginning of
your doctoral studies**

FIRST OF ALL, congratulations on being accepted as a doctoral candidate! Your journey as a researcher has probably just begun, but it's safe to assume that you're already an expert in your subject field.

Science communication is mostly about letting people know that you're willing to share your expertise with them. This can be done through a well-composed LinkedIn profile, a blog or an opinion piece in the local newspaper, for instance.

The famous proverb "well begun is half done" is very true when it comes to communication. When you stop for a moment to think about what you have to say, who you want to say it to and where you want to say it, everything else naturally follows. In this chapter, you'll get the tools you need to start building your expert profile.

2.1 MAKING STRANGERS AND ACQUAINTANCES UNDERSTAND AND REMEMBER WHAT YOU DO

An important concept is something called the key message. A key message is a concise, memorable and understandable description of your most important goal or result. It can be as brief as one sentence. The key message is the one thing you want your colleague, potential funder or even your grandmother to remember about your conversation, paper or presentation.

A strong key message should answer the following questions:

- What is it that you do?
- Why is it important and what makes your research unique?
In other words, why should your reader or listener care?
- How is your research connected to wider societal phenomena?
- (After publishing an article or dissertation): what are your most important research results and what is their effect on society?

How to write a key message:

1. To form a key message, it's good to start with keywords. Think of keywords as something you might put in your Twitter bio (which, by the way, you could do!). Avoid jargon and scientific terms.
2. Once you've come up with your keywords, try to insert them into a sentence. A key message could be something along the lines of: *I am finding out ways to ..., which is important because of*
3. Once you have formed your key message, you can easily modify it for different situations. Maybe your colleague is interested in the

methods you use, but your grandmother just wants to understand why your work is important. Test your key message with a friend or relative who isn't a researcher.

4. Use your key message on your social media profiles, in presentations, funding applications, emails and on business cards.
5. Key messages change over time. Whenever your research takes a leap forward, remember to update your key message.

READ MORE

Interested to find out who your readers and listeners are? See page 15.

2.2 WHICH SOCIAL MEDIA CHANNELS SHOULD YOU USE?

Now that you have some keywords and a key message, you can begin thinking about situations and channels to use them in. The most important thing is that you choose a channel and a way to communicate that feels most natural to you and suits your goals.

There are two social media channels that you could start with: Twitter and LinkedIn. Of course, there are many others you can use as well (Facebook, Instagram, TikTok, blogs, YouTube, newsletters, podcasts, etc.), but these two are usually the main science communication channels.

Questions to help you choose the right channel:

1. Who do you want to reach? What channels are these people most likely to use?
2. What do you want to achieve? Are you looking to connect with fellow researchers, for example, or to find new acquaintances in the business community?
3. What kind of content do you want to produce (e.g. images, text, videos)?
4. Which channels feel natural for you to use? Where do you like to spend your time?

5 tips for LinkedIn

LinkedIn is meant for professional networking. It's popular among recruiters and employers. LinkedIn can help you find new job openings, funders, or partners for your research project.

1. Think of your profile as an up-to-date CV. Include your key message in your profile, along with your picture.
2. Describe what you do in your title. For example, instead of writing

- “PhD student at LUT”, try “Biochemist at LUT creating solutions for the future of food”.
3. Be bold in connecting with people who could help further your professional goals. Be personal when sending an invite to connect. Let people know why you’d like to connect with them.
 4. Be active! LinkedIn features posts and an easy-to-use blog platform. If you don’t feel like creating content yourself, you can also like and comment on other people’s posts.
 5. Ask your supervisor, colleagues or former employers to recommend or endorse you on LinkedIn.

6 tips for Twitter

Twitter is popular among politicians, journalists, experts and business decision-makers. The content on Twitter is very concise and has a short lifespan. Tweeting in itself is not very time-consuming, but it requires active participation.

1. In your Twitter bio, mention your title, tag your university and use your keywords! And don’t be afraid to show your personality. In addition to your research, feel free to tweet about your interests – reality shows, football, or whatever they may be!
2. When tweeting, be sure you’re available to monitor responses and engage with them as appropriate. Don’t tweet just before going to bed or before having a weekend off social media.
3. Tag your university (@UniLUT) in your tweets to get more visibility. You can also join or start conversations by tagging other users in your tweets.
4. Hashtags help others find your tweets. Use a maximum of two or three hashtags per tweet.
5. If you feel like 280 characters aren’t enough to get your point across, start a thread. Start a thread by clicking the thread symbol “+” when writing a tweet.
6. Share photos and videos to increase your Twitter engagement! People are three times more likely to engage with tweets that contain videos or photos.

INSIDER'S HACK



Schedule tweets in advance with Tweetdeck (tweetdeck.twitter.com). Tweetdeck also allows you to pin hashtags you want to follow.

