

# RSF Communications Strategy for Trent University

## Goals:

- Raise awareness and profile the value and impact of Trent research and RSF-related stories/researchers and accomplishments;
- Promote the value of research and the RSF program to internal and external community.

## Key Audiences:

- Industry
- Government
- Prospective faculty and students (graduate and Undergraduate)
- Current faculty and students
- Media

## Strategies and Tactics:

### 1) Website:

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

- Creation of new website
  - Monthly features on Trent researcher or RSF supported 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 its impact

### *Metrics:*

Regular features posted to RSF website; number of daily news stories; increase in 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 success to attract students to Trent
- Trent Magazine
  - Alumni magazine
  - Published 3x per year; includes highlights from Showcase/research
- Research Matters
  - Regular newsletter for internal research community

*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 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
- 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