



Growing
ideas
through
networks

Sharing your work and results

Communicating about your Action

Silvia Alexe (communications officer, COST Association)



Funded by the Horizon 2020 Framework Programme
of the European Union



Why share?

- Communicating your work is crucial
 - For you, as members of scientific communities
 - For COST and the COST Actions
 - A better understanding of the role of science in society



How?

- Your audience

- Your peers
- Policy makers
- Industry
- Educators
- Journalists
- Citizens...etc.

- Your purpose

- Inform
- Share data/knowledge
- Educate
- Advise on policy

We're here to help 😊

- Tell us (the communications officer and the science officer) about your news, stories, achievements, interviews, events, plans for comms activities, etc.
- The Communications unit will be producing content (online & print)
- Communications tips and tricks: Guidelines for communicating Action results (best practice guide): http://www.cost.eu/Action_dissemination_guidelines
- Network of communicators:
 - designate a colleague in your Action who will take charge of your Action's communications activities and let the comms and science officers know
- Media trainings will follow

Media relations – some advice

- Beware of “open access” print/online magazines offering paid editorial space and publishing content on a routine basis
- Paid content only in outlets that provide readership figures and have editorial line, staff & quality control

Acknowledging COST funding

- Eligible costs: Vademecum requirements
- COST visual identity: our brand book

<http://www.cost.eu/visualidentity>

- Guidelines for communicating Action results:
http://www.cost.eu/Action_dissemination_guidelines

Thank you!

Silvia – silvia.alexe@cost.eu

Subscribe to our news: www.cost.eu/subscribe