EXAMPLE TWEET

It's a treat to be back in the lab
@RBGE_Science after months working
from home. Now to pray to the PCR
gods for some usable results!
#science #botany #phd

Jess Rickenback @jess_rickenback
Nov 17 2020



EXAMPLE TWEET

Writing 500 words.
Deleting 350 words.
Googling for 2 hours to find 2 references. Deciding just 1 is good
enough after another 30 minutes.
Is this #thesis #writing?
Or am I doing it wrong?! 🤔
#PhD #phdlife #AcademicChatter

Irene Moroni @irene_moroni Nov 19 2020

How to use the right hashtags:

- Think of hashtags as conversation topics. They enable you to link your tweet to a broader conversation, event or movement.
- Take a look at what hashtags different people and organisations use in their tweets or use free tools like RiteTag (ritetag.com) to get hashtag suggestions.
- Use hashtag words in their basic form and, if possible, include them in whole sentences. For example:

How can #healthcare professionals participate in the fight against #climatechange and #biodiversity loss? 5 ways listed in the thread below and more points in my blog. This could interest you @SOSTE10!

2.3 HOW TO MAKE A SIMPLE COMMUNICATION PLAN

A communication plan might sound more complicated and fancy than it actually is. Making a plan isn't rocket science, but it helps you prioritise your time and actions. You can fill in the plan with your supervisor. They may have good ideas about the audience for your

topic, as well as its societal context and importance. It's a good idea to start planning right away! You can always update your plan at any time during your research project.

Below, you'll find an example of a communication plan. Just fill in the template and voilà, your personal communication plan is ready!

Your goal

What do you want to achieve through your communication? The goal can be personal: perhaps you want a career outside academia or are already aiming for a postdoc position? Or the goal can be a bit broader and connected to society: what is the societal change you want to achieve?

My goal at the moment is...

.....

.....

.....

Your key message

Write the key message you formed on page 7 here.

I'm finding out ways to...,

.....

.....

which is important because...

.....

.....

Your audience, i.e. who you want to reach

Who would be interested in your topic outside academia? See pages 16–17 if you're already prepared for a more in-depth target audience analysis.

My most important non-academic audience is...

.....

My second most important non-academic audience is...

.....

My third most important non-academic audience is...

.....

Your channels, i.e. social media

What social media channels do the people you're trying to reach like to use? Are you willing to use them as well? The channels may be Twitter, LinkedIn or something else entirely. The categories below can help you think about suitable channels. One channel may serve all of your purposes or you may decide to use different channels for different audiences.

The channel I use daily or weekly...

.....

The channel I use to reach my audience outside academia...

.....

The channel I use to reach fellow researchers...

.....

Your actions, i.e. your timetable

Plan your communication actions six months ahead, but also leave space for ad-hoc ideas. Do you have a conference or seminar paper coming up that you could tweet about? Or could you plan a face-to-face meeting with someone from the industry? Update your action plan every three months, for example.

TIMETABLE

JAN	FEB	MAR
APR	MAY	JUN
JUL	AUG	SEP
OCT	NOV	DEC

3. THE REAL DEAL

In the midst of doing research



YOU'VE PROBABLY GOTTEN used to PhD life by now. Your day-to-day work may involve reading, writing papers and participating in conferences or seminars. At this point, you already know where you're heading with your research and can start looking for people who'd like to collaborate with you.

Even though you may not have your actual research results yet, you've still gained a lot of knowledge about your topic. So, start sharing it with others! In this chapter, you'll get tools to broaden your audience and tips for pitching and blog writing.

3.1 HOW TO FIND THE RIGHT AUDIENCE

Knowing your audience and what truly interests them makes it a lot easier for you to prioritise and plan your communication efforts.

How to find your audience:

1. Make a list of any potential audiences that come to mind. Who needs to understand what you do? If you've already filled out your communication plan, use the list you made on pages 12, or use the word list below for inspiration.

