

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
- Community

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
 - Regular features on Trent researcher and RSF supported research initiatives
 - Sharing of 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
 - In-depth publication highlighting the impact of research initiatives and activities
 - Helps internal and external stakeholders better understand the research happening at Trent, and what it means locally, regionally, nationally, and internationally.
 - Showcases stories and profiles of researchers and faculty
 -
- Viewbook
 - Main publication for recruitment to Trent University
 - Highlights researchers, world class research facilities, research organizations, and opportunities for HQP training.
- Research Office Updates
 - