

Societal Fans



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Radboud University



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To be of significance

Radboud University seeks to be of significance: for its students, for its staff, for society as a whole. 'Significance' should not be an empty word, and it is not enough to simply remove the fences around the university's Administration Building.

Society demands accountability: is tax money being used properly? Such a question, however, should not be the driving force for drawing attention to research results. The motivation that I experience myself has to do with quality and meaningfulness. My research is fueled by a curiosity about cancer and a deep desire to do something about this disease. By communicating my research results outside of the scientific channels, I noticed that I forced myself to think carefully about what exactly I had contributed and why this was important. And by involving students and patients in our research, questions arose that I had not thought of myself and that enriched the research.

Being a cancer researcher, it is relatively easy for me to say that I want to make an impact. I am convinced, however, that this phrase applies to all research that is carried out with passion. Having experienced how much fun it is to talk about my research to a very diverse and highly interested audience, I grant this passion to every researcher.

Han van Krieken
Rector magnificus

Societal Fans?

What you have in front of you, are the Societal Fans, made by societal fans of Radboud Young Academy.

We believe that forging connections between society and science benefits both. While valued as 'valorisation' and having 'a significant impact', many of us had to learn what kind of activities fits us well by trial and error. And young scholars are often seeking some starting point for giving their research more meaning.

Our Fans give insight into the many options available. They present a menu from which you can pick what you like or want to try. They are neither exhaustive, nor mutually excluding. And they reflect our different styles and preferences. It is a colorful fan for sure. But each and every Fan gives you some first pointers on what you can do, why and how. And where to get some support.

As societal fans we hope these Societal Fans inspire and help you. And if something is missing, do let us know for potential expansion booster packs.

In name of all RYA Societal Fans

Open science



Open data / Open source software / Citizen
science / Knowledge helpdesk / Crowd funding

Do you want your research to have wide impact and be accessible to everyone? Are you interested in creating truly public value from your research, rather than adding value for publishers and their shareholders?

Then adopt Open Science practices! These practices can lead to your work becoming relevant in highly unexpected ways – you never know who might find your data, analysis protocols, or other materials helpful!



Open data

Useful to...

- If you've acquired (experimental) data, you know that this was probably not easy or trivial to do. By sharing these openly you can ensure that your labor has impact well beyond whatever plans you originally had for them.
- Sharing your data openly can establish your reputation as an advocate for solid science and lead to increased visibility and potential for collaborations.

Tips & tricks

- Make sure your data are well-documented: how were these collected? What was the experiment like? Is there any relevant (experiment or analysis) code that would be helpful?
- Think about an appropriate repository for the data. Small data (few MBs) can go e.g. on Github, larger data should go on e.g. Radboud Repository (see below).
- Make sure you publicize your open dataset to maximize impact. Link to it in a journal publication, from your website, post about it on Twitter, etc.

Support

• (Local) Data Stewards



- For the Radboud Repository, which also contains a brief manual and contact info for local data stewards.



(Donders Institute employees use the Donders Repository instead)

- Research Data Management team at the University Library.



Example

- Open data can take many shapes. It can also refer to historical data, as illustrated by the historical data made available in the "Slave register", a project by Coen van Galen and others.





Open source software

- If you write code as part of your research (or teaching), consider writing it in such a way that you can publish it as part of existing open source software toolboxes. This helps your work have impact well beyond your own field of study.
- Writing code in a way that open source projects can benefit from it means you are forced to write code modularly, which is well-known to increase code quality and drastically reduce the risk of bugs.

Useful to...

- Most open source projects are very happy for 'strangers' to contribute. Sending a contribution for review is usually as simple as (1) looking up the project's Github/Gitlab/etc. page, (2) forking the repository, (3) adding new code to your own fork, and (4) filing a pull request (PR), briefly explaining your changes.
- Don't be discouraged if your PR is refused or you're asked to make changes. Remember, open source is a global team effort!

Tips & tricks

- Support is not centrally available at Radboud, but online communities are typically helpful.

Support

- PyMC is an open-source toolbox to which several neuroscientists contribute. It's used to study anything from commerce to cosmic rays! So a neuroscientist can be part astronomer just by writing code...

Example





Citizen science

- As a way to both engage the general public in your research and gain valuable data in the process, consider practicing 'Citizen Science'.
Two birds with one stone!
- Enlisting the help of volunteers in the scientific process can lead to large datasets with relatively little (monetary) investment.

Useful to...

- Anything goes! The public can participate as subjects in an experiment, perform data collection themselves (e.g. record observations of wildlife or stars), help in digitizing manuscripts, or whatever you can think of.
- As long as there is both an aspect of public engagement and of actual science, it's citizen science. Be creative!
- Don't forget that even for citizen science experiments, you will likely need ethical approval.

Tips & tricks



• LivingLab Citizen Science



• Donders Citylab

Support

- RU (and MPI) researchers engaging the public and collecting data at festival Lowlands 2018.

Example





Knowledge helpdesk

- Drive public engagement from a public-first perspective: anyone can send in questions, which experts will answer.
- Contributing to a knowledge helpdesk is often a low-effort way to force yourself to write for a public audience.
- Alternatively, consider setting up a new knowledge helpdesk to put your own field of study in the limelight.

Useful to...

- If you set up a new helpdesk, consider having all answers peer-reviewed. This increases visibility of your project among researchers, increases the reliability of answers, and exposes this aspect of the scientific process to the public.
- Administrators of an existing helpdesk will be very happy if you reach out to volunteer in providing answers – they likely won't know about you if you don't speak up.

Tips & tricks

- At Radboud, no central support is available (yet), but people managing current helpdesks are typically happy to help out.

Support



- [Klimaathelpdesk.org](https://klimaathelpdesk.org) – a large and very successful helpdesk on climate questions, initiative from the Utrecht Young Academy (Utrecht University).