EXAMPLES OF POTENTIAL AUDIENCES

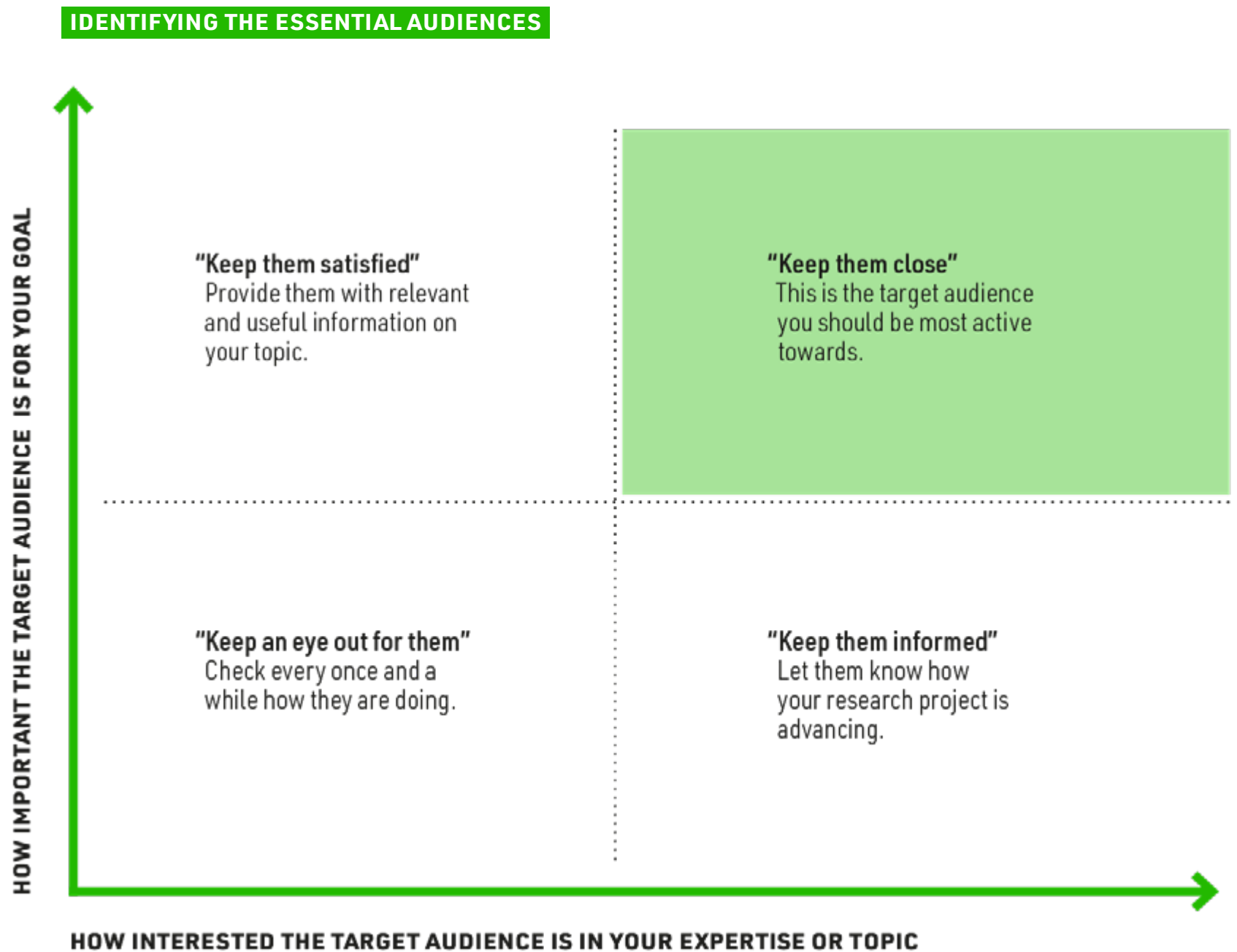
- environmental journalists
- journalists
- companies
- government
- cleantech firms
- industry
- Ministry of Environment
- TEM
- decision-makers
- universities
- policy-makers
- newspapers
- telecommunications companies
- general public
- local citizens
- environmental engineers
- UPM
- Outotec
- Flowrox
- authorities
- public policy
- school kids
- Suomen Akatemia
- automotive companies
- AoF
- Helsingin Sanomat
- leaders
- clean environment NGOs
- Fridays for Future
- cleantech startups
- greentech media
- funders
- friends
- parents
- science popularization people
- pulp and paper industry
- Ministry of Agriculture
- multinational corporations
- lawmakers
- politicians
- consumers
- startup communities
- sustainability communities
- interconnected companies
- business networks
- business ecosystems
- Nokia
- businesses
- SME companies
- OKM
- VN
- politicians
- ministers
- MPs

2. Place the audiences on your list into this graph based on how interested they are in your topic and how important they are for your goal.

MAPPING YOUR AUDIENCES



- Now, look at where in the graph your audiences fall. The audiences that are both interested in your topic and are essential for your goal are your most important audiences. Conversely, you don't need to pay much attention to audiences who are not interested in your topic and are not crucial for your goal.



4. Define two or three of your most important audiences (“Keep them close”) more precisely. For example, “industry” is too big of an audience. “Clean-tech companies” is also too vague. “Development manager x from Sulapac and CEO x of Solnet Green Energy” and “investors interested in new energy solutions at Slush 2021” are really good and precise audiences.
5. Then, step into the shoes of your audience. What’s their day-to-day work like? Where and when could they be interested in hearing about your research?
6. Finally, try to figure out what interests your audiences (or even ask them directly!). Are they interested in your latest findings, your opinions and viewpoints, or your recommendations? What kind of places and events do they gravitate to, and how? Conferences, social media, face-to-face meetings? Do these channels or platforms match the ones you wrote down on page 12?

READ MORE

Remember to tailor your key message to each audience!
See page 12.

3.2 HOW TO PITCH YOUR TOPIC TO FUNDERS AND POTENTIAL PARTNERS

Pitching is a good skill to master, especially when you want to present your idea to businesses or investors. The pitch structure can come in handy in other situations as well, for example when writing an email to a potential new project partner, drafting a funding application or calling a journalist.

