

# Engaging with the Real World: Useful Resources

## **NCCPE – the National Co-ordinating Centre for Public Engagement**

This specialist organisation supports public engagement with a very wide array of audiences through a variety of activities, guidance documents, reports, very practical resources, and advocacy for the benefits of public engagement: <https://www.publicengagement.ac.uk/>.

## **Beltane Public Engagement Network**

Beltane is an Edinburgh based network of Public Engagement specialists who often run events and training sessions for teaching and research staff on social media, communications, etc. Whilst their focus is on Edinburgh-based research organisations their website links to opportunities throughout Scotland and the UK: <http://www.beltanenetwork.org/>.

## **LSE Impact of Social Sciences blog.**

A rich source of information including numerous guest blog posts by academics and researchers across the world sharing how they communicate their work. The site also includes resources that span impact, public engagement, and social media, for example an excellent guide to Twitter. <http://blogs.lse.ac.uk/impactofsocialsciences/>

## **The Conversation**

If you want to get started with public engagement around your research The Conversation is a great way to try writing for non-academic audiences. The site brings together guest posts from academics across the world on their research, and most frequently the relevance and connections between research and today's news and current affairs stories. They have a great editorial team who will help you with developing your informal writing voice. The site is funded by research councils and press agencies so work here can have great impact and reach a wide non-academic audience. As an author you also have access to great stats on your article(s) readership: <http://theconversation.com/uk/>.

## **The Thesis Whisperer**

A “blog newspaper“ dedicated to the topic of doing a thesis, which is edited by Dr Inger Mewburn, Director of research training at the Australian National University. Blog posts are encouraged from PhD students across the world: <https://thesiswhisperer.com/>.

## **Capturing Impact from Social Media**

Resources and slides from a recent UoE Humanities and Social Sciences Knowledge Exchange network event on social media impact and tools to capture and reflect on your research communications via digital platforms: <http://bit.ly/ImpactSocMed/>.

## **Digital Footprints and Social Media Training and Support**

EDINA is running a pilot Digital Footprints training and consulting service to support organisations on social media best practice, and in supporting students and staff with their own digital tracks and traces. Do get in touch – we would love to hear your interests, concerns or training needs in this area - contact myself (Nicola.osborne@ed.ac.uk) or the EDINA helpdesk ([edina@ed.ac.uk](mailto:edina@ed.ac.uk)) for more information.

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## Checklist for your digital presence

	<b>Actions</b>	<b>Notes</b>	<b>Date Completed</b>
	Your research profile on your university website is clear, up to date, engaging. You have a picture and description of your research interests. You have included a clear indication of who you want to work and engage with, and how they can get in touch.		
	Any social media presences, including academic networks, are appropriately branded with appropriate permissions and privacy/discussion settings in place for the intended purpose.		
	You have identified your personal public engagement, networking, and communication objectives, desired outcomes and goals for the next 12 months.		
	You have a clear idea of who your audience(s) is, and have asked them or explored the kinds of events, channels, online spaces, etc. that will be effective for engaging them. You know what kind of engagement you want with your audience.		
	Existing content and ideas that you could use to share your work have been captured, and the list is updated regularly. Ideas for exploiting this content as new activities, blog posts, events, etc. are also captured and scheduled.		
	A content plan has been developed for the next 6-12 months, with reference to key messages, dates, and priorities. It is clear to all blog post authors which content they will be creating, or how they will be involved.		
	You have set aside sufficient time to undertake the activities you have planned. You know how this fits into wider PhD/professional plans and timelines.		
	You have thought about evaluating your activities, to enable you to report and reflect on what is working well, and less well, and how your audience are responding.		

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