- [Brainhelpdesk.ru.nl](https://brainhelpdesk.ru.nl) – a Radboud (Donders Institute) initiative to answer questions about the brain and cognition.

Example



Crowdfunding

- Of course crowdfunding is a way to raise money for your research, but at the same time it engages the public with your work.
- You may be able to fund initiatives that are not a good fit for traditional funding agencies.

Useful to...

- Make sure your initiative is very tangible – the public is not likely to crowdfund research for which they don't see the relevance.
- Marketing is everything: consider having a professional promotional video made for sharing on (social) media.

Tips & tricks



- The RadboudFonds is a platform for all RU/RUmc crowdfunding campaigns.

Support

- The Judith Peters Fonds is a very successful campaign, in memory of researcher and writer Judith Peters, funding further research into stories about loss.



Example





Old media

Op-eds / Expert quotes / Long reads / Radio /
Television / Press release

**Old media obsolete?
We don't think so!
Papers, magazines,
radio, and television
still spark and feed
public debates and set
societal agendas. If you
want your academic
work to make a splash,
engaging with these
validation platforms
may be worth your
while.**

So why not try your luck at writing an op-ed or long-read about aspects of your research that have been in the news? Or consider leveraging your insights and experiences as an expert voice in relevant radio or television programs?



Op-eds

Does your research have repercussions for political or societal debates shaping newspaper headlines? Consider translating your academic findings and insights into policy recommendations or societal reflections in newspaper commentaries or opinion pieces.

- Reach a wide audience for your research and expertise.
- Establish a public name for yourself.
- Put specific issues or topics on the political and societal agenda.

- Check that your piece has a 'hook' to the headlines, i.e. links directly to a current 'hot topic'.
- Be explicit about your academic position and expertise and use it as a strength.
- Make sure the focus and style of your piece suit the newspaper you target.
- Follow-up your submission assertively and have an alternative outlet to submit to if your first option doesn't go through.

- Reach out to the press office & science communication team at media@ru.nl or +31243616000.

- For inspiration, check out the op-eds pages of leading newspapers in the Netherlands (*de Volkskrant, NRC, Trouw*), the Nijmegen region (*De Gelderlander*) or other local news outlets, and international papers (*The Guardian, the Washington Post*) and check in with RYA members that publish op-eds in the news media, such as Niels Spierings, Nora Stel, and Jeroen Dera.

Useful to...

Tips & tricks

Support

Example



Long reads

Frustrated by the lack of nuance and context in much of what you read in quality newspapers? Not eager to cram complex research findings in a limited op-ed format? Why not go for a longer in-depth analytical piece that still reaches a broader audience by writing a background story for a magazine?

- Reach a specific lay audience.
- Offer in-depth analysis for a broad public.
- Escape the traps of superficial media coverage.

- Familiarize yourself with style guidelines and read examples from the magazine you target. Striking a balance between depth and accessibility can be challenging in an 'in-between format' like this.
- Discuss outlines with editors before starting to write and try to arrange for guaranteed publication. Make sure to discuss editing policy and practice in advance (how much will your original work be changed?) .

- Reach out to the press office & science communication team at media@ru.nl or +31243616000.

- Outlets you might want to consider in the Netherlands include *de Correspondent*, *de Groene Amsterdammer*, and *Vrij Nederland*. Internationally, you can consider, among other outlets, *TIME*, *the Economist*, and *Harper's Magazine*.

Useful to...

Tips & tricks

Support

Example



Radio

Have the world know about the significance of your research findings. Offer context, background and nuance to ongoing political, societal and scientific debates by engaging in conversations with other specialists or conversation leaders on radio.

- Engage a broad audience
- Get to connect your specialized expertise and research findings to broader debates
- Be in charge about the interpretations of your research

- Live performances are notoriously tricky to control and direct as you don't get to control or correct the input of conversation partners. Therefore, make sure you are aware of and satisfied with the exact format (live or pre-recorded, interview or panel, scripted or spontaneous, scope and duration)
- Practice with the support of experts (see 'support' below): prepare pitches and key answers to expected questions, issues, or concerns and familiarize yourself with the technicalities of recording.

- Reach out to the press office & science communication team at media@ru.nl or [+31243616000](tel:+31243616000).

- Explore the possibilities with leading Dutch public radio channels (*NOS, KRO-NCRV, BNN-VARA, WNL, Human*).

Useful to...

Tips & tricks

Support

Example



Television

Get your research to be the talk of the town and make sure the core of your findings and expertise is widely known by joining a televised talk show or featuring in expert interview panel.

- Have impact and build a reputation.
- Generate networks and build bridges between different fields of expertise and societal sectors.

- On screen performances require a specific skill-set and live recordings can be nerve-racking, so get professional advice on appearance, posture and tone of voice and familiarize yourself with the technicalities of recording by, for instance, doing a screentest.
- On TV, content is easily crowded out by sensational framing and statements and fragments may easily be taken out of context. Therefore, make sure you are aware of the exact format and negotiate on the focus of the exchange, pre-prepared questions, and other guests. Prepare pitches, soundbites and relevant examples and metaphors.

- Reach out to the press office & science communication team at media@ru.nl or +31243616000.

- Leading Dutch talk shows to consider are *De Avondshow met Arjen Lubach*, *Jinek*, *Khalid & Sophie*, *Op1*.

Useful to...

Tips & tricks

Support

Example



Expert Quotes

Provide an understanding by reflecting on contemporary issues and current events, based on your expert knowledge and scientific logic and method.