How to give a good pitch:

- Keep it short and memorable. A good duration for a pitch is about three minutes. You can also prepare short and long versions of your pitch.
- Use clear and simple language. Avoid jargon and complex sentences.
- If you’re using slides, make them simple too. Do a glance test: it shouldn’t take more than three seconds to “read” a slide.
- Use metaphors. What ordinary, well-known and relatable things could you use to describe something new and unfamiliar that’s crucial to your work?

How to structure a good pitch:

1. Give context! Connect your idea to current events or something the audience is familiar with.

2. Explain the solution. Tell the audience about your unique idea. If you're part of a larger project, introduce yourself and the team.
3. Share your vision. Tell the audience what will happen next. Include a call to action: what do you want your listeners to do? Do you want them to join your project, fund it or spread the word?

3.3 THE FINE ART OF BLOG WRITING

So, you've been asked to write a blog post for the website of your research project, partner or university. Or maybe you're thinking about publishing your own blog?

Most of the writing tips presented below also apply to other types of texts. A clear message and point of view are always important, whether you're writing an article, an opinion piece or a blog.

How to write an engaging and understandable blog post:

1. Choose a clear point of view. What do you want to say to your readers? What can you offer the reader that's new, interesting or different? Blog posts are quite short (2 000–5 000 characters including spaces!) so you can't fit everything you know into a single post. If your topic is too broad for just one post, you could split it into a series of three blog posts.

A COUPLE OF EXAMPLE BLOG POST IDEAS

Here are five things you didn't know about X.

What everyone gets wrong about X.

Why X is going to change the world as we know it.

What X will mean (or look like) in 2050.

The latest research shows: X could solve Y.

2. Before you start writing, decide on the structure of the post. In particular, think about how you're going to start and end the text. A well-structured blog post has a clear beginning, middle and end.
3. Start with your main point. Writing a blog post is very different from writing an academic paper. Usually, the most interesting part of a research article, the conclusion, is stated at the end. When writing a blog, you should do exactly the opposite!
4. Give supporting arguments and examples in the middle of your post. Use short paragraphs and at least 2–3 subheadings.

- Use concrete examples from your own experiences or what you've observed in society.
5. Finish with a call to action (e.g. support my research – recycle your garbage!) and repeat your main point. What do you want your readers to do, think and feel after reading your blog post?
 6. Find a helpful editor and/or test reader. A good editor is a writer's best friend. An editor represents the readers of your text.
 7. Finally, don't forget to share your post on social media. No one will know about your blog post unless you tell them.

Scanning your text for unnecessary jargon:

1. Use simple words for complex issues.
Use instead of *utilise*, *near* instead of *close proximity*, *help* instead of *facilitate*.
2. Simple sentence structures work best.
~~*This topic of discussion is of a complex nature.*~~
This is a complex topic.
Subject + verb + object
3. Use active instead of passive verbs.
~~*In the study it was discovered that...*~~
In our study we discovered that...
4. The full stop is your friend.
Avoid using semicolons (;), colons (:) and em dashes (–).

INSIDER'S HACK



Are you looking for pictures to use in your presentation slides or blog posts? Use free stock photo services, such as Unsplash, Stocksnap or Pixabay.

3.4 VLOGGING YOUR WAY INTO THE LIMELIGHT

If you consider yourself the visual type, try turning your topic into a vlog. Videos are great if your topic includes visual material and things you can show rather than describe in words.

How to shoot a great video:

1. Choose one main point and emotion that you want to convey to your audience. Good videos are quite short (between 1 to 5 minutes), so you only have time to show one idea. Summarise your idea in one sentence.
2. Think of different ways to visualise your idea. What could you show the audience instead of telling them? Who is the narrator in the video?
3. Choose a style for your video. Do you want a humorous style or more of a newsflash kind of vibe? Think of different genres:

documentaries, emotional, reality TV, etc. If you're starting a vlog, choose a style that you can use for all your videos.

4. Make a storyboard. Draw frames and write down what happens in each frame. How does your video start and end? What happens in between?
5. Reserve enough time for shooting and shoot as many retakes as necessary.

Technical tips for vlogging:

1. Choose a platform. YouTube is highly popular, but apps like TikTok or Instagram could also serve your purpose.
2. Invest in a good external microphone. You can start vlogging using the camera on your mobile phone, but make sure the sound quality is good enough.
3. Pay attention to lighting. Use natural or artificial light.
4. Take your time with editing. Some platforms have easy built-in editing features. You can also use video editing programs like iMovie, Windows Movie Maker or Adobe Premiere Pro.
5. Add captions. Most people watch videos without sound.

4. ALMOST THERE

Before your PhD defence

EXCITING TIMES AHEAD! By this point, you'll be busy finalising your dissertation process and making all the necessary arrangements. However, it's crucial that you pause for a moment to think about communication. Wouldn't it be great if more people found out about your results?

Contact your university's communications team **one to three months before** your dissertation defence (see page 37 for contact information). They'll help you submit the mandatory information to the library and the university's website. Communications specialists can help you with writing a press release and sending it to the media.

