

PROMICON

Harnessing the power of nature through productive microbial consortia in biotechnology –
Measure, model, master

TAKEAWAYS FROM PROMICON'S DISSEMINATION AND COMMUNICATION ACTIVITIES

THE CONTENT

- Use plain language and avoid jargon – opt for metaphors and examples to make information relatable and engaging.
- Incorporate visual communication (e.g., graphics) to enhance retention and accessibility for diverse audiences, regardless of literacy levels.
- Tailor your message to the specific needs, interests, and knowledge levels of your target audience for greater clarity and relevance.
- Focus on solutions and benefits, not problems and losses. While acknowledging uncertainty and scepticism, highlight established knowledge to build trust.

THE CHANNELS



Visual identity

Develop a strong and cohesive project brand early on with clear guidelines and ready-to-use materials to ensure consistent communication across all partners.

Create a versatile promotional kit with 3–5 core assets, like editable posters and banners, that can be adapted for various events, including digital formats such as QR codes for online-only materials.



Videos

Develop short, engaging tutorial-style videos to effectively communicate complex research results. Focus on specific outcomes, as audiences prefer these over general updates.

Keep videos concise (under 4 minutes), visually appealing, and accessible to both expert and non-expert audiences.

Add subtitles for accessibility and optimise titles, descriptions, and tags for better discoverability. Create compelling thumbnails to boost engagement and search rankings.



Social media

Post consistently – aim for at least 2 posts per week to maintain visibility and audience engagement.

Use engaging visuals like photos, infographics, and short videos to simplify complex topics and capture attention.

Tailor content to each platform's audience – opt for detailed posts on LinkedIn and concise, dynamic updates on platforms like X/Twitter.

Actively engage with your audience – respond to comments, repost user-generated content, and create interactive opportunities.

Run focused, 4–6 week campaigns for optimal reach and performance tracking, and stay flexible to adjust strategies based on platform performance.



Website

Maintain a dynamic website from the project's start. Even with limited initial results, share relevant partner research or field updates to maintain engagement.

Regularly update the website with news, publications, events, and milestones to keep it fresh and relevant.

Periodically and critically review the website to identify outdated content, ensuring that all information accurately reflects the current stage and developments of the project.





Newsletter

Start building your subscriber list early with social media campaigns promoting the newsletter launch.

Ensure transparency by using clear links, avoiding link shorteners, and incorporating visible buttons and full URLs.

Balance text with visuals — aim for around 70% text and 30% images to maintain clarity and smooth email delivery.

Send newsletters more than once a year — aim for 2-3 editions to keep the content timely, relevant, and digestible. Only increase frequency if the content is meaningful to your audience.



Publications

Advocate for open access publishing to increase visibility and foster broader collaboration.

Ask partners every 2–3 months for any new publications to ensure the project's latest results are consistently shared and accessible in the public domain.

Monitor platforms like OpenAire Explore for automatically linked publications to keep research outputs visible.

Diversify your publication strategy by including non-traditional outputs like workshop reports, deliverables and policy briefs to extend your reach.

Centralise all project outputs on a long-lasting platform like PROMICON's RIO collection, which assigns them with DOIs and ensures ongoing accessibility even after the project concludes.



Events

Actively support consortium participation by providing tailored materials and presentation design assistance.

Identify key events every 6 months to ensure timely preparation and maximise visibility.

Use event-specific hashtags and promote partners' involvement on social media to amplify reach.



EU dissemination tools

Leverage EU dissemination platforms like the Horizon Results Platform, Open Research Europe, and the Innovation Radar to broaden the project's reach and credibility.

These tools help connect with a wide network of stakeholders, including researchers, policymakers, and industry leaders, driving collaboration and knowledge-sharing.



Press releases

Distribute press releases to journalists, bloggers, and media outlets, targeting at least 3–4 for broader coverage.

Craft clear, concise, and compelling titles to capture attention and increase media pick-up.

Share the press release on the project's social media accounts and encourage partners to do the same.

Include high-quality images, infographics, or videos to increase shareability and engagement.

Increase coverage by linking to current media discussions (e.g., plastic pollution or EU regulations) to show how your project aligns with broader issues.