- Save journalism and public debate.
 - Provide understanding of 'facts' and events.
 - Signal yourself as an expert to a larger audience.
-
- Print: Always start with that you want to check, correct and approve the text before publication.
 - Audio: really think beforehand what you don't want to say even not when the interviewer asks "but what do you personally think?" thrice ("scientifically it is very interesting" "what this issue shows").
 - Journalist tend to like your most basic quotes. It is good to have facts at hand. A lot of things we consider common knowledge are not.
 - Ask if they can send you some rough questions on forehand so you can prepare.
 - If they contact you, respond quickly and say when you are available: it fits your schedule and they know they'll have input.



- Radboud in'to languages offer media training:

- Lex Thijssen (postdoc at RSCR) was interviewed by *NU.nl* and *Radio NPO 1* on labor market discrimination. He provided accessible insights, after taking some time between the request and interviews to read the study at hand again and have some figures and insight ready.



Useful to...

Tips & tricks

Support

Example



Press releases

Useful to...

Inform media and journalists about new research findings to put certain insights on the agenda of media pro-actively.

- Inform media about research outcomes and events.
- Frame your output how you want.
- Flag your name on a topic.

Tips & tricks

- First contact Radboud Press Office so see if they consider a press release worth while.
- When you write a press release yourself, make sure that every paragraph is short and can be taken out.
- A connection to topical event often helps to peak interest.
- Use subheading to create structure.
- Put the methodological stuff at the end.
- You can also ask the communication person for your discipline (see below) to grab a coffee with you and based on that talk they might be able to draft a press release.

Support



- Radboud Press Office can support you and spread the press release.

Example



- Many examples can be found as part of the news feed of the RU website:



Education & training

School visits / Developing material /
Training teachers / Postgraduate education /
Pupil projects

Do you want to inspire children and develop your communication skills at the same time? Are you engaged to share your enthusiasm about your research with potentially prospective students? And is your research relevant for professionals outside academia?

Consider translating your research findings into educational materials!



School visits

Useful to...

- Get enthusiastic about your research again (the curiosity and interest of primary and secondary school children is contagious).
- Develop your communication skills. If you can explain your research to young people, you are able to make it understandable for everyone.
- Find the core of your research.
- Inspire young people for your research area at an early age.

Tips & tricks

- Make choices. You cannot explain everything, so choose the main concepts you want to address.
- Everything takes more time than you think (lots of questions, stories in between) so limit the amount of things you want to do.
- Avoid speaking in metaphors. These are often too abstract for children; or they will only remember the metaphor, not the actual concepts.
- Talk about the process of science, not only about your results. How do you try to find your answers?
- Introduce yourself personally (hobbies, pets, etc.) to connect to your young audience.

Support

- Primary schools: Wetenschapsknooppunt Radboud Universiteit (WKRU).
- Secondary schools: Radboud Pre-University College (PUC).

Example



Video about presenting your research in schools and how the WKRU can help you to prepare for this.





Developing educational materials

- Engage young students (4-18 years) in your research from an early age.
- Unlock your scientific findings that primary and secondary teachers can use in their teaching.
- Have materials that you and your colleagues can easily re-use or build upon.
- Develop your communication skills in a non-academic context.

- Ensure an active working environment. Think of exercises that involve students in (research) activities or make use of gamification (see: Arts & Culture). Schools often have laptops, tablets available.
- You can develop your materials for schools, but also think of museums that have educational programs.
- Find people to work together with, for instance teachers, RU partners or even educational publishers. You need them to define what kind of product you want to deliver and to make sure that your work is attractive for your target audience.

- Primary schools: Wetenschapsknooppunt Radboud Universiteit (WKRU).
- Secondary schools: Radboud Pre-University College (PUC) & Radboud Teachers Academy (RDA).



Projects for primary schools.



Humanities materials for secondary schools.



Materials on the natural sciences.

Useful to...

Tips & tricks

Support

Example



Secondary school projects

- Share your enthusiasm and work with young people, which will most likely also boost your own enthusiasm.
- Develop your communication skills in a non-academic context.
- Make potentially prospective students enthusiast about your study area.

Useful to...

- When secondary school students interview you, focus on the content of your research as much as on your enthusiasm about the topic and doing research.
- Keep your expectations of study designs and research skills low: these students are making their first steps into research, they're not PhDs.
- It is likely that you are approached by more than one student from the same class/course. Limit your participation to 1-2 projects.
- In case you cannot help yourself: only refer a student to a colleague after this colleague agreed in order to avoid disappointment by the student and/or frustration by your colleague.

Tips & tricks

- Radboud Pre-University College (PUC).

Support



- This site offers examples of typical school projects that secondary school student might approach you on.

Example



Postgraduate education

- Share your knowledge and expertise with professionals through training and lectures.
- Broaden your professional network and use their feedback/experiences in your research and education (students love examples/questions/experiences that directly connect to the workforce).

Useful to...

- Check who your audience is and adapt your education to their interests and needs.
- Be aware that professionals do not always have an academic background, so clearly explain what you mean.
- Ask yourself the question what you want to get out of it, not only what you can offer (e.g., input for your own research/research questions; examples or assignments useful in your own courses).
- Make clear agreements on your time investment and compensation for that. In most cases, professionals pay a serious amount of money to participate in postgraduate education so you do not have to hesitate to ask for compensation.

Tips & tricks

- Radboud Academy is the umbrella organisation for lifelong learning at Radboud University, bringing together all of the continued education programmes offered by Radboud University.
For a detailed overview of all courses, training programmes, masterclasses and lectures, use the [search filter](#).

Support



- You could play a role in the 'For the Curious' series of Radboud Academy: courses for a broadly interested audience in which scientific backgrounds are provided to current social issues.

Example




Co-creation together with teachers

- Improve the societal impact of your research by involving secondary school teachers in sharing the research insights in education.
- Discuss the value of your research findings for education with educational professionals.
- Find the key insights of your research that have concrete societal value.
- Strengthen the development of educational materials for schools.