Also, don't forget the power of social media and networks!

4.1 COULD YOU AIM TO MAKE THE HEADLINES?

When it comes to analysing complex phenomena in society, journalists are becoming more and more reliant on researchers. Traditional media still reaches large audiences, and decision-makers and politicians also read the news daily.

Six steps to a good press release:

1. Who in society does your research benefit? Write your press release with them in mind. Journalists are trying to find interesting content that resonates with their audience. A journalist from Kauppalehti or Business Review, for example, is more likely to interview you if you've already targeted your press release to business decision-makers.
2. Decide on your key message. What's the most important result or statement that you want your readers to remember?
3. Remember the societal context of your research topic. What larger issues and phenomena in society is your topic connected to?
4. Follow the basic news structure of a press release (see page 24). A press release is usually no longer than one A4.
5. Be prepared to provide additional information. Include your contact information in the press release and be ready to answer your phone when it rings.
6. Contact the media directly. The university's communications team can help you with this, but journalists normally prefer hearing news tips straight from the source (that's you!).

CONTACT EMAIL TEMPLATE

News tip: your press release headline

Hi x!

I noticed that you've recently been covering the topic x in media x. I wanted to contact you and suggest a news tip I think you may find interesting.

/ Hi x,

I am about to defend my dissertation where I show that x. This is important because of x and is connected to x. My results are interesting for the readers of x because of x.

I am more than happy to provide you with more information if you are interested. I also have pictures and graphics on the topic. If you want to take photos or shoot a video, we can do it in place x. I have also attached a press release to this email that explains my topic in more detail.

*I look forward to your response!
Your name and contact information*

INSIDER'S HACK



Journalists are extremely busy, so don't get disheartened if you don't hear from them right away. If you don't get a reply within a week, send them another message.

THE BASIC STRUCTURE OF A PRESS RELEASE

The excerpts below are taken from an actual LUT University press release. You can find the whole press release and other examples by visiting LUT's website:
lut.fi/web/en/cooperation-and-services/dissertations

HEADLINE

*Businesses can profit from big data at a strategic and operational level
- "It's not an exercise in technology"*

Include your key message in the headline. The headline can also be a combination of the main headline and a subheading.

LEAD PARAGRAPH

Big data may be useful to a business enterprise when it outlines its strategy, makes operational decisions or creates new business models. In addition to data sets, it requires expertise in analytics and algorithms and a data-oriented attitude.

A lead paragraph is the opening paragraph. It introduces the topic in an intriguing way and often summarises the main point. Along with the headline, the lead paragraph may be the only thing a journalist reads from your press release. It should include your key message and interesting details about your research.

MAIN BODY PARAGRAPHS

Big data refers to massive, rapidly growing amounts of wide varieties of data. The data can come from a number of sources, such as social media profiles, real-time purchase behaviour in online stores, online text data and photographs, and open municipal data on populations and land use.

LUT University's Ossi Ylijoki wrote a dissertation on this software engineering related topic. He states that big data can be utilised to promote business. For example, the millions of activity trackers in use as we speak collect information on people's lifestyles and heart rates as well as demographic and location data. All this is stored in a cloud and can be used to develop health and well-being services and advance medical research.

"Big data provides companies with detailed information on how people use their products. Data can help to target products and services to specific consumer groups. Data can even accelerate the traditional product development cycle by 60 per cent", outlines Ylijoki.

READ MORE

Avoid jargon!
See page 20.
for language tips.

Make sure to explain the societal context and importance of your topic right at the start of the main body. You can include 1–2 citations in the text.

CONTACT INFORMATION

Add your name, email address and phone number at the end. Include a link to your dissertation.

PHOTOGRAPH(S) AND VISUALISATIONS

Journalists are usually in a hurry to get the story published. If you provide them with ready-made visualisations and photographs, it may increase the chances of your press release going through. Attach a high-quality photograph of yourself and/or visualisations of your topic. If you don't have a photograph or visualisations, you can suggest a shooting location when contacting the media.

4.2 THE PERKS OF BEING INTERVIEWED

Say yes to an interview if the theme touches upon your topic even slightly. Every interview request is an opportunity to grow your reputation as an expert and bring research-based viewpoints into public discussion. Don't be too shy or modest! You may not be the world's leading expert, but your expertise is more than enough for a brief news story on the topic.

Four things journalists look for in an interviewee:

1. Clarity. There is a huge demand in the public sphere for researchers who can speak in clear terms and dare to do so.
2. Expertise. Everyone has to define the boundaries of their expertise, but don't narrow it down too much. Even if you didn't study this specific question, do you still know enough to give a comment or two?
3. Concreteness. Use examples, draw on experiences from everyday life. Say something that people can see and imagine themselves.
4. Patience. Be prepared to explain the very basics of your topic all over again. It's the job of a journalist to ask basic questions in order to understand the topic and give the audience a good story to.

How to succeed in an interview:

Before the interview...

