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| **POLICY** | **PLAN** | **BESTÄMMELSE** | **HANDLÄGGNINGSORDNING** |

**SPONSOR:** President

**CHAIRMAN OF THE STEERING GROUP:** President

**PROJECT LEADER:** Charlotta

**TITEL:** Development plan HRS4R, ***Implement strategy for promoting efficient communication and visibility of research at JU - Vertikals***

**VERSION:** 2020-11-09

**ATTACHMENT TO DECISION:** Internal review 2020

**ORIGINAL LANGUAGE:** English

**DNR:** xxxxxxx

Development plan HRS4R

*Implement strategy for promoting efficient communication and visibility of research at JU - Vertikals*

## BACKGROUND and Purpose with the development of this area

Research funding was awarded to Jönköping International Business School in 2013 to build a structure within the School to communicate research more effectively – both through traditional media and through social media. An internal structure was created within the framework of the research project, including a media communicator who actively seeks out researchers and who also functions as their direct link to the surrounding world (incl. to media). A number of researchers have undertaken media training and exercises within the project that relate to their ability to communicate research in a more easily accessible way. The *Vertikals.se* blog platform was also created, which became the project’s primary communication channel combined with communication via Twitter, LinkedIn and Facebook. To date, this has resulted in close to 550 blog posts, a number of podcasts and video blogs and over 35,000 unique visitors to *Vertikals.se* annually. Follow-ups show that the information is reaching both national and regional media in the form of articles, reviews and other forms of information.

The research project was considered to have been so successful when it came to an end in 2018 that Jönköping University (JU) chose to retain the structures, but with a new mandate to extend this way of working to other Schools. *Vertikals* still largely involves what is being communicated and the form in which this is being done. This involves even more clearly identifying, packaging and structuring the academics’ main project: scientific-based knowledge about relevant issues for the development of society.

The fact is that the task of dissemination is becoming ever more important for the academic world, and the *Vertikals* project is currently one of Sweden’s most ambitious initiatives for effective research communication and relationships with the surrounding world.

## Objective and output

The purpose of *Vertikals* is to communicate and visualise academic work in media and social media. The main purpose is to build an internal structure within JU to communicate better and more effectively with mainstream society, and also to enhance the awareness and benefits of research-based journalism in collaboration with stakeholders in society.

The ambition of the project in respect of the formation, utilisation and mutual communication with our surrounding world is clear.

**Delivery targets**

There are several objectives for *Vertikals*:

1. The academics actively involved in the project should be perceived as the obvious primary choice for interpreting and explaining what is happening ‘right now’ and future preconditions within those areas where researchers at JU have a high level of competence.
2. The academics shall have a frequent and clear presence in well-identified channels (media) in select markets (primarily regionally and nationally). This presence may be split into two groups: first popular scientific to reach a broader audience (e.g. Swedish Television, TV 4, Aftonbladet, Expressen) and second more academic knowledge-based (e.g. Dagens Industri, Dagens Nyheter, Svenska Dagbladet, Vetenskapsradion, Radio Sweden, on programmes such as Godmorgon Världen, Kunskapskanalen). The academics should be easily accessible and experts within their chosen subject areas, but should also take the debate forward via their own debate articles.
3. Researchers must be encouraged to drive the debate forward and interpret our surrounding world based on chosen subject areas in social media and should also be given support to implement this. JU’s knowledge shall be quoted and shared in social media such as Twitter, Facebook, blogs, etc.
4. JU’s knowledge shall be perceived as easily accessible and easy for those outside the academic world to comprehend, such as media and decision-makers at a regional and national level.

**Phases of the work**

The following activities will be implemented within the project:

1. *Vertikals* learnt from the initial research project, which started in 2013.
2. The work has currently been anchored in a broader context with all of the Schools at JU.
3. Work is continually underway to identify people and areas of knowledge within the School.
4. *Vertikals* is being ‘pared down’ and each area of knowledge is being packaged.
5. Links and channels between academia and the surrounding world are being identified.
6. Furthermore, this builds on a base of already identified channels and links to new ones are being built (which are the recipients’ given knowledge communication).
7. ‘Communication courses’ (Reach Out) are being held, for which researchers themselves can apply in order to learn more about how to communicate with a wider audience outside the academic world. Here, each person’s preconditions will be evaluated and developed. Training about opportunities and challenges (incl. threats) for the various channels.
8. Other forms of training are being held (e.g. through workshops) for broader groups within each School or jointly with the various Schools.
9. The blog platform is being further developed, including regular publications from selected persons: blogs, Facebook contributions, Twitter. Over 550 blog posts have currently been published from researchers at JU.
10. Work is continually being carried out to nurture journalists and selected media. Mailings to select newsrooms in Sweden, with contact persons, subject areas, Twitter contacts, Skype contacts, blog addresses, etc.
11. The effects (including measurement of visibility in media, number of visitors to blogs, number of Twitter followers, etc.) are being evaluated, which indicates the way forward towards the targets set.

**RISKS**

In connection with a project like Vertikals, there are a few risks that need to be taken into account. First, many researchers perceive it as risky to simplify their research to the extent that it becomes easy to understand for a wider public. It is therefore important to create an acceptance for a simplified message within one's own academic environment. Another challenge is how to handle if a simplified academic message is misunderstood or even goes wrong due to the simplification. These are problems that should be worked on continuously within the framework of the project.

**ORGANISATION**

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| Project sponsor | President |
| Steering Group | One academic leader from each school |
| Project Leader/Project Group | Professor Charlotta Mellander  Communication specialist Emil Danielsson |
| Reference Group | One representative from the President’s Office, heading the reference group  One representative from each school  Two representatives from the University Services where the Library and the Communications Department |
| Reference Group | JU Executive Team |

**Stakeholder analysis**

* Exempel:
* Researchers and leaders at JU
* • Surrounding society
* • Research Funders
* • All employees at JU

**Schedule**

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|  | **Delområde** | **När (2021-2023)** |
| 1 | Vertikals implementation and integration for all schools within Jönköping University including the following activities;  - New communication platform for researcher blogs, podcasts and livestreams  - To establish a crash course (‘Reach Out’) on research communication with a focus on writing, podcast and video-blogs, how to use social media channels, and media training.  - Development of a new long read format.  - Integration of Vertikals communication method, processes and network in the Communication Department. | 2020 |
| 2 | - Define the research communication ecosystem. How do individual channels interact with the overall University channels such as social media, web-platforms, digital screens etc. with an aim to better guide and keep visitors for a longer time period.  - Define and iterate a first version of an impact dashboard for all Vertikals participants. The dashboard connects to each researcher in real time and measures a societal (as well as academic) “Impact score”. | 2021 |
| 3 | A launch of an academic news platform. The aim is to create a new academic platform where news is written by journalists based Vertikals content. | 2022 |
|  |  | 2023 |
|  |  | 2024 |