RI-VIS
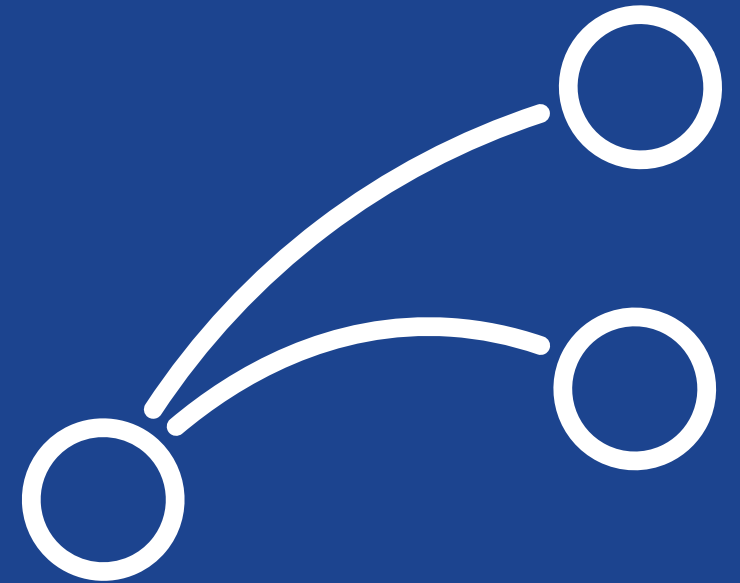
Increasing visibility of research infrastructures

Survey on Communication Tools

Updated version

August 2020

Lisa Vincenz-Donnelly

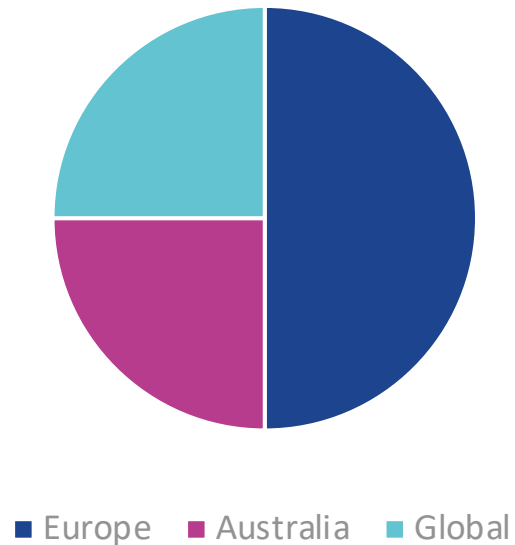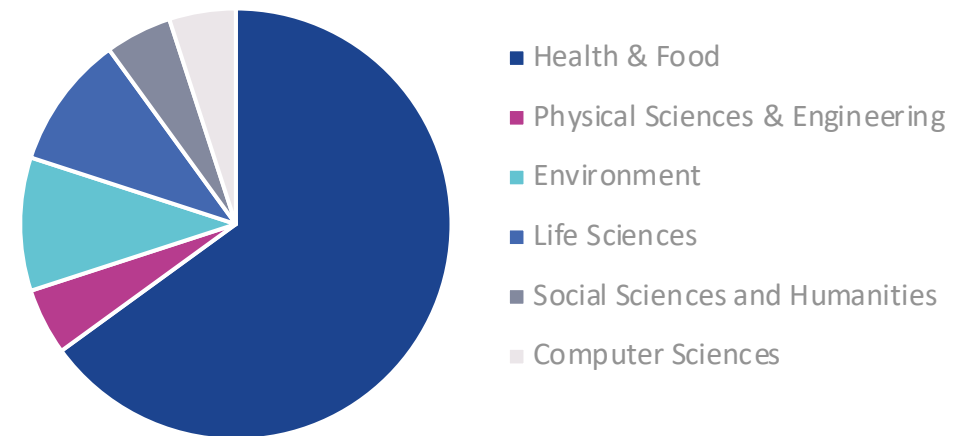- Survey about communication activities was conducted among managers of research infrastructures from various sectors worldwide

- Objective:
  - Identify common communication platforms
  - Gain insights into strategies of international research infrastructures

