



USEFUL TIPS

Points to consider when planning your Impact Pathway:

MAKING AN IMPACT

- ❖ Set clear, simple and measurable objectives for your impact plan, ensuring that you do not simply restate the objectives of the project itself.
- ❖ Your key messages should be in clear language.
- ❖ Prioritize your target audiences and user groups according to their importance and influence relative to your objectives and at the appropriate stages of project execution.
- ❖ Use the most effective channels to communicate with your targeted audience.
- ❖ Ensure your impact plan includes all the activities you intend to carry out, with deadlines, responsibilities and costs specified.
- ❖ Do not underestimate the time and money involved in carrying out your activities.
- ❖ Focus on employing high impact/low cost activities to guarantee value for money.
- ❖ Engaging with your various stakeholder groups is important. Adopt measures which facilitate a two-way flow of communication throughout the project cycle.
- ❖ Include simple evaluation measures so you will be able to assess if and how you have succeeded in meeting the specific objectives of your impact plan.

USING INTERACTIVE MEDIA

- ❖ Depending on your target audience, digital communication channels such as websites and social media can provide excellent communication opportunities, but they must be used effectively.
- ❖ Understanding your users is very important. Be extremely clear on who your target audience(s) is/are, what their needs would be, and how your digital interaction will provide for them what they want as easily and quickly as possible.
- ❖ Social media such as blogs, Twitter, podcasts, social networking sites (Facebook, LinkedIn), and photo and video sharing sites (YouTube, Flickr) can provide effective and efficient ways to communicate your research.
- ❖ Social media allows you to:
 - Promote your research and increase its visibility
 - Communicate directly and quickly with others who have an interest in your research
 - Develop new relationships and build networks
 - Reach new audiences, both within and outside academia
 - Seek and give advice and feedback
 - Generate ideas
 - Share information and links, e.g. Journal articles and news items
 - Keep up-to-date with the latest news and developments, and forward it to others instantly

**** Adapted from the Economic and Social Research Council's Impact Toolkit**



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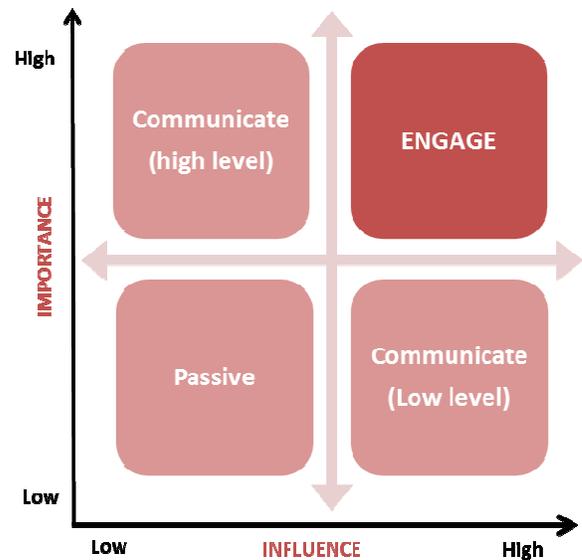
Points to consider in planning your Impact Pathway:

EFFECTIVE PUBLIC ENGAGEMENT

- ❖ Be clear about why you are engaging with the public. Do not raise unrealistic expectations amongst participants.
- ❖ Allow enough time to plan public engagement thoroughly.
- ❖ When planning your public engagement strategy, consider who you wish to engage and why, their interests and how they may benefit from your research. This will help you choose a suitable approach.
- ❖ Develop an activity timeline or Gantt chart to help you plan, sequence and manage your public engagement activities and identify potential pitfalls.
- ❖ Think about your public engagement role as one that is ongoing - this will allow you to connect your activities, build your expertise, receive useful feedback, and develop a rapport with the groups you are engaging with.
- ❖ When engaging with policymakers, always emphasize how your project complements existing policies or will produce specific benefits/outputs that warrant new policy instruments/directives – explain how your input will take their agenda forward and support their priorities.
- ❖ Stakeholder mapping is also a useful tool for effective public engagement. Mapping can be broken down into four phases:

- **Identifying** – list relevant groups, organizations and people who may have an interest in your objectives, currently or in the future.

- **Analyzing** – understanding stakeholder perspectives and interests. Consider the relative influence and importance of each stakeholder.
- **Mapping** – Visualizing relationships to objectives and other stakeholders
- **Prioritizing** – ranking stakeholder relevance and identifying issues



TIPS FOR PLANNING EVENTS

- ❖ Plan well in advance.
- ❖ Establish your budget as early as possible.
- ❖ Seek additional assistance when organizing major events.
- ❖ Book the venue and key speakers first.
- ❖ Include interactive sessions when designing the event programme.
- ❖ Market the event widely.
- ❖ Keep the branding of the event consistent with the branding of the UWI and the RDI Fund.