



SESYNC Feedbacks

News from the National Socio-Environmental Synthesis Center



TOOLKIT | Building a Communications Strategy

Looking to Broaden Your Impact? SESYNC's Updated Toolkit Guides You through Effectively Communicating Your Research

SESYNC's newly updated **communications toolkit** is now available! This toolkit is designed to guide researchers in developing a communications plan for sharing their findings to a wide variety of audiences.

Our revised toolkit walks you through all the steps needed to build a strong communications strategy to amplify your work, connect with more people, and increase your research's impact. These actions include:

- **Establishing your communication goals** – Who do you want to reach? What do you want people to take away from your work? What actions can they personally take to make a difference?
- **Identifying your audiences** – Who are the groups that can benefit most from your findings? What is your existing relationship with them? What level of knowledge or experience do they have with the problem you're examining?
- **Choosing your communication channels** – What's the best way to get in touch with those groups—in-person meetings, editorials, social media, videos, blog posts, fact sheets, something else? Each group will require a unique approach to how you communicate with them.
- **Writing clear and compelling messaging** – Why should people care about your research? What's the simplest way to convey your findings in a way that's clear, concise, jargon-free, *and* interesting?
- **Gauging your results** – Are you achieving your communication goals and reaching your intended audiences? What changes can you make or other channels can you

try? Remember, communications is an ever-evolving process.

As part of the update, our toolkit is now available as a **downloadable PDF** that can be easily distributed among team members. The PDF also features a worksheet that allows users to walk through the toolkit and write in responses to key questions regarding audiences, goals, messaging, and more!

Learn more about the toolkit and explore its various pages here:

<https://www.sesync.org/resources/communications-toolkit>

INTERVIEW | Communicating Your Science in Five Steps



How to Communicate Your Science | The 5 Key Steps

Are you looking to take the communications toolkit a step further? This video is for you! In this useful supplement to SESYNC's Communications Toolkit, SESYNC's Alaina Gallagher and Erin Duffy discuss the five key steps for effective scientific communication.

Lending their own knowledge and experience as communications professionals, they take a conversational approach to explaining how to implement the advice in the toolkit to shape a communications strategy tailored to your research. **Watch now.**

FROM A RESEARCHER | The Power of Communicating Early

Why Focusing on Communications Early Is Crucial for Researchers

Watch this brief interview with Dr. Lori Peek as she explains the value in thinking about communications early on in the research process. Here, she speaks about translating her team's scientific findings into stories about the people and places that they study—as a means of orchestrating

meaningful change. [Watch now.](#)



VIDEOS | Communication Tutorials – Advice from a Pro

Hear from a Journalist in Our SESYNC Communications Tutorials

Communications Tutorial: Audiences

In this brief tutorial, Lisa Palmer, former SESYNC journalist in residence and author, explains how to identify the different audiences who might have an interest or stake in your research—and why it's important to do so early on in your process. She then introduces SESYNC's [audience-centered analysis tool](#) to help you consider the unique characteristics, needs and experiences of each audience. [Watch now.](#)



Communications Tutorial: Storytelling

In this brief tutorial, Lisa Palmer shares what she's learned about storytelling over her two decades of working in journalism. Here she explains the five components needed for telling a story: the beginning; the conflict; the resolution; an antagonist; and a protagonist. In this video, Lisa explains how you can follow this format to translate your research from data and figures into a narrative that readers can connect with on an emotional level. [Watch now.](#)

NEW PUBLICATIONS | SESYNC in the Journals

"Deforestation changes the effectiveness of bed nets for malaria control." Published in [People and Nature](#) by Tafesse Kefyalew Estifanos, Brendan Fisher, and Taylor H. Ricketts. This paper resulted from the Pursuit, [Conservation and Welfare](#).

CONTACT US | We Want To Hear From You!

We'd like to hear from you! Do you have updates or outcomes tied to your SESYNC research that would make for an interesting research spotlight? Are you looking for a resource on a topic that we haven't covered yet? Do you want to share an idea? Contact us at communications@sesync.org.

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