○ 20 managers of research infrastructures
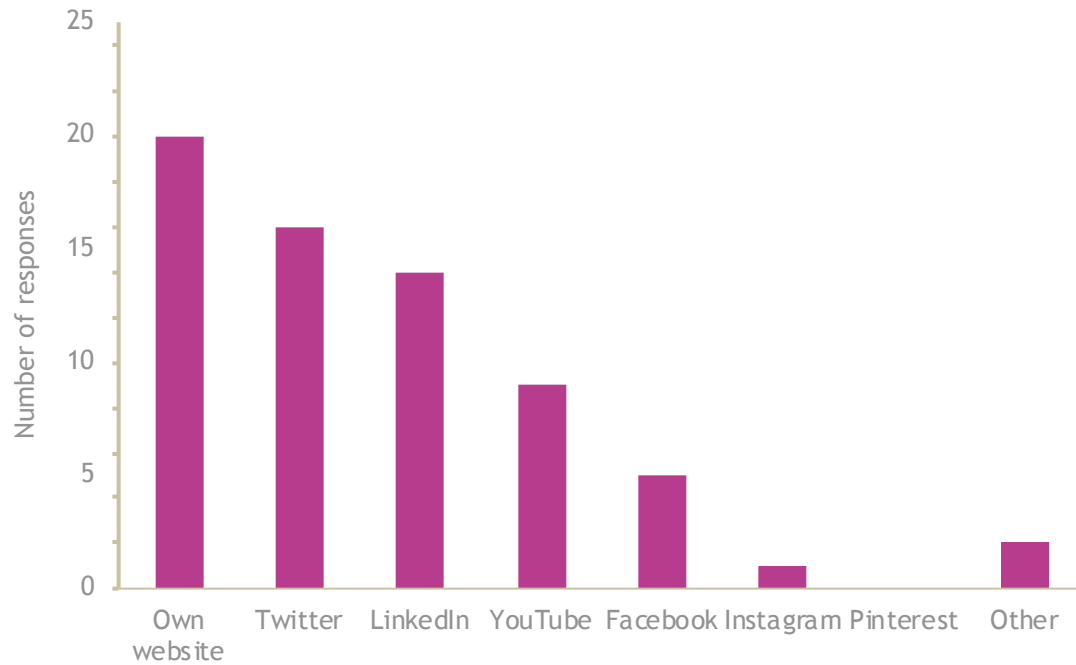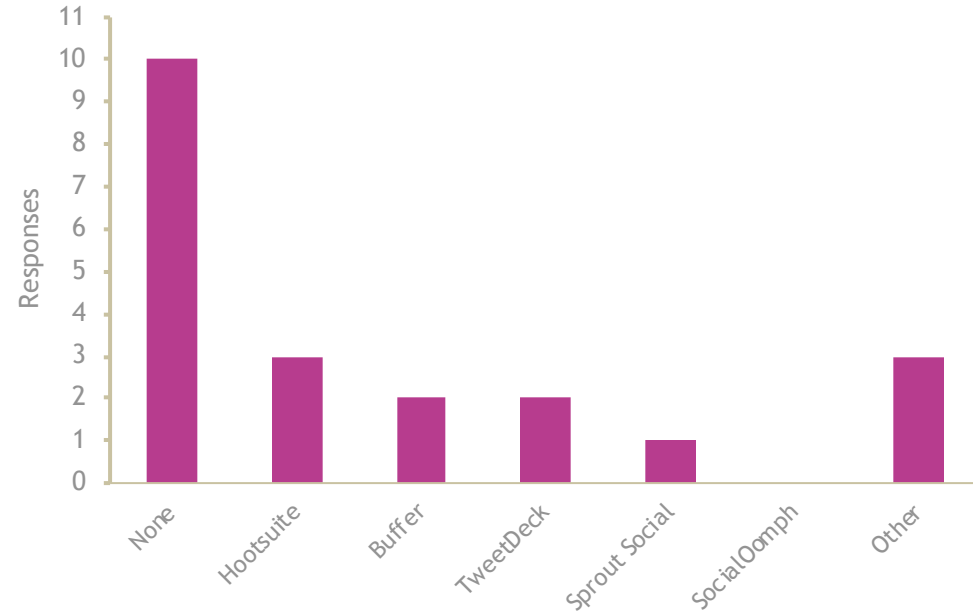
Region of activity

■ Europe ■ Australia ■ Global

RI category

■ Health & Food

■ Physical Sciences & Engineering

■ Environment

■ Life Sciences

■ Social Sciences and Humanities

■ Computer Sciences

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Digital Platforms

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Which digital platforms do you use?

Bar chart — "Number of responses" (y-axis, 0 to 25):
- Own website: 20
- Twitter: 16
- LinkedIn: 14
- YouTube: 9
- Facebook: 5
- Instagram: 1
- Pinterest: 0
- Other: 2

Which of the following social media management platforms do you use if any?

Bar chart — "Responses" (y-axis, 0 to 11):
- None: 10
- Hootsuite: 3
- Buffer: 2
- TweetDeck: 2
- Sprout Social: 1
- SocialOomph: 0
- Other: 3