- Find out the angle of the story. You can also help the journalist come up with an angle.
- Ask who else is being interviewed.
- Let them know if you can't be of assistance and direct them to a colleague.
- Ask for the questions or interview themes beforehand.
- Prepare! Give yourself time to think your key messages through. Think about this particular media outlet's audience and their knowledge level.
- Be prepared for difficult questions in advance.

During the interview...

- Say what you were planning to say. Remember your key message!
- Be clear and use examples. Link your topic to everyday life or current events.
- Don't say "don't put this in the story, but...". There's no such thing as off the record!
- Treat the journalist as an equal, not an enemy or opponent. Their expertise is different from yours.
- Keep your ears open for the ideal question: the best questions are usually the most open-ended ones, such as "Why is this important?"

After the interview...

- Agree on a schedule for reviewing the story and stick to it.
- Be aware of all the versions that will be published! (Online, radio, TV, etc.)
- Always ask if you can check the body text in addition to the quotes. There may also be errors in the indirect descriptions.
- Remember that your job is to correct errors, not rewrite the story.

4.3 LAST-MINUTE COMMUNICATION TIPS BEFORE THE BIG DAY

It's now time to celebrate the end of a massive project! Social media can help you share the happy news with your friends, colleagues and other important audiences.

Three things to do before the defence:


1. Invite people to your dissertation defence event. Share details of the event on your university's website and your social media channels. Tag or send direct invites to your audience. The invitation could be something as simple as:

"Hi! I think this might interest you. I am defending my dissertation about x on x.x.xxx at x a.m./p.m. My results show that x. You are more than welcome to join the event! Here's a link to my dissertation: xxx."


2. Share your research results on social media. If you have time, think of a creative way to share your results. Some researchers have even danced or made a rap out of their PhD. If you're not the creative type, a tweet thread or a LinkedIn post is a good option.


EXAMPLE TWEET

Viikon päästä mennään! 🎓

 17 Vaitös 26.11. klo 13: helsinginyliopisto.etatapahtuma.fi/kalenteri...

 Vaitöskirja: helda.helsinki.fi/handle...

 Ketjussa kerron tutkimuksestani ja sen tuloksista!

 Voit myös kuunnella aiheesta #RanskaaRaakana-podcastista: podbean.com/eu...

#kielet #oppiminen #väitös

Tuuli Holttinen @TuuliHoltainen Nov 19 2020



3. Ask your colleagues and supervisor to share and retweet. You will gain new audiences from their followers!

4. Celebrate!

EXAMPLE TWEET

I successfully defended my dissertation today! So happy to share my work on parasitic copepods and crustacean evolution with my mentors, collaborators, friends and family! Thank you all! @Academic-Chatter #science #ScienceTwitter #dissertation #phd #phdchat

Jimmy Bernot PhD @JimmyBernot Nov 19 2020

EXAMPLE TWEET

The end of my #PhD story @SPHeREprogramme @hrbireland @RCSI_Irl

I am really proud and delighted – it seems that I used these 4 last years well...

Thank you all 4 support!

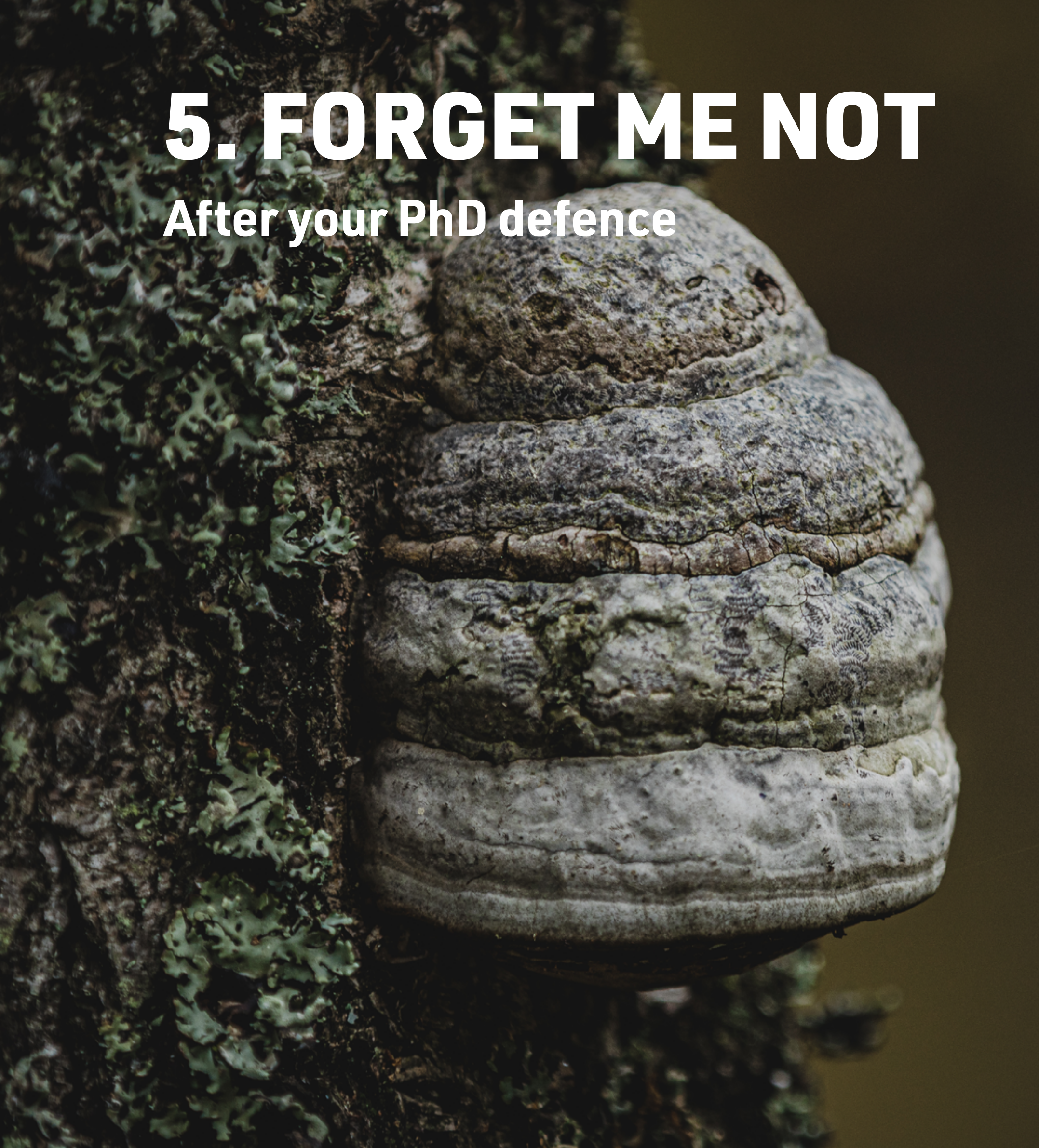
#RCSIconferring #PhDone #Alumni #Graduation2020 #diabetes #t1D