Useful to...

- Define a clear, attractive goal and a shared focus.
- Keep your target group (secondary school students) in mind: discuss with teachers what is interesting for them about your research, but also how you can attract their attention.

Tips & tricks

- The Faculty of Arts works with 'teachers in residence': secondary school teachers who also have a part-time appointment at the university.
 - The Radboud Teachers Academy provides courses on how to translate your research for education purposes. You can also approach them to see if
- 
- you can give a guest lecture to their students (i.e., secondary education teachers in training).

Support

- Get inspired by the blogs that the Radboud Teachers in Residence share on their website.

Example

Arts & culture



Exhibitions / Literary festivals /
Movie talks / Gamification

Is Mary Shelley's *Frankenstein* one of your favorite novels? Did you watch *Annihilation* and *A Beautiful Mind* in awe? And is the local museum your second living room?

If you love arts and culture, don't hesitate to combine the story of your scientific work with the aesthetics of an exhibition, movie or video game. The arts are for everyone – academics included.



Exhibitions

- Expand your professional network in the cultural sector.
- Explain the narrative of your research through artworks and/or other (historical) objects.
- Let the general public *feel* your research area in an aesthetic manner.

Useful to...

- Get in touch with curators to discuss your ideas.
- Contact colleagues with an expertise in art to ask for advice or mediation.
- Consider starting an Instagram page on which you combine your research findings with artworks.
- Use the Radboud campus as a creative space. There are opportunities to expose artworks on the walls of buildings across the university terrain.

Tips & tricks

- You can contact Cultuur op de Campus (bestuur@codc.nl) in case you want to organize an exhibition on campus. If you have ideas for an exhibition in which the University Library's collections take center stage, please contact the library through their online *Ask your librarian* tool.

Support

- For inspiration, visit a *Moonshot* exhibition in the Valkhof Museum. Its exploration of time and space is a joint effort of RU scholars and Valkhof curators.

Example





Literary festivals

- For many scholars in language and culture studies, this is first and foremost a way of disseminating academic knowledge to a broader audience.
- For all scholars who publish popular-scientific books, literary festivals can be an important hub that brings together authors and readers. The vast majority of visitors are avid lovers of print books – and thus possible consumers!

Useful to...

- Try to engage with literary texts that are (relatively) familiar to the general public.
- Networking with people in Nijmegen's literary network is important to be noticed in the local literary scene. You might want to engage with *De Wintertuin*, a Nijmegen-based literary production house (also hosting the annual Wintertuin Festival).

Tips & tricks

- Contact dr. Jeroen Dera (jeroen.dera@ru.nl) if you want to get in touch with people in the Nijmegen literary scene.

Support

- At the '*Nijmeegs Boekenfeest*' (Nijmegen Book Party) Radboud scholars annually discuss both recent and canonical literary works. Prof Marguérite Corporaal, for instance, lectured on the works of Irish novelist Kate O'Brien.

Example



Movie Talks

- Highlight the scientific content or scientific debates that resonate in contemporary movies (from science fiction to historical drama).
- Interact with a non-specialist audience, making connections between your scientific domain and the movie on screen.

Useful to...

In case you give a movie talk, it is wise to:

- Show specific fragments of the movie you discuss. This helps your audience to connect your story to the movie they've just seen (or are about to see).
- Not to give spoilers (in the case of an introduction).
- Mention other movies as well – your audience will love it!

Tips & tricks

- Within Radboud University, Radboud Reflects regularly hosts movie nights that are introduced by a scientist whose expertise is closely related to the movie's topic. Feel free to contact the programme director of Radboud Reflects in case you have ideas or suggestions: info@reflects.ru.nl

Support

- In the Nijmegen-based movie theatre LUX, there are monthly film screenings under the flag of 'Movies that Matter'. Often, these movies are discussed with scholars from Radboud University. In January 2022, for instance, Dr Joris Schapendonk commented on *Styx* (2018), a German-Austrian reflection of the refugee crisis in the Mediterranean Sea.

Example



Gamification

Useful to...

- Converting your research findings into a game makes it possible for audiences to truly *experience* (the implications of) your research.
- Gamifying your research offers great opportunities for educational professionals, who might use your game in their classes (see also: *Educational materials*).

Tips & tricks

- If you want to learn more about gamification, it is wise to consult authoritative handbooks on the subject. For example, you can read *Gamification in Learning and Education*, edited by Kim and colleagues (Springer, 2018), or *Gamification: Using Game Elements in Serious Contexts* by Stieglitz and colleagues (Springer, 2016). These books do not only contain design principles, but also more theoretical reflections on the matter.

Support

- Within Radboud University, the Special Interest Groep (SIG) Gamification is open to researchers (from all faculties) who are interested in the intertwining of analog and/or digital games, or game elements in education. Within the group, there is ample discussion on the use and usefulness of gamification tools for different purposes. For contact details, visit the SIG's webpage.



Example



- Do you want to experience the fun of serious gaming? At the Faculty of Social Sciences, you can participate in *Escape Game The Link*, a fun way to explore the Maria Montessori Building.

New media



Twitter / Blogs / Facebook / Instagram /
Tiktok / LinkedIn / Podcast / Video

How do you make sure policy-makers, companies and journalist know to find you? Social media are certainly a strong tool for that!

But why would you use Twitter instead of Tiktok, while you aren't ancient? And did you know the *'Handreiking Aanpak bedreiging en intimidatie van wetenschappers'*?





Twitter

Useful to...

- Reach those who use twitter as a core source: Politicians, journalists, policy-makers, and pundits.
- Twitter is not an end station; you can use it as a gateway to draw people to blogs, publications, and events.
- It helps to stay visible in your field and stay up-to-date on developments, new publications, conferences and more.