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Information about services

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Where do users of your research infrastructure find information about the services that you offer?
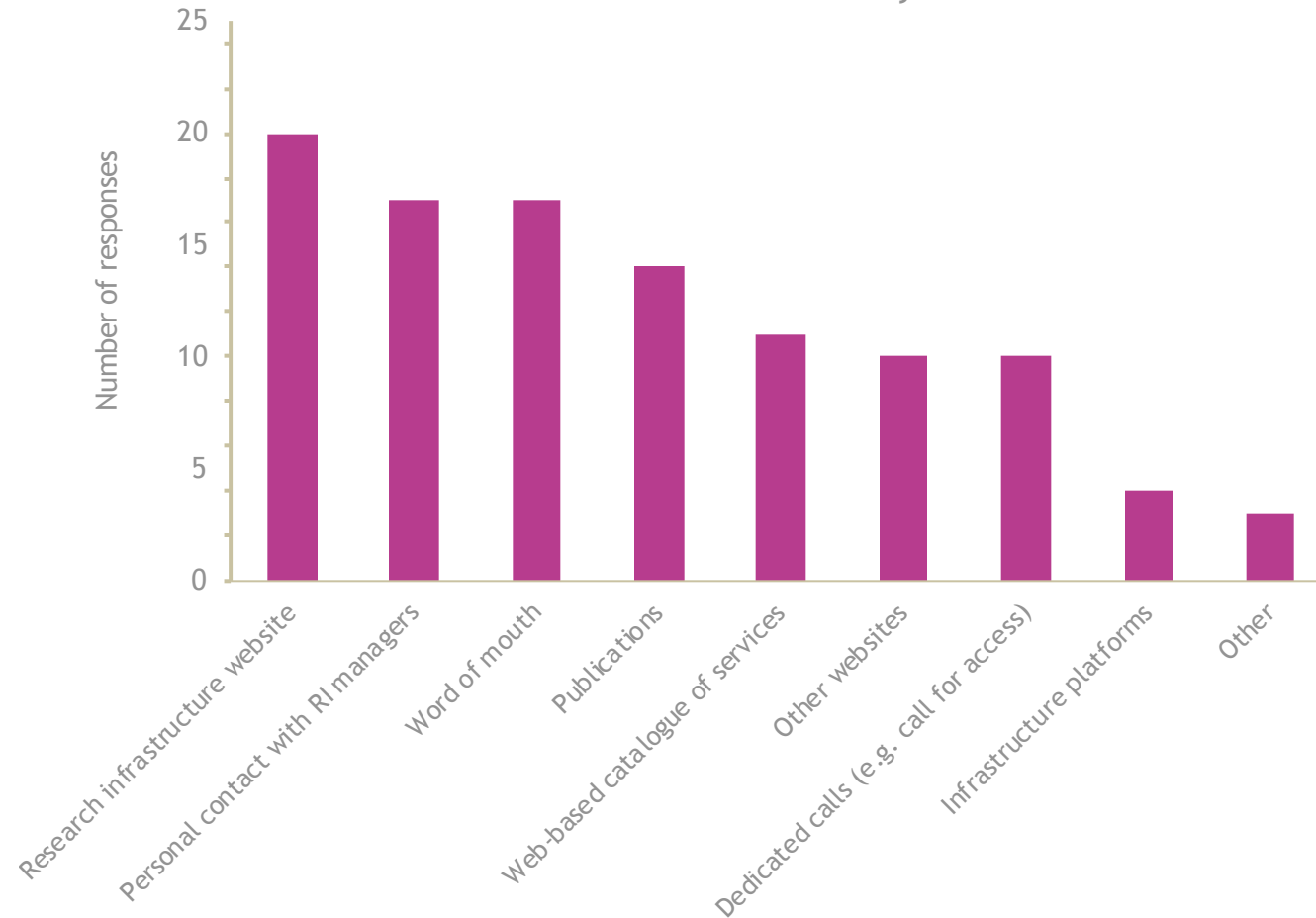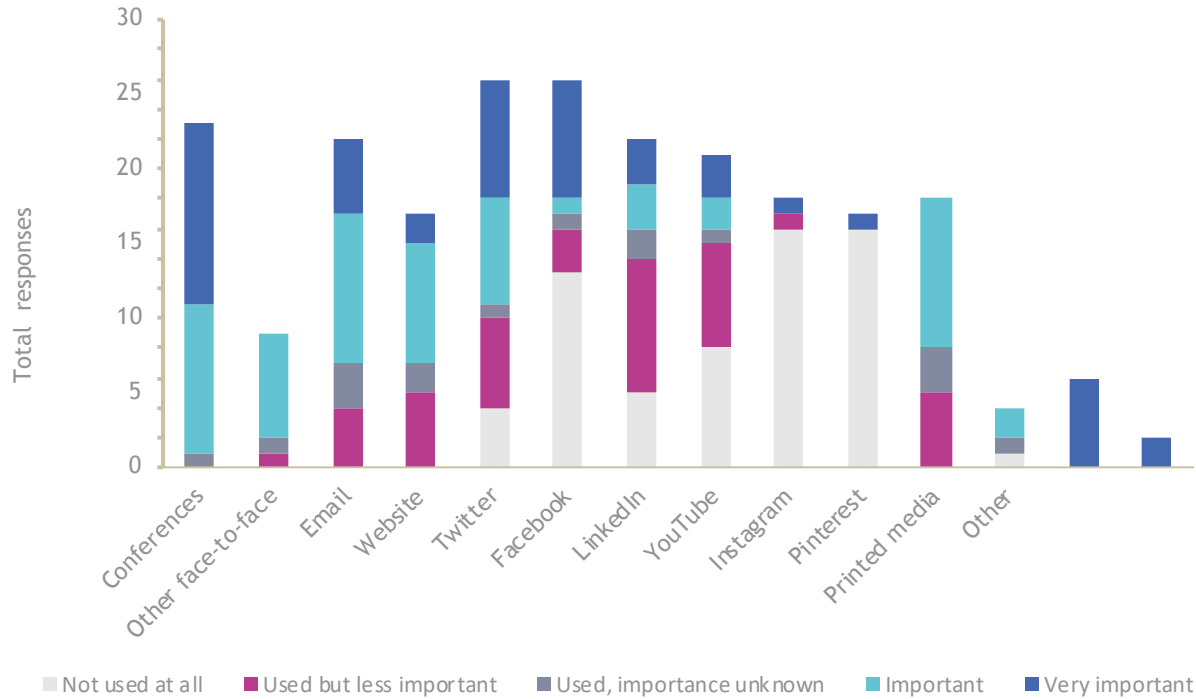
Media

How important are the following media for the distribution of information by your research infrastructure?
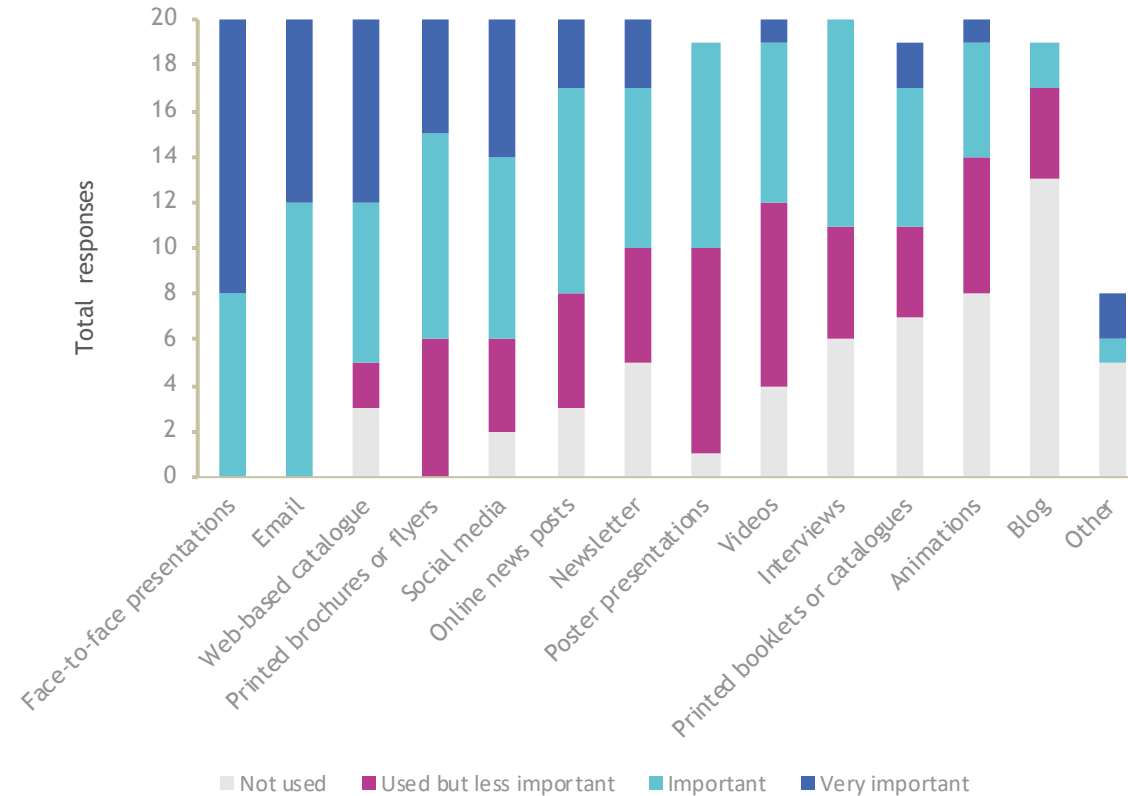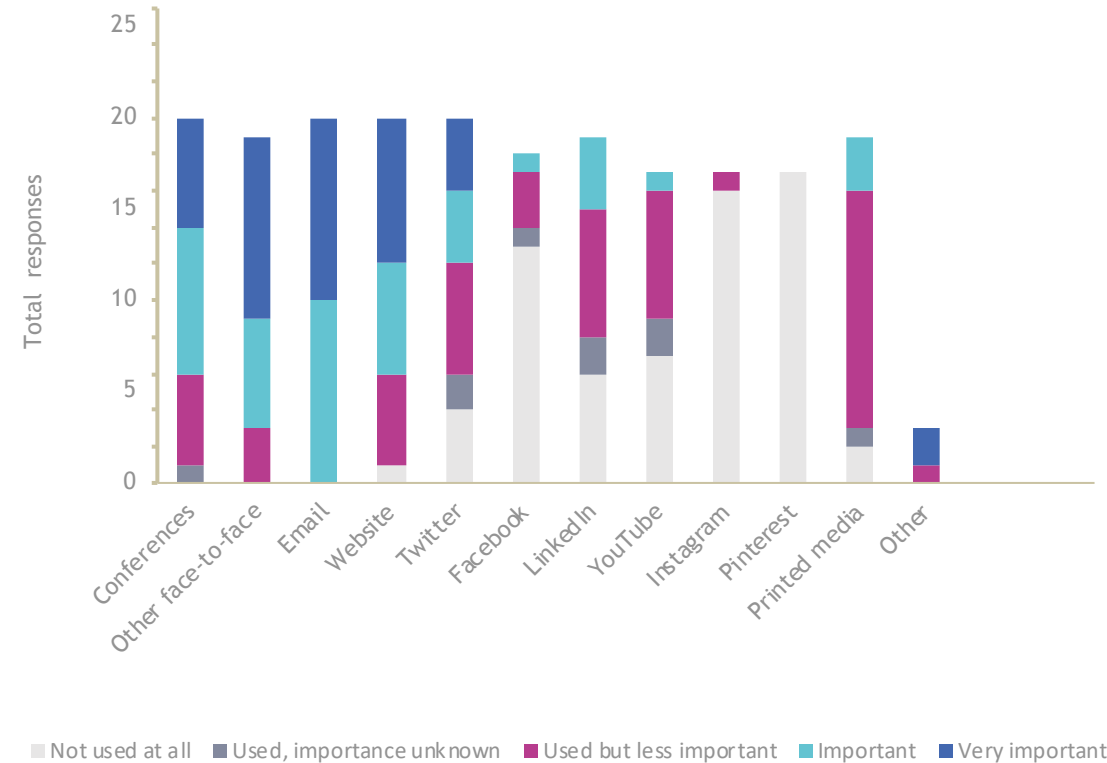
Contact with new and existing users