Kate Gajewska @kate_gajewska No 19 2020



5. FORGET ME NOT

After your PhD defence



ALTHOUGH YOUR DEFENCE is now over, your research results won't expire overnight. Consider who hasn't heard about your topic yet and where you want to go next. Maybe you could present your ideas to a company you'd be interested to work for? Does your research include information that's important for government officials? It's not too late to make an impact!

5.1 HOW TO MAKE A DIFFERENCE THROUGH RESEARCH

Decision-makers in business and politics want to base their decisions on the best available information. However, they don't have the time or the expertise to read through long academic articles. Here's where you can help! If you're looking to influence societal decisions, you may want to write up a policy or business brief.

A policy or business brief is a short (1-5 pages long) paper that you can send to a politician or CEO in your target audience. It includes clear recommendations on what to do. Your reader should be able to read the brief in ten minutes or less.

Five things to remember about policy and business briefs:

1. Writing a brief is a choice. Choose to write a brief when you want to influence decision making and you can give recommendations based on your research. You're writing the brief because you want to change something in society or the world at large.
2. Focus on one topic only. Give the readers just enough information for them to make up their minds based on it. If you have several topics to address, write more briefs.
3. Recommendations are the most important part of your brief. Take some time to make them clear, well-argued and concrete.
4. Make your brief easy and pleasant to read. Take the knowledge level of your readers into account. Avoid long sentences, scientific jargon, difficult words and unnecessary abbreviations.
5. Focus on results, not methods. Your reader wants to know the scientific facts but has very little interest in how you achieved them.

The structure of a brief

The excerpts below are from a policy brief by the Finnish Environment Institute. It was published in 2017 and targeted at local city officials in Finland who work with mobility issues. You can find more examples of policy and business briefs from research project websites.

INSIDER'S HACK



Contact the decision-maker via email or at a networking event, and suggest a lunch meeting! Ask the decision-maker what kind of information they need in their work and how you could help provide it.

HEADLINE

■ *Sustainable mobility solutions are created locally*

The headline of your policy brief needs to catch the reader's eye. Use relevant keywords, innovative phrases or interesting questions to get their attention. Avoid difficult words and any abbreviations. Include an active verb in the headline.

SUMMARY OR LEAD PARAGRAPH

■ *Local experimentation can help in discovering novel solutions.
Mobility-related emissions must be curbed without delay.
Well-functioning transport increases the attractiveness of cities.*

Start with a summary. Include your key message in the first 2–3 sentences. Explain where the information of your policy brief is needed. Link your topic to the big picture.

RECOMMENDATIONS

■ *Recommendations for decision-makers in growing regions:*

- *Benefits from continuous urban fabric: a sufficiently dense structure enables a functioning public transport system and decreases the need for parking spaces*
- *Prioritise muscle-powered mobility: walkways, cycle lanes and car-free roads as enticers*
- *Enable alternatives to private car use: facilitate parking for car sharing*
- *Promote sustainable (energy) mobility: more infrastructure for electric vehicles, rail-based mobility, shared vehicles and mobility as a service (MaaS)*
- *Take part in experiments, utilise experimentation platforms, learn from others*

Include your recommendations on the first page. Be as concrete as possible. Start each recommendation with an active verb (starting/should start > start).

