

Communicating Your Research

Moderator:

Haley Bridger, Senior Science Communication Specialist, Communication & Public Affairs
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Tips:

- *Don't hesitate to reach out.* The Communication & Public Affairs team is here as a resource to you and your team – please come to us any time you have questions and we'll help you directly or connect you with the right group who can assist.
- *Contact us early and often.* If your group has an upcoming publication, major conference on the horizon, big milestone you'll soon be reaching, etc., let us know in advance.

Panelists:

Alexandra Gallant, Web Media Manager & Creative Designer, Brigham Research Institute
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Tips:

- Having a website is essential. The first thing someone is going to do if they're trying to find more information about you or your work is google you. By establishing a web presence you have the ability to control what information they see first by getting to the top of the search results for you or your laboratory or research project.
- Just having a website is not enough, if you want it to get up to the top of Google, it needs to be frequently updated.
- Content is the biggest barrier to building a website – if you don't have thoughtful content, your website isn't doing what it needs to do: deliver a message about you and your work in the best light possible. Before you think about building a website, think about what you want it to say.

Terry McGowan, Assistant Vice President – Institutional Research, Development Office
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Tips:

- Remember that “people give to people” so it's important to create a dialog about your work and their experience and interests.
- Speak in lay terms, define the problem and disease relevance, potential impact of the research, and why the Brigham is uniquely positioned to tackle this problem.

- Collect and provide contact information (name, email, phone) so you can follow-up to send more information, suggest lab visit and, most importantly, CONTACT DEVELOPMENT!

Amanda Rayno, Senior Social Media Strategist, Communication & Public Affairs
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Tips:

- Social media allows you the opportunity to control your messaging and share your research findings.
- If you are unsure how to get started, contact your press office/social media team to learn more.
- You might be surprised to learn of the various ways you can amplify your research findings and messaging.

Maggie Stoughton, Marketing Project Manager, Marketing and Planning
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Tips:

- Our content hub, brighamhealthhub.org, features a section on Innovation. We're always looking for new content ideas specific to clinical and research studies. Contact me at mstoughton@bwh.harvard.edu with a potential topic and we will evaluate whether or not it would be viable for a consumer/patient audience. If we feel it would be a good fit, we'll assign a writer to interview the key investigators and craft the piece.