How important are the following platforms as first points of contact between **new users** and your research infrastructure?

Legend: Not used at all | Used but less important | Used, importance unknown | Important | Very important

Categories: Conferences, Other face-to-face, Email, Website, Twitter, Facebook, LinkedIn, YouTube, Instagram, Pinterest, Printed media, Other

Other: Phone calls, other project offering access (CORBEL iNEXT) to our infrastructure as an entry point, Vimeo

How important are the following platforms for the communication between your research infrastructure and **existing users**?

Legend: Not used at all | Used, importance unknown | Used but less important | Important | Very important

Categories: Conferences, Other face-to-face, Email, Website, Twitter, Facebook, LinkedIn, YouTube, Instagram, Pinterest, Printed media, Other

Other: Teleconferences, Vimeo

Contact with academia and industry

How important are the following platforms for the communication between your research infrastructure and academic stakeholders?
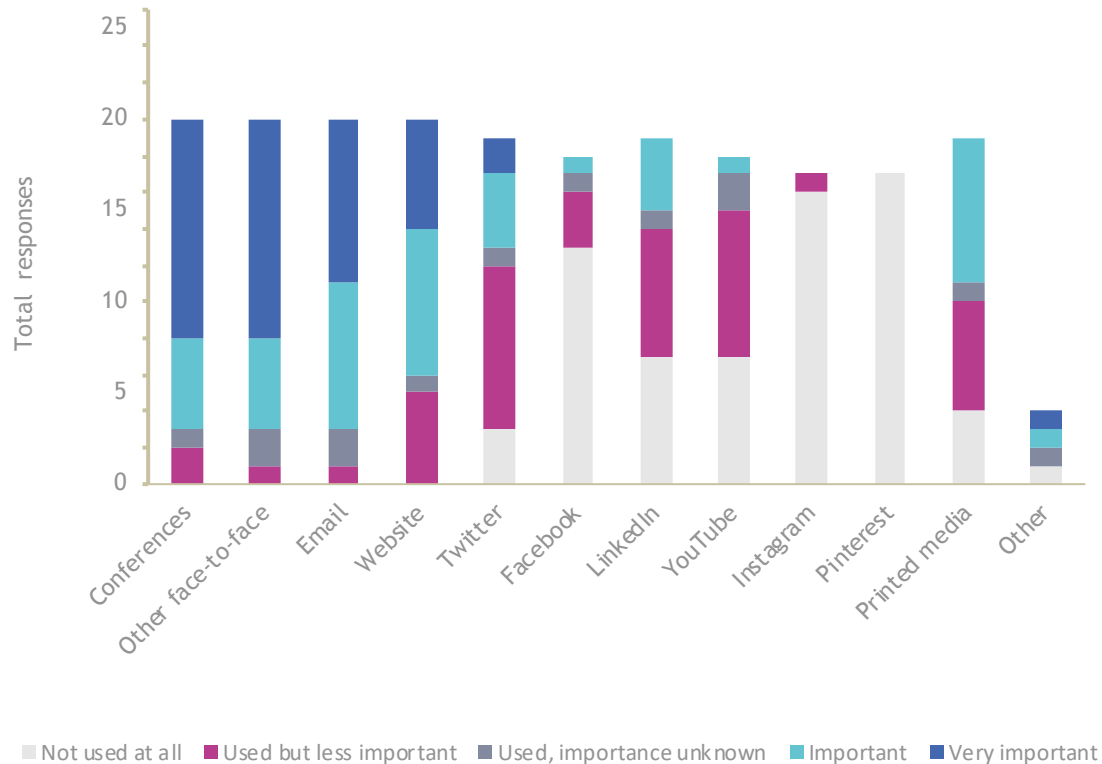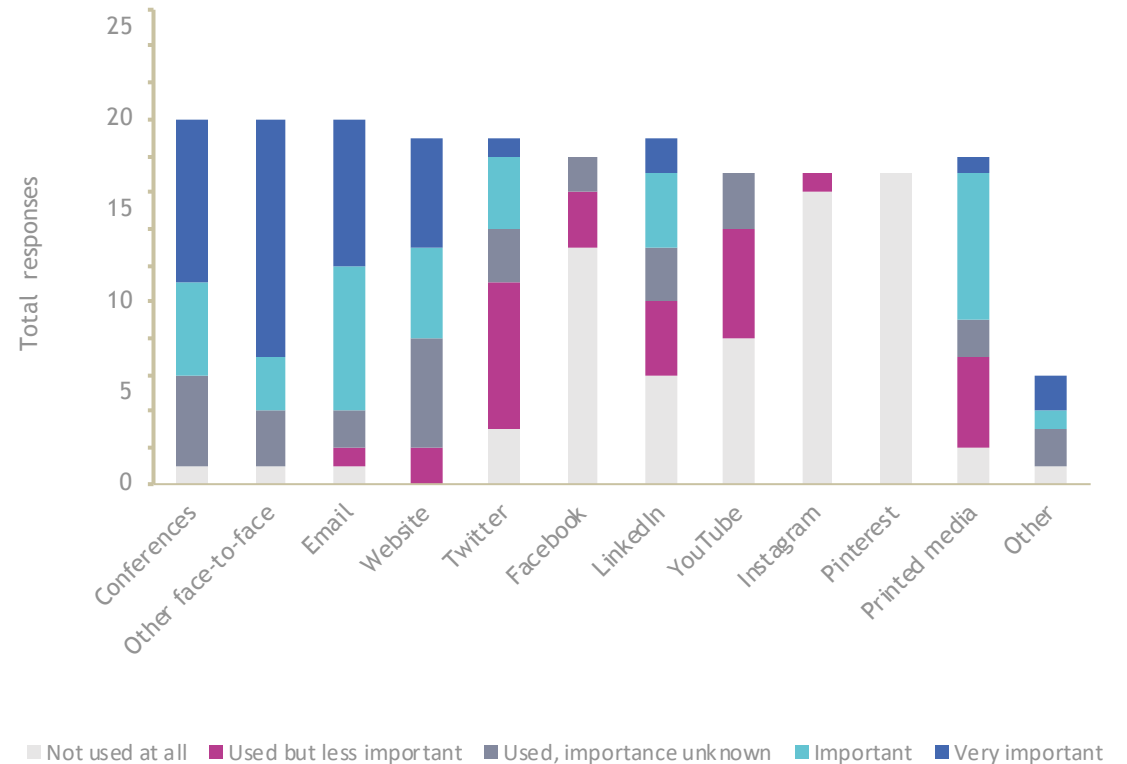
How important are the following platforms for the communication between your research infrastructure and stakeholders from industry?