Tips & tricks

- Post regularly, like several times a week*.
- Include @-mentions to draw others in.
- Start to follow other to receive follows.
- Use visuals or kittens; text hardly does it.
- Interact (retweet, reply, like); it's fun.*
- When you retweet, add your own text.*
- Don't tweet being emotional or drunk.
- We're not all Cher; 500 followers isn't bad.
- The silent majority does read along. Focus on them; react in a civilized way. Ignore personal insults.

**Good for your rank score in the black box of Twitter, which increases your reach.*

Support



- For visuals you could try the Science communication team.

Example

- Kristof Jacobs' account has a clear focus. He posts original tweets regularly, research and commentary. He inter-acts and retweets too.



Kristof Jacobs

PhD student

Assistant Prof of ISL / Democratic Innovation, capitalism, social media / PhD in ISL / blogs [jacobsonomics](#) / personal vlogs / new video paper (2013-2014) [linkorip](#)

@kjacobson [kjacobson@paris...](#) Joined April 2013

1,272 Following 2,098 Followers



Blogs

- Reach journalists and policy makers (they google for research findings and people to contact).
- Present your results in a form that is read by family and friends.
- Draw attention to your publications; write a blog upon publication.

Useful to...

- Don't start a personal blog website; collective blogs attract more readers.
- One blog focusses on one topic. Don't cram.
- With current online attention spans between 500 and 800 words is a good starting point.
- Include cool visuals such as Wikipedia pictures and graphs.
- The first two lines pull people in (or not); include a teaser or claim.
- Always check guidelines of your target website before you start writing.
- Write it before your publication is on print (if publication based) – have it ready.
- Some blogsites allow reproducing in on others, drawing a wider audience.

Tips & tricks

- Via GROW you can take courses like '*Science Journalism & Communication*' that teach you to write for non-academics. Radboud Recharge is the RU blog platform, which also reposts (EN/NL).

Support

- This single blog made journalist reach out to Thijmen Jeroense leading to a long radio interview on election night:



Example



Facebook

Useful to...

- Reach the specific niche target groups, such as social movements and groups with particular interests (from specific chemical reactions to certain period authors).
- Stay up-to-date on developments on a very particular theme.
- Really interact with people knowledgeable on or interested in a theme.

Tips & tricks

- Don't expect Facebook to be hip; by now it is a platform for older people.
- Search for fitting groups in the app and become a member of those; there are many on 'niche topics'.
- Asking questions and input.
- Groups around academic themes and methods exist too.
- Shield your personal information from people who you do not connect with directly, so you can use Facebook both privately and professionally.

Support

- As Facebook has shifted in its value for the current use support does not really seem necessary.

Example

- The group '*LGBT Muslims news*' is a closed group provided a lot of information and news about and for people at the intersection of LGBT and religious identities. This topic gets relatively attention in the media – at least not when it comes to reconciling the two – and this group provides an alternative channel to do get information on recent developments.



Instagram

Useful to...

- With over a billion active users per month, Instagram has an enormous potential reach, which can benefit the visibility of your research, particularly among 18 to 34 year olds. Additionally, if you follow scientists, faculties or research groups on this social platform, you can also stay informed about what's being published.

Tips & tricks

- Research by Pavelle & Wilkinson (2020) shows that science communication on Instagram benefits from a balance between scientifically accurate information and an entertaining narrative. Especially short videos in which scholars speak for themselves do well.
- Through the "stories" function on Instagram, you can quickly bring new publications to the attention of your followers.
- Habibi & Salim (2021) have shown that users on Instagram interact more strongly with science communication when the content is shared in a dynamic way (e.g. video content instead of static images). Therefore, it's worth experimenting with the format if you want to use this medium to promote your work.

Support

- Do you want to create an Instagram account to promote your research or do you have other questions about this medium or the RU Policy on Instagram use? You can contact communicatie@ru.nl.



- The Psychological Organic Chemistry Lab frequently shares news from the research group through their [@huckgroup](#) Instagram page.

Example



TikTok

Useful to...

- If there's one social media platform that has rapidly risen in popularity over the past few years, it's TikTok. Especially if you want to reach young people with the results of your research, sharing your work through TikTok might be a good idea.

Tips & tricks

- The aesthetics of TikTok's have been described as messy, campy, chaotic, and genuine. Authenticity is key here. Keep your message short, but most importantly, be yourself.
- Research by Habibi & Salim (2021) on science communication on TikTok shows that users respond best to experimental videos. Scholars who use the platform to share traditional mini-lectures have relatively little impact.
- It's important to know that there are serious ethical concerns around TikTok, also in comparison with other social media. A specific concern entails accusations of Chinese espionage. It's worthwhile to do some research on the ethical matter before deciding to use TikTok for science communication purposes.

Support

- Do you want to create a TikTok account to promote your research or do you have other questions about this medium or the RU Policy on TikTok use? You can contact communicatie@ru.nl.

Example



- High energy physicist Clara Nellist, a former Radboud Excellence Initiative Fellow, runs a highly popular TikTok account: [@particleclara](https://www.tiktok.com/@particleclara).



LinkedIn

Useful to...

- Connect to professionals: policy makers, companies and other organizations.
- Post and find vacancies, internship and a knowledge utilization network.
- Share somewhat longer reads at a more in-depth level.

Tips & tricks

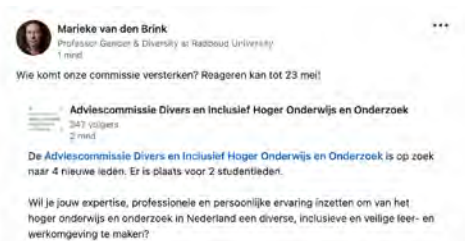
- You can go a bit more in-depth as LinkedIn does not target the general public but professionals in your field.
- Include links that pop-up as visual or include a graph/figure to draw attention.
- Respond to other people's post to build a network.
- Post when people are 'procrastinating' at work: in the hour before lunch and not during the weekends.
- Invite people in your field to connect to make your network grow and be suggested by the algorithm to others.

