



SCIENCE COMMUNICATION TO BOOST YOUR RESEARCH

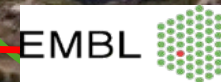
MSCA ENGAGE Webinar

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- **3 EUROPEAN ORGANISATIONS, members of EIROforum**, and the French Institute for Structural Biology – working together to welcome users from all over the world
- They operate the brightest synchrotron source and the most powerful neutron research reactor
- They engage on common research and training platforms



THE ESRF: 35 YEARS OF INTERNATIONAL COLLABORATION AND SCIENTIFIC EXCELLENCE AT THE HEART OF EUROPE

BRINGING NATIONS TOGETHER, A POWERHOUSE OF INTERNATIONAL COLLABORATION



TODAY: 21 PARTNER COUNTRIES

13 Member states:

France	27.5 %
Germany	24.0 %
Italy	13.2 %
United Kingdom	10.5 %
Russia	6.0 %
Benesync (Belgium, The Netherlands)	5.8 %
Nordsync (Denmark, Finland, Norway, Sweden)	5.0 %
Spain	4.0 %
Switzerland	4.0 %

8 Associate countries:

Austria	1.75 %
Israel	1.75 %
Poland	1.00 %
Portugal	1.00 %
India	0.66 %
Czech Republic	0.60 %
South Africa	0.30 %
Hungary	0.25 %