Other: Teleconferences, Vimeo

Other: Teleconferences, Industry specific events, Vimeo

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824063

Contact with politicians

How important are the following platforms for the communication between your research infrastructure and stakeholders from the political sector?
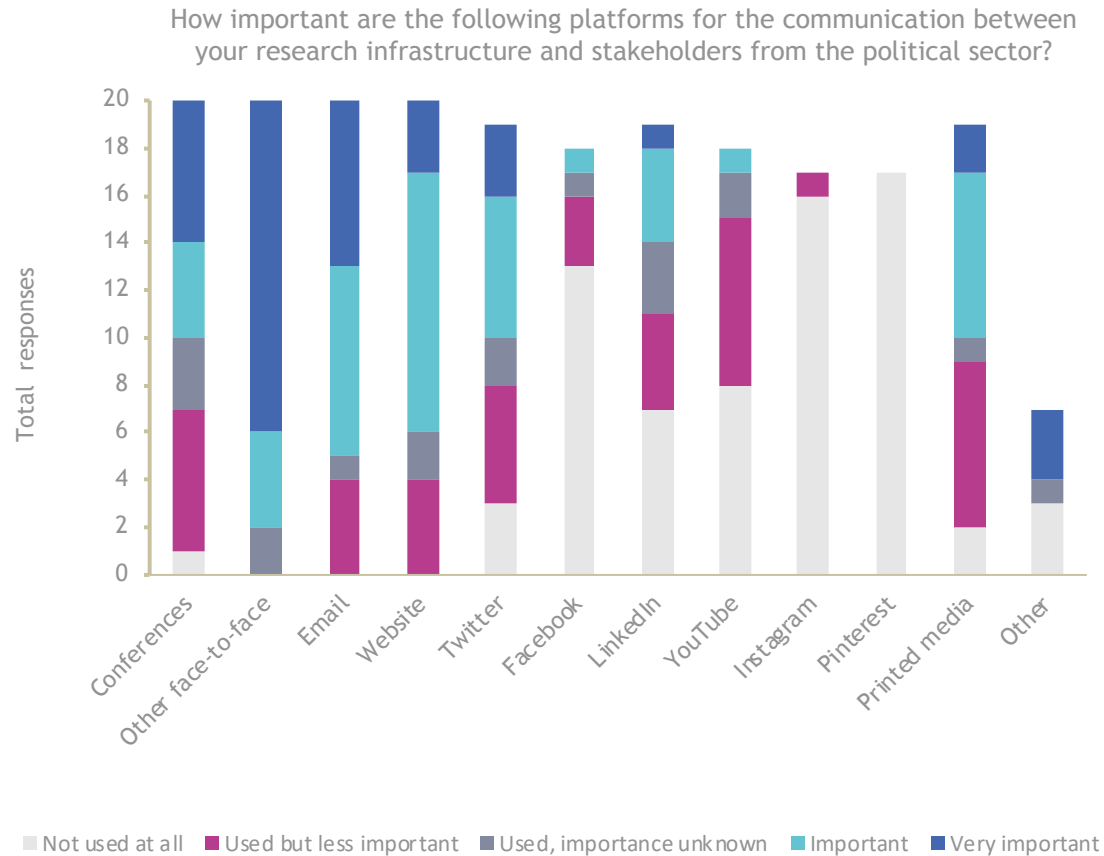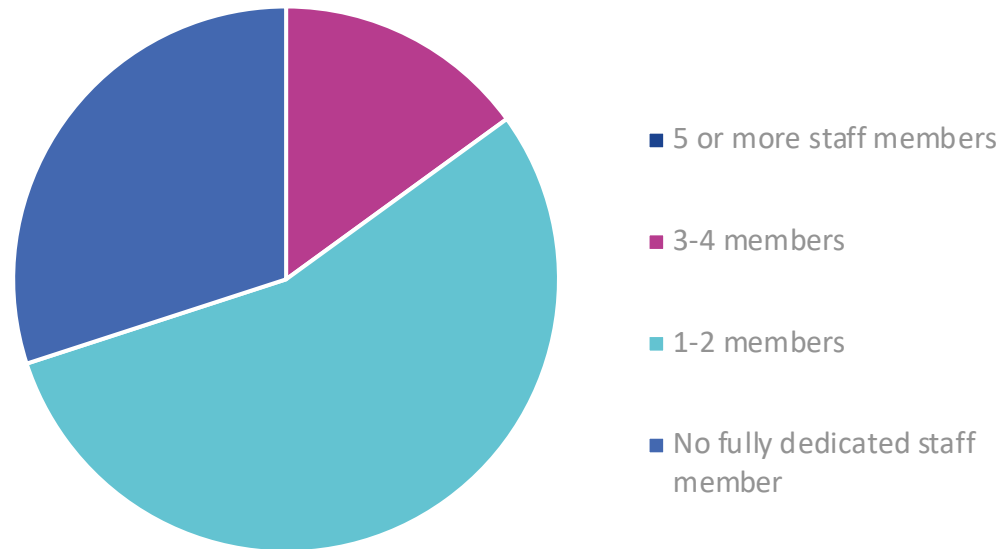