MAIN BODY TEXT

From one city to another

In the past, people migrated from rural areas to urban areas. Nowadays the movement is from a small city to a bigger one. Commuting patterns have also changed: more and more people travel between cities for work. A private car is still a necessity for many, especially in rural areas. However, urbanisation provides an opportunity to develop other forms of personal mobility.

Flexible public transport enables commuting in different directions thus promoting labour force mobility and job accessibility. Public transport in centres of regional growth, including cross-regional connections, can increase local attractiveness...

Use short sentences, short paragraphs and plenty of subheadings in the main body text.

VISUALISATIONS

Add relevant graphs, photographs and other visualisations to support your message. Remember to explain each graph.

CONTACT INFORMATION AND SOURCES

More information:

- *ymparisto.fi/ykr*
- *Elinympäristön tietopalvelu Liiteri [only in Finnish]:
liiteri.ymparisto.fi/*
- *Liimatainen H et al. (2015) Tarve, tottumukset,
tekniikka ja talous – Ilmastonmuutoksen hillinnän toimenpiteet
liikenteessä. Ilmastopaneeli 2/2015.*
- *National travel survey (2010–2011),
The Finnish Transport Agency*

Include your contact information preferably already on the first page and again on the last. You can also provide tips for further reading on the last page.

5.2 HOW TO NETWORK

Most people gain new contacts naturally, without even thinking that they're networking. However, you can definitely make a conscious effort to network if it furthers your goals.

What is active networking?

- Collaborations
- Conferences
- LinkedIn, ResearchGate & other social media
- Networks and mailing lists
- Direct contact through other means

How to get invited speak at events:

You can get invited to speak at conferences or other events by being active yourself.

1. Event organisers actively search for new speakers and experts for their events. It helps if you already have an active Twitter, LinkedIn or academic social media profile. Write and share content that mirrors your expertise and the things you could talk about.
2. Network your way into the circles of those who organise the events: get to know the conference committees. Add the organisers as contacts on LinkedIn or follow them on Twitter.
3. Put yourself forward as an expert in the field. You can link to a publication or blog post you have written.
4. At events and conferences, you can volunteer to chair a session, or propose a session or training. If you want to give a presentation, propose a specific point of view targeted at the event's audience.

Practical tips for networking at conferences and events:

- Give oral presentations with titles that are catchy, disruptive or bold.
- Find out who else is coming and make an effort to meet the most interesting people.
- Let your social media network know you're going to a conference and add the hashtag or tag of the conference.
- Take a photo of your poster and post it on your social media channels.
- Give your audience quality content. Tweeting is a service for the people who aren't present.

READ MORE

Remember the pitch structure! Use it when you're presenting ideas on the phone or face-to-face. See page 18.

6. ADDITIONAL RESOURCES AND HELP



ASKING FOR HELP WITH COMMUNICATION

LUT's communications team is available for help if you need an editor or a test audience. They can also help you with your dissertation defence communication. Remember to contact them sooner rather than later!

Communications Specialist
Jutta Luostarinen
jutta.luostarinen@lut.fi
+358400 619 517

To reach the whole
communications team,
send an email to
media@lut.fi.

MORE RESOURCES FOR SCIENCE COMMUNICATION

Tips for writing

- Mervi Itkonen: Hyvän tekstin takana on editoija. 5 syytä, miksi jokainen asiantuntija ansaitsee oman editoijan
- Tips & tools for writing by The Writing Center of the University of North Carolina: writingcenter.unc.edu/tips-and-tools/

Tips for planning and making an impact

- Mari Kiviniemi: Miten tehdä hyvä viestintäsuunnitelma hankkeelle? Kaskas Media's blog, 2020: kaskasmedia.fi/fi/miten-tehda-hyva-viestintasuunnitelma-hankkeelle/
- Iina Koskinen, Maria Ruuska & Tanja Suni: Tutkimuksesta toimintaan. Tieteentekijän opas viestintään ja vaikuttamiseen. Art House, Helsinki 2018.
- Hannah Stafford & Austin Brown: Communicating science to policymakers: six strategies for success. Nature's Career column, 2019: nature.com/articles/d41586-019-02372-3

Tips for presentations

- LUT University's stock for free-to-use images: <https://lut.pictures.fi/kuvat/LUT+Press+Images/>
- Parhaat ilmaiset kuvapankit 2.0. Kaskas Media's blog, 2017.
- Pitching ABC video training for researchers by Skolar: skolaraward.fi/pitching-abc-for-researchers-skolar-video-trainings/
- Laura Tahkokallio: Huomasiko kukaan posteriasi? Näin otat tutkimusesittelyn tehokäyttöön. Kaskas Media's blog, 2019.

This workbook was created by Kaskas Media.
Kaskas Media is a Helsinki-based communications agency
specialised in science, expertise and corporate responsibility.

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