Support

- The communication department at RU (communicatie@ru.nl / Anne-Margreet Jonkman) works on a pilot supporting researcher to create a more professional LinkedIn account, for instance by providing banners and profile pictures.

Example

- For instance, Marieke van den Brink (prof in gender & diversity studies) recently posted vacancies and a call for internship assignments on her timeline.





Podcast

- Provide a more in-depth account of research, academic life, and current events.
- Cater for either the informed general public or knowledgeable professionals and fellow scientists.
- Share material that is still worth listening in a few weeks, a few months or even years from now.
- Disseminate interviews, for instance conducted as part of a radio broadcast.

Useful to...

- Use an interview style or a story telling narrative; a podcast is not a lecture without visuals.
- Make sure that your podcast is found via hosting services (BuzzSprout, SoundCloud, a blog website) and submit it to platforms like apple podcast.
- Introduce your podcast well: what can the audience expect?
- Audicity and Apple Garageband are free tools for recording and editing.
- Share your podcast on other new media channels.

Tips & tricks

- RadboudReflects makes podcasts of their events and distributes them via Soundcloud, Spotify and Apple Podcasts; maybe your work is something Radboud Reflect would want to include in their portfolio?

Support

- RYA / Radboud reflects out of the box podcast: There is a world beyond academia, also for academics. RYA, in collaboration with Radboud Reflects, produces the podcast 'out of the box' on leaving and returning to academia; interesting to have running in the background when making a bibliography.



Example



Info clip

Useful to...

- Share via other channels including Twitter and Facebook.
- Reach a less text-focused audience, including a younger audience.
- Make the presentations of your research more dynamic.
- Attract attention by showing it during events (in a loop) providing audio and visuals.

Tips & tricks

- Keep it short.
- Share it online.
- Do not use opening screens with corporate branding as viewers decide whether to watch the content in a split second; a slide with corporate stuff is asking for people to click to the next clip.
- Use text/subtitles as on social media many people watch without sound on.
- Post it on Vimeo or Youtube and link to it via other platforms to pull people to more content.

Support



- Currently RU offers little support in this respect, unless it is a taped education related knowledge clip (not an animation). A relatively accessible source might be available.

Example

- Nella Geurts created videos on her work on Turkish migrants to the Netherlands, and in in three languages, reaching a wide audience:



Networking & policies



**Stakeholder meetings / Coffee catch up /
Arranging internships / Taking part in advisory
boards / Training/workshops / Policy briefs /
Policy evaluation**

How do take the short cut and reach the people at the controls? (Well, I had two coffee dates at different companies and still haven't been approached for a million-Euros project. Clearly I did something wrong, right?)



What is the better alternative: sending them your articles or an e-mail with advice based on policy-makers' mistakes you observe? Well, there might not be a short cut, but you can definitely forge strong connections and do so in different ways.



Stakeholder meetings

- Directly have research results land with stakeholders and clarify things where need.
- Collect which questions and research need they have (and even where collaboration is possible).
- Benefit from their knowledge to explain unexpected results or to translate results to policy advice.
- Create an inner circle network that connects you with a larger relevant professional network.

- Organize it well, with enough room for input.
- Make sure it is clear what is in it for them, based on you researcher their goals and activiteis.
- Show your quest you appreciate their investment: a good location, good catering.
- Don't shy away from inviting relevant stakeholders you do not know yet, but keep the first e-mail short and clear on what's in it for them.

- For international meetings there is a central funding opportunity: 
- Good locations include Radboud Sky Lounge, Huize Heyendaal, and Soeterbeek.
- Radboud Innovation can help to find stakeholders 



- Lotte Krabbenborg organized several of such events and writes academically on them, giving important additional insights.

Useful to...

Tips & tricks

Support

Example



Coffee catch up

Useful to...

Tips & tricks

Support

Example

- Explore shared interests and complementary.
- Simply expand your network in a certain field, with a preset goal.
- Learn to know about the jargon and perspective in a certain professional domain.

- Simply ask people to have coffee (and treat them on it).
- Think about why they might be interested in drinking coffee with you.
- Tea is fine too.
- Have a pitch ready on what you do for research.
- Visit campus, meet downtown, or at their place; leave it up to them.
- A score of 1 out 10 coffees leading to clear collaboration is quite effective.

- The coffee bar @EOS serves a decent coffee.
- In GRoW there are course on presentation and narrative to help to tell your research as a narrative.

- Janós Betkó worked and works as civil servant at the municipality and was responsible for the participation law and the municipal council's wishes to conduct a social assistance experiment.



He contacted a connection at RSCR to talk about this a bit. Some cups of coffee and years later he is finalizing his PhD dissertation and works one day a week at the Dept. of Public Administration as practioner-lecturer.



Arranging internships

- Show an organization what your field and type of research can contribute to them.
- Create a first connection and learn more about each other.
- Receive outside into academia and show some of the nuts and bolts OR to directly contribute to society.

- Have a document with the guidelines and requirements from your end when you send on intern out OR make sure what the sending organizations expects of you and organization hosting the internship.
- Do not push it if the match is so so; this would likely lead to disappointment on both ends instead of a good lasting relations.
- Put expectations and arrangements down in an internship agreement.

- Ask around by other programs that work with internships, such as the master program in Sociology.

- In the master '*Sociologie Beleid en Praktijkgericht Onderzoek*' an internship is required. A particular internship was born from contact between Vizier (anti-discrimination agency) and a staff member and in this end this has led to long term collaboration, multiple policy report, unique survey data on LGBTIQA well-being and an external PhD trajectory.