ESRF User community since 1994: 158 000 users from more than 60 countries

TODAY

2 000
scientific
publications
each year

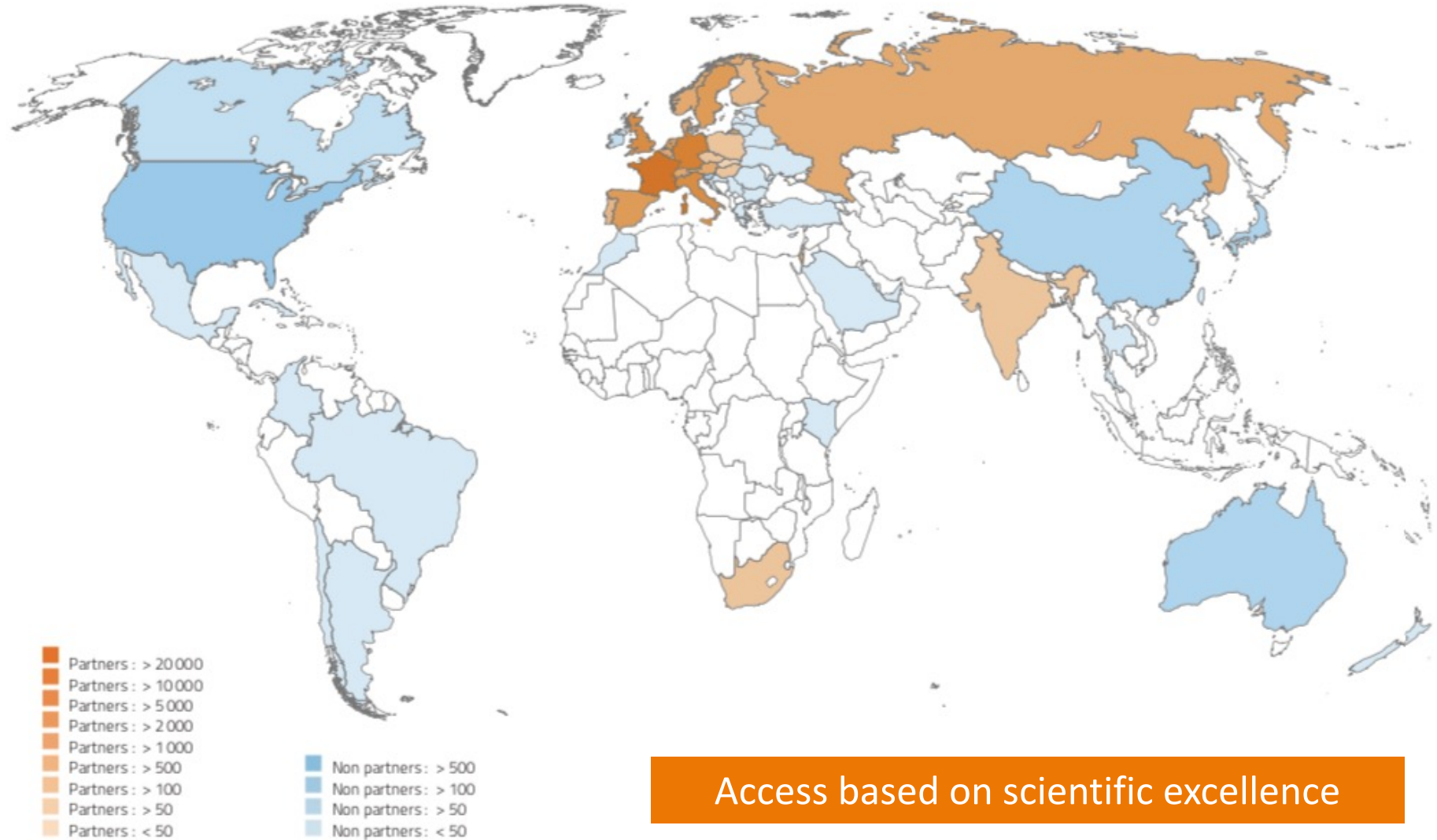


10 000
scientific
visitors
each year

30%
of research
carried out
with industrial
partners

4
Nobel prizes

21
member
countries



Access based on scientific excellence

ESRF-EBS SCIENTIFIC PROGRAMME

1. **Health, Health Innovation**, overcoming diseases and pandemics
2. **Material for tomorrow**, and innovative and sustainable industry
3. **Clean Energy transition**, sustainable energy storage and technologies
4. **Planetary research** (terrestrial and extra-terrestrial)
5. **Environmental and climatic challenges**,
6. **Bio-based economy and food security**
7. **Humanity and world cultural heritage**

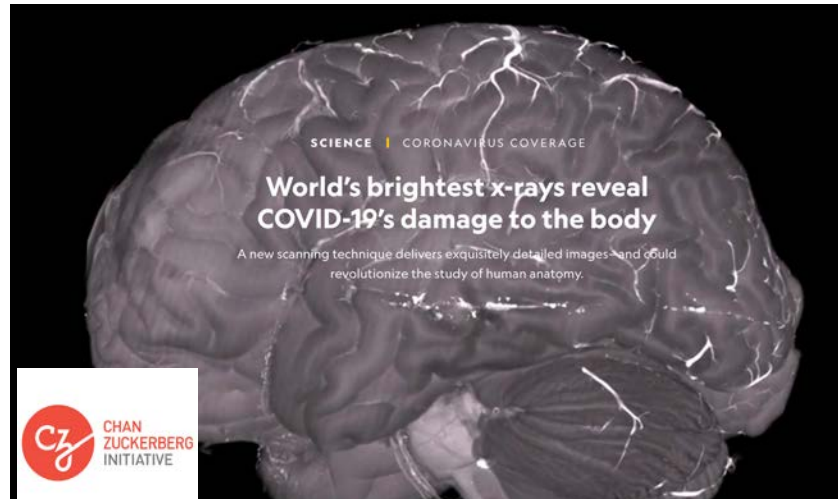


25 August 2020 – August 2023: 3 years of operation New and promising scientific results with the EBS and the Beamlines

10 ERC GRANTS
based on the EBS capabilities
(1 consolidator, 3 advanced, 6 starting)



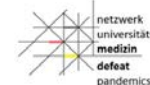
New scientific projects
THE HUMAN ORGAN ATLAS PROJECT
A game changer for bio-imaging,
human anatomy and pathology



First publications opening new vistas for X-ray science in Matter at Extreme, MX, Nano-imaging, Materials Science, environmental science...)



European Research Council
Established by the European Commission





WHY COMMUNICATING?

**ESRF COMMUNICATION:
TO SUPPORT ESRF STRATEGY AND VALUES**

ESRF VALUES & MISSIONS

- Bringing nations together through science
- Pioneering X-ray synchrotron science and provide value to all partner countries: new science reach opportunities, new technology, and training of scientists, engineers
- Building and operating state-of-the-art X-ray facilities to unveil and link atomic structure complexity to functioning of materials and living matter: health, energy, environment, new and sustainable materials for industry...
- Fostering the use of X-rays by industry from Member and Associate countries to strengthen their competitiveness
- Inspiring and sharing knowledge and scientific progress, especially with the young generation



ESRF

The European Synchrotron



WHO DO WE COMMUNICATE WITH?

