

RSF Communications Strategy for Trent University

Research Support in Action

GOALS:

- Raise awareness and profile the value and impact of Trent research and RSF-related stories/researchers and accomplishments within the research community and the Canadian research environment, to ensure accountability to stakeholders (including researchers, affiliates, industry partners and Canadian taxpayers)
- Promote the value of research and the RSF program to internal and external community

KEY AUDIENCES:

- Industry
- Government
- Prospective faculty & students (graduate and undergraduate)
- Media

STRATEGIES & TACTICS:

1) Website

Enhance web presence to highlight and profile Trent researchers and research success stories (faculty, student, industry successes)

- Creation of the Research Support in Action website
 - Monthly feature on Trent researcher or RSF research projects
 - Posting of all news releases
 - Links to other profiles and stories about research at Trent posted to Trent's homepage through daily news
 - Development of video content
 - Public acknowledgement of RSF and impact

METRICS: regular features posted to RSA website; number of daily news stories; increase visits/session/page views to relevant research webpages

2) Publications

Capitalize on Trent-produced publications to highlight and share research stories with both internal and external audiences.

- Showcase (RSF funded) – print and e-version
 - published twice per year (Spring and Fall)
 - Trent's premier research and teaching publication
 - showcases stories and profiles of researchers and faculty
- Viewbook
 - main publication for prospective students
 - opportunity to highlight research successes to attract students to Trent
- Trent Magazine
 - Alumni magazine
 - Published 3x per year; includes highlights from Showcase/research

METRICS: circulation to relevant sources; open rates for e-publications

3) Media Relations

Leverage existing local, regional and national media contacts, and continue to build relationships with new media, to share Trent's research stories and successes.

- News releases
 - Work with Research Office to develop news releases for all RSF related research projects
 - Issue news releases to targeted media, depending on topic or industry
 - Follow-up calls and relationships building with media to ensure Trent top of mind
- Advisories and pitches
 - Develop advisories to pitch Trent experts to media around relevant topics in the news and around dynamic or unique research topics
- Development of a new online expert database
 - Web-based, searchable database – one-stop shop for media, industry experts, prospective students (especially graduate) to search faculty and research expertise
- Monitoring and tracking
 - Ongoing daily news monitoring used to track media successes

METRICS: number of news releases; ad value of stories/placements; coverage in regional and national media

4) Social Media

Utilize relevant social media channels (Facebook, Twitter, YouTube, LinkedIn) to share news and generate conversation around Trent's research expertise.

- Share all news releases and daily news stories on social media platforms
- Explore hashtag marketing strategy to track conversation and increase trendability (i.e.) #TrentURsearch
- Follow industry leaders and participate in and lead conversations as applicable
- Leverage owned social content to make impact on trending/research relevant profiles

METRICS: increase in likes/shares/follows/impressions across social media platforms