



WAYS TO COMMUNICATE YOUR VHC RESEARCH

In your team, determine if media attention is required and who will take the initiative to do so. On social media, **Twitter and LinkedIn** are most widely used in the academic community and can be used to share any updates about your project. These can be final products but can also be more intermediary results or other things you want to share.

Examples

Final products:

- Published papers
- Reports

Intermediary results:

- Important meetings
- Conference visits
- Teaching activities
- Presentations
- Data collection



YOU can do so in two ways



SOCIAL MEDIA

- You can use your own **personal account**. When tweeting or posting on LinkedIn, please always mention our research line using **@VHC_CAPHRI and the @-channel of your group**. If you do, Janet and Suus will be notified and can help share the message through our own VHC channels. If you have a personal account, you can also join in the (inter)national discourse on social media using specific **hashtags** for your (sub)domain.
- If you don't have a personal LinkedIn or Twitter account, you can **ask Janet or Suus** to spread the word. Please use attached format for them to be able to post your news. Send your completed format to: j.verheijen@maastrichtuniversity.nl or s.koene@maastrichtuniversity.nl



PRESS

Through the press. Be aware that press does not simply stumble upon your research project. If you want to get a message in the press, you will need to be **pro-active**. In case you think you have something that might be of interest to the press (either local press or national press), the university press officers can help you spread the word. You can do this as follows;

- Reach out to the **press officers** (see contact details below) by phone or e-mail and inform them about
 - Your message (i.e. what do you want to share)
 - Your intention (i.e. why do you want to share it)
 - Your target audience (i.e. for whom is the message relevant, think about local or national press for example)
- The press officers will inform you whether your message is indeed **newsworthy**, what the **best framing** is, and what the **best outlet** is, in case they feel that it is indeed good to reach out to the press, they will;
 - (ask you to) write a press release together following these guidelines <https://www.maastrichtuniversity.nl/news-events/press/academics-media/press-release>
 - Depending on the outlet and positioning of the message, they might arrange an interview with a specific outlet prior to putting the press release out
 - Inform **Janet or Suus**.
- Once the news is out, always remember to communicate it through **social media** as well (see Social Media) and inform your **stakeholders**.



UM Press officers

Josephine Knegtering | josephine.dols@maastrichtuniversity.nl
Mobiel: +31 6 5586 1851 | Tel +31 43 388 5243

Mark van der Linde | mark.vanderlinde@maastrichtuniversity.nl
Mobiel: +31 6 4092 0086 | Tel +31 43 388 5071