- Decision makers
- Scientific community
- Media and opinion-makers
- ESRF community
- Local community
- Potential candidates
- Industry
- General public, especially the young generation



**A MOTTO FOR ESRF'S COMMUNICATION:
TELL HUMAN STORIES,
COMMUNICATING ON HUMANS,
HUMANISING SCIENCE**

“As humans, we are hard-wired to absorb information through stories. People need emotional connections with scientists to better understand the science carried out in labs and its impacts”

Serie 1 launched for the 30 years of the ESRF

- To strengthen the ESRF community
- To promote ESRF values: diversity, international, excellence

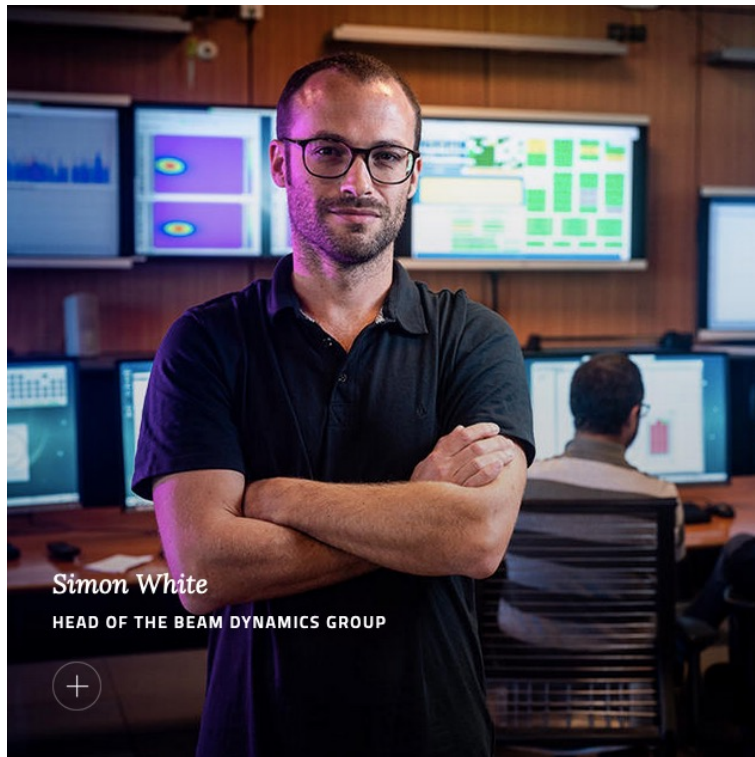
<https://humans.esrf.fr/>



Over one year, Humans of ESRF has portrayed people from all walks of life and from all over the world who work together at the ESRF: users, scientists, engineers, technicians and administrative staff. Through their stories, we have shown how our cultural diversity, curiosity, culture of excellence and innovation are the driving forces behind the success of the ESRF.

Serie 2 to promote a technological project: ESRF-EBS To foster interest in a technological complex project

<https://humans.esrf.fr/>



Serie 3 & 4 postdoc & PhD student portraits

- To highlight the young scientists from all over the world joining ESRF
 - To promote the EBS new research projects

<https://humans.esrf.fr/>



“I used to be a high-school teacher in Beirut. This is the most common career path when you study physics in Lebanon. But I wanted to achieve more. Today I am looking into the physics and chemistry of biological macromolecules, with the ultimate goal of improving the detection of ligands in drug discovery experiments. I find this a noble cause that can somehow end up benefiting us all.”

Mahmoud Rizk, PhD student in structural biology for drug development

Serie 5: ERC grantees' portraits + videos + brochure ➤ To promote EBS new science

<https://humans.esrf.fr/> <https://www.youtube.com/watch?v=HXjZ3-6JVl0>





HOW TO PROMOTE YOUR RESEARCH?



YOUR RESEARCH IS PUBLISHED.
CONGRATULATIONS!

BUT ...
IT'S JUST THE BEGINNING OF
ANOTHER PROCESS:
COMMUNICATION



ONE KEY WORD

ANTICIPATION

At the time of the publication,
it's already too late

MEDIA ARE IN A COMPETITIVE WORLD



BBC

The Guardian

PHYS ORG

THE CONVERSATION

science
FRIDAY

- **More and more media:** “traditional” media (print, TV, radio), online, podcasts, blog, social media...
- **Diversity of contents:** blogs, Nature’s behind-the-paper articles, podcasts, video.