Legend: Not used at all · Used but less important · Used, importance unknown · Important · Very important

X-axis categories: Conferences, Other face-to-face, Email, Website, Twitter, Facebook, LinkedIn, YouTube, Instagram, Pinterest, Printed media, Other
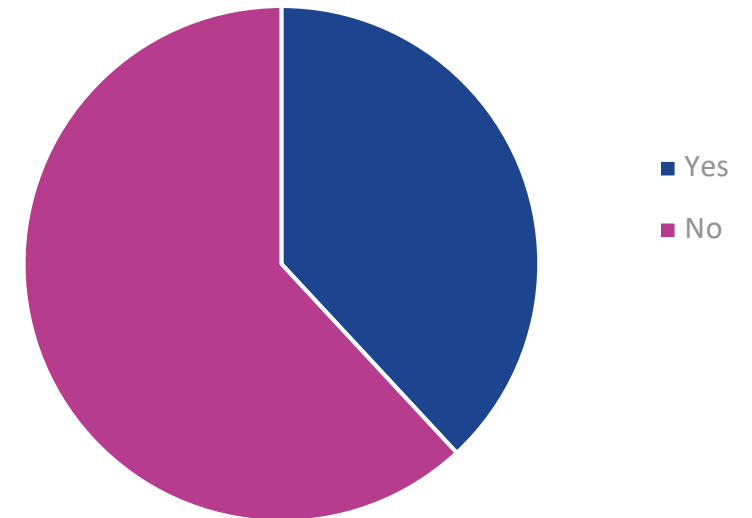
Y-axis: Total responses

Other:

- Government Forums/Meetings

- Political interaction events organised by local advocates and lobbyists

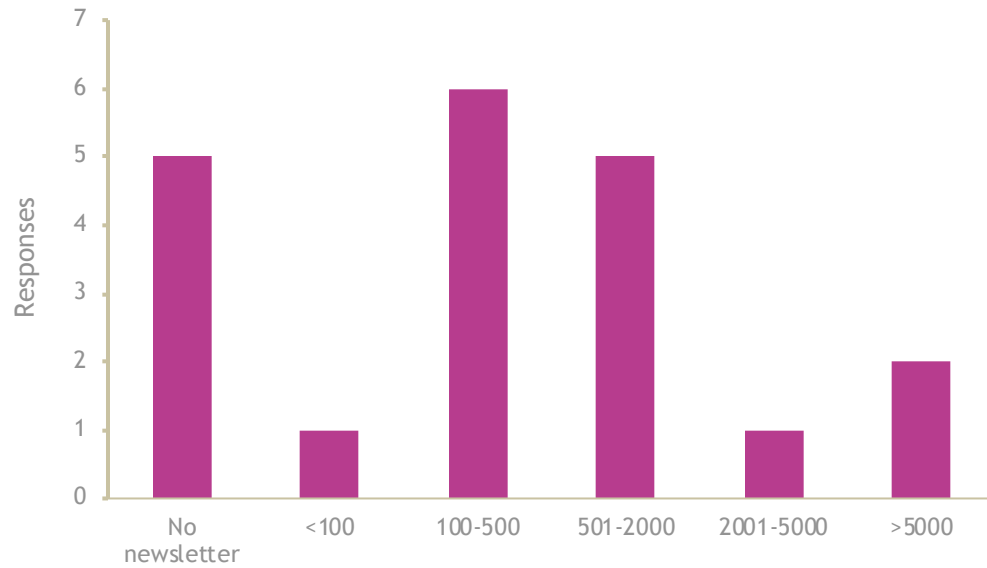- Personal phone calls

- Vimeo

- Reports

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How large is your communications team?

- 5 or more staff members
- 3-4 members
- 1-2 members
- No fully dedicated staff member

Do you use Key Performance Indicators for your communication activities?

- Yes
- No

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Reach

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How large is your newsletter distribution list?

How many unique visitors access your website on average per month?
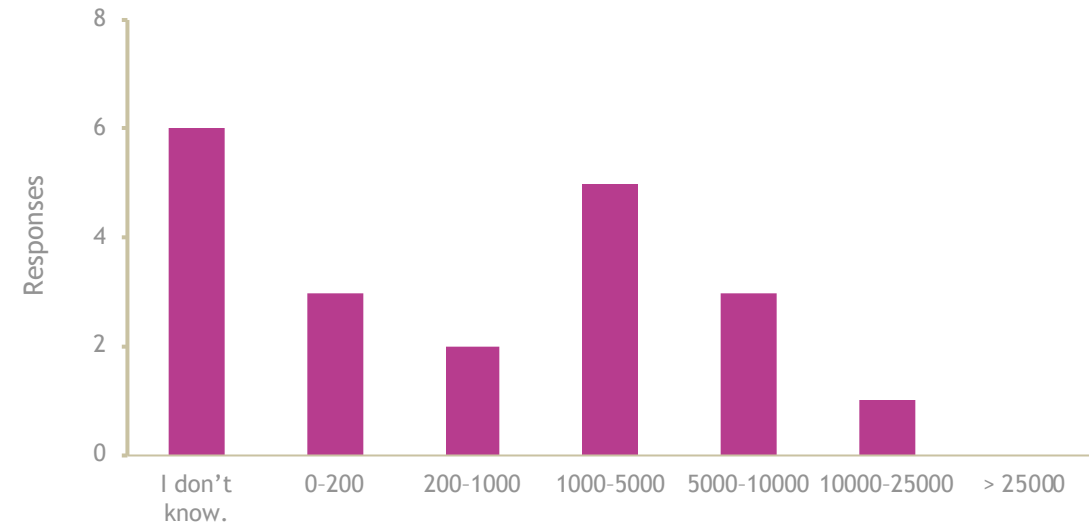
○ Which KPIs do you use?/How do you evaluate the success of your communication activities?

- ○ No systematic evaluation of success of communication activities (5x)
- ○ Twitter, LinkedIn, YouTube analytics (3x)
- ○ Website analytics (4x)
- ○ Number of and information about participants at events (3x)
- ○ Reach and reach cost (2x)
- ○ Newsletter performance (opening rate)
- ○ Regularly reporting on communication activities (2x)
- ○ Collecting tesimonials and feedback from stakeholders (2x)
- ○ Approval from the European Commission (1x)
- ○ Number of publications, evidence of translation, patents, training and capacity building
- ○ KPI pending based on ESFRI recommendations
- ○ Analysing results of individual activities

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○ Face-to-face interactions clearly the most important way of communication of RIs with all stakeholders (followed by email).

○ Many RIs do not use KPIs or evaluate the success of their communication activities.

    ○ Need for strategy on how to develop KPIs and measure success?

○ Many RIs do not have dedicated staff for communications.

    ○ Lack of resources or rated as unimportant?

    ○ Need for recruitment strategies/increased visibility of RIs as employers?

- Social media:
  - EU RIs rate importance of social media higher than RIs from other regions
  - EU RIs use more social media channels in total and rate these as particularly important for communication with existing users

- Also other media seem of slightly higher importance for EU RIs in contrast to RIs from other regions:
  - Web-based catalogues, newsletter, videos, interviews