

10 Communication Moves to Bridge Centre and Periphery in Citizen Science Projects

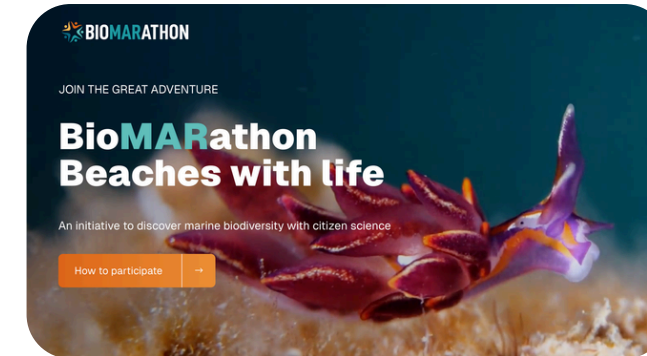
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1
WHY?

Focus on “Why”

Explain the project’s purpose before the methodology. People engage when they understand why it matters and what impact their participation can have. Review your core messages and examine what you prioritise. The “how”? The “how much”?

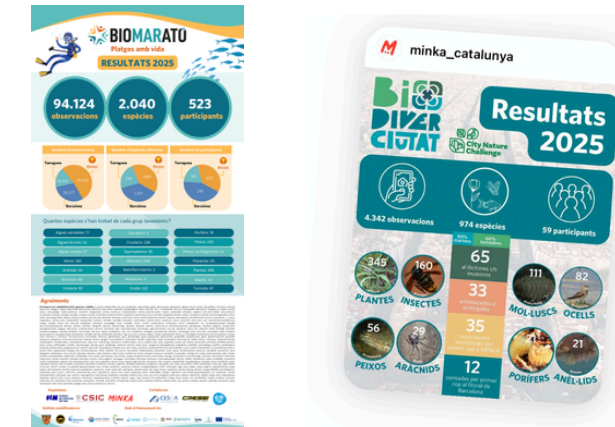


For the **BioMARató** event, the main claims on the website were revised to shift the emphasis from procedural information to the event’s purpose.

2
Be visual

Be visual

Use images, infographics, and short videos to explain complex concepts, share results, or promote participation. Visual content does not simply make communication more attractive; it enhances clarity.



For example, across our **MINKA** citizen science observatory social media campaigns, infographics achieved higher engagement rates.

3
PLAY

Involve the team in video creation

Work with your team to create simple videos. Short videos can attract attention, while longer formats allow deeper dissemination. Today, producing audiovisual content requires minimal resources, often just a smartphone and a cheap microphone! Research environments themselves provide compelling settings.



As examples, PhD researcher Karen Soacha recorded a short video explaining her latest paper within the **RIECS project**, and PhD Carlos Rodero for **ENHANCE Project**.

4
PLAY

Activate community co-Creation of content

Design simple templates (posts, photos, short videos) so participants can create and share their own content, shifting from audience to active promoters. On social media, invite them to tag the project and promote co-authors practices.



Using this approach, the **Probleu** project reached a point where more than 50% of published content was generated directly by the community.

5
PLAY

Collect and segment data about your audience

What level of expertise and commitment does your community have? Where are participants located, and through which channels can they engage? Different audiences require different approaches: language, framing, timing, and channels. Once these differences are identified, messages can be tailored accordingly.



In **MINKA**, schools, fishers, and recreational diving groups receive distinct messages, use different channels, and are addressed with differentiated arguments and calls to action.

6
PLAY

Seek hiperlocal collaborations

Municipalities, libraries, local associations, nature groups, schools... There are numerous kilometre-zero actors that share part or all of your purpose (***Move 1**) and, crucially, they already have established communities. Rather than building audiences from scratch, collaborating with them enhances mobilisation.



BioMARató would not be viable without local mobilising entities, which ensure relevance within each territory and sustain local engagement over time.

7
PLAY

Activate project ambassadors

Identify motivated people and invite them to take on a more active role. Ambassadors disseminate the project, amplify the message, build trust, and reach new targeted audiences. This is not about influencers, but about people who value the project and communicate it in their own voice within their networks.

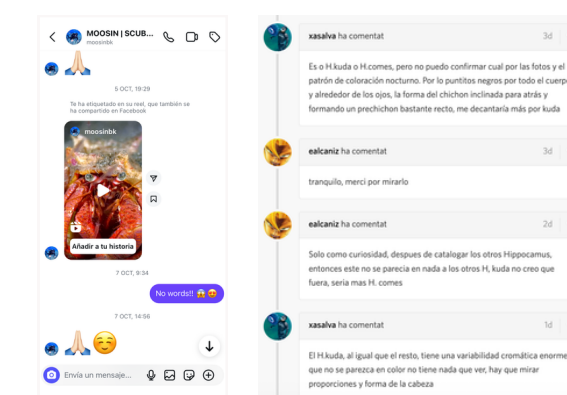


In the **Probleu** project, more than 30 ambassadors from different countries were activated. Schools from each of these countries responded to the call.

8
PLAY

Maintain an ongoing dialogue with your community

Recruiting a new participant requires significant effort; retaining them requires care. Respond to comments, provide follow-up, and share updates regularly. Dialogue spaces must therefore be nurtured through responsiveness, proactivity, and consistency.

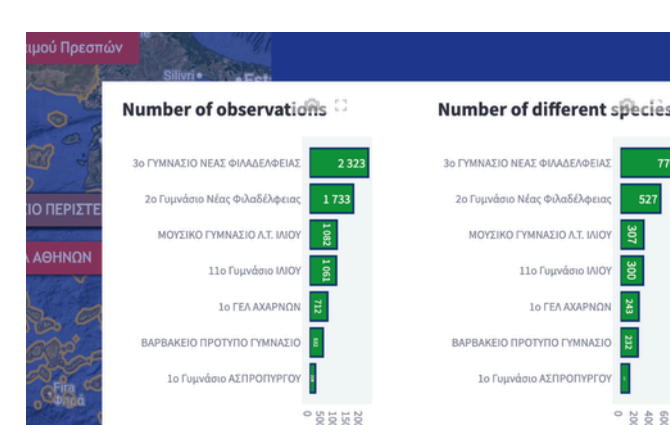


In our projects, this has meant providing feedback within 24 hours on social media and on the **MINKA** platform, where users can comment on their contributions and engage directly with the research team.

9
PLAY

Gamify processes, events, and campaigns

Gamification makes it easier to start and more motivating to continue. Challenges, badges, weekly missions, and friendly rankings transform participation into a structured experience.



in the **Arsinoe** project, weekly friendly competitions were organised among Greek schools. Those reporting the most observations received prizes such as cameras or tablets, reinforcing sustained engagement.

10
PLAY

Show and celebrate results

Communities want to know what has been done with their effort. They want to see tangible impact and to feel part of a successful project. Sharing outcomes (maps, analyses, unexpected findings, stories) makes contributions visible.



BioMARató organises an annual in-person event to present results and field anecdotes while formally recognising the community’s commitment. These moments reinforce ownership and encourage continued participation.