ONE COMMON GOAL :
TO BE THE FIRST TO PUBLISH

ANTICIPATION/EMBARGO



- **As press officer, I work with journalists and media under embargo:**
 - press release sent to some trusted journalists, and especially to some big media agency in order to give them time to work on a story for the date of publication
 - interviews under embargo,
- **The snow ball effect:** to get key press coverage at the date of the publication. The others will follow.

REPACKAGE YOUR RESEARCH/HELP THE JOURNALISTS



The easier you make it for journalists, the more press coverage you will get

- **A press release customised as a press article**, answering the '5 Ws' questions: WHO was involved in the research? WHAT have you found? WHERE? WHEN? WHY is it important? Why should the reader care?
- **A Q&A document**
- **Illustrations, good photos with the scientists** (with the « instagram culture », high-quality photos have become very important)
- **A short 'news' video** for online media

THINK STORIES/BE 'HUMANS'



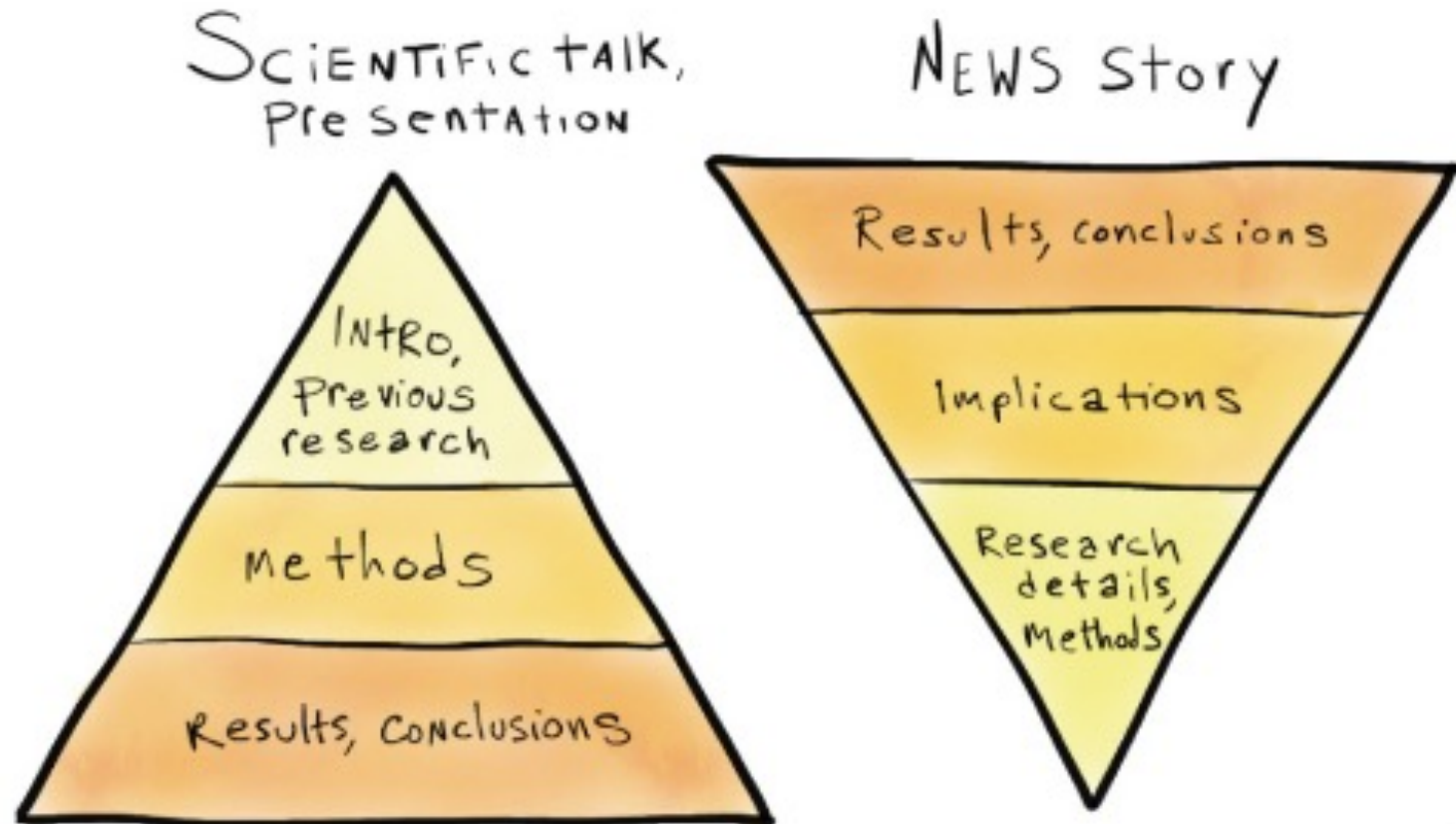
**All communication balances on 2 criteria:
what you say, and how you say it
Think like a writer = storytelling**

