

Ten steps to innovative dissemination

Research dissemination in the 21st Century isn't just articles, books and conference presentations. Open Science shows the way ahead towards dissemination that is **participatory, innovative** and **reaches beyond the boundaries of academia**. OpenUP is studying key aspects of the shifting review-disseminate-assess landscape. We here present 10 easy steps to innovative dissemination for researchers.

1. Get the basics right

Define your objectives, map your audience(s), target and frame your messages and bring this together into a dissemination plan of what you'll release and when.



2. Encourage participation

In the age of Open Science, don't just broadcast, go for multi-directional dissemination. Invite & engage with others to participate & collaborate.



3. Open science for impact

Open Access publications and preprints mean more citations. In addition, by publishing datasets, software and peer reviews, you increase your number of citable research outputs.



4. Remix traditional outputs

Give traditional outputs like research articles and books an impact-boost with accompanying lay-summaries, press-releases, blogs, and visual/video abstracts.



5. Go live

In person dissemination doesn't just have to be at stuffy conferences – hit the road and take part in science festivals, science slams, TEDx talks, science festivals, or roadshows.



6. Get artistic

Disseminate findings through art or multimedia interpretations. Let your artistic side loose or use new visualisation techniques to produce intuitive, attractive data displays.



7. Respect diversity

Research should reach all who might be affected by it. Respect inclusion in scientific dissemination by creating messages which reflect gender, demography and ability diversity.










8. Find the right tools

Choose media, format and dissemination strategy based on your communication objectives. Find tools via the OpenUP Hub: openuphub.eu/disseminate/services



9. Keep the right profile

Use personal websites, social media accounts (   ), researcher identifiers and academic social networks (  ) to make you and your research visible.



10. Evaluate, evaluate, evaluate

Assess your dissemination activities. Are they having the right impact? If not, why not? Share your experiences via the OpenUP Hub: openuphub.eu/community/blog



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