Useful to...

Tips & tricks

Support

Example



Take part in advisory boards

- Receive an in-depth understanding of e.g. ongoing considerations and dilemmas of a particular organization to whom you provide advice.
- Connect to new people, from different disciplines or with different backgrounds.
- Learn how to produce other types of 'output', like policy briefs, knowledge clips, reports.
- Have direct access with your reflections and knowledge.

- Be clear (and realistic) about your time-investment (advisory boards can be time-consuming).
- Make agreements about the types of output and do nothing more (also nothing less...).
- Try to create a 'shared understanding' where possible, but do not shy away from explicating differences.

- There is little direct support for this kind of activity as it is very domain and organization specific. Being connected via new media and creating connections with policy makers seem to be good starting points.

- As an institution Radboud Young Academy is part of the advisory board 'Recognition and Reward' of Radboud University. It helps to put the experiences of young academics on the agenda and determine what lacunae exist on which RYA itself focusses.

Useful to...

Tips & tricks

Support

Example



Workshops & trainings

- Provide policy makers and professionals with new tools and perspectives.
- Gain connections, often with young professionals who will be around for some years to come.
- Informally get a taster of the views, needs and practices among professionals.

- Make sure that examples align with the public.
- Don't underestimate how much research jargon we use; tone it down.
- Give space for discussion and reflections. The exchange of experiences is one of the most valuable elements of workshops.
- Focus on one or two things you want to have landed after the workshop.
- Don't shy away from asking money; it takes time to prepare training and workshop.

- Radboud offers powerpoint templates:
- In gROW you can enroll in e-learning modules, for instance on presenting and customer oriented practices.



- As part of a Radboud program for young municipal administrators, Niels Spierings was asked to do a workshop on 'The Inclusive City'. He focused on two messages: inclusiveness is more than consultation, but integral to policy and city design and think about it from an intersectional perspective. The participants were really enthusiastic and took home a new perspective as well as links to delve into it further if they wanted too.



Useful to...

Tips & tricks

Support

Example



Policy briefs

- Share research results in an accessible way to a professional audience.
 - Highlight the core results and policy implications of your work.
 - Use as a signboard for your work that is visual attractive and can be used at events and such.
-
- Focus on results, explanation and policy implications; do not follow the logic of the paper.
 - Use visual: graphs, figures, picture, quotes etcetera.
 - Keep it accessible; more accessible than you think. Use short sentences and test them on family.
 - Use headings and short text blocks, and bullet lists.
 - The layout should be attractive but always supportive of the context: it should help to reader to know whether to look and where to look next; not to be distracted.
 - Make sure that the graphics and figures still work when printed in black and white.
 - Include references to more information and contact details.
 - Opinions differ but anything between 1 and 6 pages (A4) seems reasonable.



- Radboud Creative Collective might be helpful for the design. Actually, among your own students their might be proficient designers; a lot can be done in simple programs.



2 February 2015

POLICY BRIEF

Fostering equal treatment of Third Country Nationals in the Netherlands;

Improving the practices of skill and diploma recognition of migrants and diversity management practices within organisations.



Useful to...

Tips & tricks

Support

Example



Policy evaluation research

- Contribute directly to policy insights.
- Apply your methodological knowledge to real life issues.
- Collect data that can be useful for scientific publications too.

- Do not underestimate the time investment needed.
- Specify the products, output and discuss at what moments the client can provide input.
- Make sure you have publishing rights on the data and/or that you determine what is going to be in the final report; never compromise on scientific integrity.
- Know how your department deals with incoming money (i.e. can you put it in a personal project, do you get drawing rights from a general budget, what % can you spend).
- If you work with societal partners it matters for VAT whether you are partner on the offer.

- The legal department can help you with contract arrangements.
- RU CFI can help will the invoice.

- Lieselotte Blommaert and colleagues evaluated the The Hague experiment with anonymous application procedures. Based on the data collected in that experiment, they now have an article under review with a scientific journal.



Useful to...

Tips & tricks

Support

Example

Live

events



Public lectures / Symposiums and panel presentations / Public talks / Open house

Do you want to get people excited about your research? Is it your mission to bridge the gap between academic research and the general public?

Then, make sure to meet your audience at live events – and get people excited about science and scholarship!



Public speaking

- Increase engagement of the general public and bring attention to your research topic.
- Develop scientific communication skills. These can be helpful in other situations later on – like poster presentations and scientific talks.
- Advertise your work and educate the general public on the cornerstones of science.

- Carefully think of the nature of your presentation. Is it a stand-alone talk or is it part of a broader lecture series? What is the expected audience? Specialized or non-specialized? Tune it according to that.
- When speaking to a broad audience, make sure most of your talk is accessible, but progressively challenging and adding more complexity towards the end.
- Account for the time for questions and let your audience know when to ask them.
- Make sure to check the availability of required media tools.



- Radboud in'to languages provides some courses on Scientific and Professional communication skills:

- The gROW platform often provides workshops focused on science communication.



- Some departments have their own Public Outreach Office

- Radboud Reflects.



Useful to...

Tips & tricks

Support

Example



Public lectures

- Bring awareness to and advertise your field of research to the general public and media.
- Develop adaptable communication and storytelling skills. This often helps in other aspects of research, such as grant proposals and manuscript writing.

- Make sure you provide a summary presenting the content and conclusions of the lecture. This prepares the audience to the pace of the talk and ensures they get the key points at the end.
- Often lectures are part of a series of other lectures and presentations. Try adapting the content of your lecture to other talks if that is the case.
- Using interactive tools like Mentimeter or Kahoot usually helps to engage your audience.
- Bring along something to “show and tell” – e.g. expository materials to pass around the audience, while you present your talk.