- What's the story behind your discovery? Where does this fit into a larger history of science narrative?
- The importance of the quote (a good way to be referenced) bringing it down to the human level to engage people with your research.
- Journalists need to “humanise” the research

GENERAL TIPS

- **Be clear (simplify but don't be simplistic):** Define a few key messages
- **Keep it jargon-free**
- **Make it understandable:** Give a frame of reference the audience can immediately comprehend ('the size of a human hair')
- **Be involved:** Enthusiasm is contagious! 'Your story' is more interesting than 'a story'
- **Make it relevant, give the context:** What is the point? How does it affect your audience?
- **Be conversational** – don't be afraid to show a human side
- **Assume that everything you say can be published** and that most of the journalists will not send you a draft of the article to look over
- **Return journalists' calls and e-mails promptly.** They often face tight deadlines.
- **Don't forget that journalists themselves need to convince their editor and be able to "sell" the story, meaning to demonstrate the value of the story for their readers**

GENERAL TIPS





HOW TO USE OF SOCIAL MEDIA?



But

Social media are not a passive medium

Social media require you
to generate an audience
by engaging with the 'community'

GENERAL TIPS to get engagement on twitter



- **Take the time to think about your goal and who you want to reach** before jumping on creating your account
- **Create your network:** Follow key figures, and organizations in your field. TAG those for whom your post is of interest.
 - ✓ Your goal: to build an audience ready for the day you will have work of your own to tweet about.
- **Visuals (photos, videos):** > 50% more retweet with a visual
- **Hashtags:** Hashtags relevant to your research can help others to find you and follow what you are doing. But not too much and choose the relevant ones!
- **Be active:** POST, LIKE, COMMENT, ANSWER, SHARE

GENERAL TIPS to communicate about your publication on twitter

Article

Dense and pleiotropic regulatory information in a developmental enhancer

<https://doi.org/10.1038/s41586-020-2816-5> Timothy Fuqua^{1,2}, Jeff Jordan³, Maria Elze van Breugel⁴, Allaksandr Halavaty¹, Christian Tischer², Peter Polidoro³, Namiko Abe⁴, Albert Tsai¹, Richard S. Mann⁴, David L. Stern^{2,5} & Justin Crocker^{2,5}
Received: 9 March 2020
Accepted: 22 July 2020

Unless you're a biologist, this title and paper probably doesn't make any sense...

Timothy Fuqua @timothy_fuqua

Article

~~Dense and pleiotropic regulatory information in a developmental enhancer~~

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This means: DNA sequences that control animal **patterns**, have more information than we (scientists) previously thought. We found that changing small parts of the DNA code can make large changes to **patterns** !

Timothy Fuqua @timothy_fuqua



MAKE THREADS

- Don't just share the link to a scientific paper. The title is usually confusing and hard to understand for people outside your field of research.
- One good way to share/explain a paper is to make a thread – several tweets linked together.
- The first tweet serves as a cover of the thread, so don't forget to explain what article you are talking about, add the link to the paper and tag the journal/editor



IN BRIEF

INCLUDE THE COMMUNICATION IN YOUR PROCESS

**USE THE POWER OF SOCIAL MEDIA
ANTICIPATE AND WORK CLOSELY
WITH THE COM TEAM IN YOUR LAB**

THANKS FOR YOUR ATTENTION



Looking forward to seeing you at the ESRF or on social media!

➤ Twitter/Facebook @esrfsynchrotron – Instagram @esrf_synchrotron



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