- Some interactive tools like Mentimeter are available for Radboud Staff Members.

- The Pint of Science is a sci-comm initiative that brings scientists to talk about their work in local cafes and pubs.



- Science festivals like InScience and LowLands Science.



Useful to...

Tips & tricks

Support

Example



Symposiums and panel presentations

- Engage in discussions about your topic with your peers.
- Brainstorm about new ideas for projects and collaborations.
- Expand your network and connect with researchers working on similar topics. New collaborations might emerge from that.

- Symposiums and panels may have different formats. Make sure to prepare your participation taking into the account the right format. For example, is there space for a slide presentation? How much time is there for audience questions?
- Ask the organizers for an outline of the discussion and list your main thoughts on the panel topic beforehand.
- Look at the expertise of the other panelists and think of the intersection between your and their works.

- The ICT department at your faculty may be able to provide specific media equipment (projector, pointer, screen, etc.).
- You can also use technical support from the Audiovisual Services.



Useful to...

Tips & tricks

Support

Example



Open house/ lab events

- Bring your research in the spotlight of your department/institute/faculty.
- Attract good prospective master and PhD students.
- Train PhD students and post-docs into communicating their research and adapting their language to a less experienced audience.

- Partner up with other labs doing similar research! This can be quite a nice experience for students and researchers to interact with each other and create a sense of community.
- Bring science demos to engage your audience. When they can see and manipulate things by themselves, it is easier for them to grasp difficult concepts.

- Some materials can be printed on campus (Posters, informative flyers). This can sometimes be done within your faculty facilities (e.g., CNCZ in Faculty of Science) or with external suppliers:



- The 'Open huis' at the Faculty of Science brings a diverse audience to the campus, meeting researchers and their work at the university.



Useful to...

Tips & tricks

Support

Example

Entrepreneurial activities



License / Consultancy / Contract or
commissioned research / Start a company

Sometimes impact needs a business model. Does your research offer solutions for society and do you want to connect with third parties in the corporate world?

Then immerse yourself in entrepreneurial activities!



Licenses

- Research results are often promising, but hardly ever 'ready to use'. They need further development and have to be brought to (the attention of) the end-user. This is very expensive and time consuming. It's useful to find a partner that takes on this role. By means of a license this partner gets the rights to use your valuable know-how.

- You can license all know-how, not only patents.
- Giving away your IP for free and to everyone might not be the best solution from an impact perspective. Sometimes it's better to select one dedicated partner who invests a lot to get your solution to society.
- Get help from specialized colleagues who will look out for your interests (e.g. new data, collaborative research, publications) while preventing legal issues.

- Knowledge Transfer office (Radboud Innovation)
- Radboud Innovation Science
- Legal department: m.ankersmit-baars@bjz.ru.nl

- At the Faculty of Science, Paul Kouwer licensed his PIC Gel to Hudson River Biotech to speed up the plant breeding process. HBR develops innovation processes for many small and medium size companies in the Netherlands. By giving them the PIC Gel, the processes of many companies improved.
- For an example from the faculties of Social Sciences & Arts, see:



Useful to...

Tips & tricks

Support

Example



Consultancy

- Demonstrate your expertise and provide a service based on knowledge you already have. Especially in Social Sciences, Humanities & Arts, consultancy is an important way to have impact.

Useful to...

- Don't do it for money. Make sure you get a lot out of it as a researcher, because it's usually an add-on.
- The legal department has fill-in templates.
- Consultancy is a commercial service which competes with companies on the market. As such you need to include VAT (btw) and use a competitive fee (no IKS) to prevent state aid.
- Don't offer advice as a private person, because than the university doesn't cover a potential liability.

Tips & tricks

- Knowledge Transfer office (Radboud Innovation).
- Radboud Innovation Science.
- Legal department: m.ankersmit-baars@bjz.ru.nl

Support

- On behalf of a large number of municipalities in Gelderland, Overijssel, and North Holland, researchers of the Radboud Institute for Culture & History conduct research into the expropriation of Jewish real estate during World War II, and the subsequent restoration of justice.

Example



Contract or commissioned research

- (Co-)fund research.
- Get access to existing data.
- Share facilities.
- Get future collaborations.

Useful to...

- Determine the value for your research. Are you allowed to use data from third parties for scientific purposes, can you publish on these data, are you interested in the topic, is it a onetime thing or can you get a strategic partnership?
- In case you want to establish a relationship with a third party, get help from the legal department.
- Don't make promises about (ownership of) the results.

Tips & tricks

- Legal department: m.ankersmit-baars@bjz.ru.nl

Support

- For an international banking company, prof Erik Poll and his colleagues researched the safety of using digipasses in online banking.

Example



Start a company

- Continue your career outside academia, while working on a topic you love in a research intensive environment.
- Bring a solution to society when nobody else will.

Useful to...

- Determine the role you want in the company (entrepreneur or scientific advisor).
- Use NWO grants like Take Off or the Mercator Launch Innovation Competition to determine if a company is feasible and if it is a career for you.
- Meet with other entrepreneurial researchers, e.g. at Mercator Launch drinks.

Tips & tricks

- Mercator Launch.
- Knowledge Transfer Office.
- Radboud Innovation Science.

Support



- Social Sciences, Humanities & Arts



- "Taking science to the market, without starting a business yourself" Flowview Diagnostic is an example of that.



- Mercator Launch is a pre-incubator for businesses like QurieGen.

Example

**Societal Fans (C) is created by
Radboud Young Academy.**

**The Societal Fans
team consisted of**

Bryan Da Costa Souza

Eelke Spaak

Jeroen Dera

Lotte Krabbenborg

Mariska Kleemans

Niels Spierings

Nora Stel

Sanne Dekker

Contact us via:

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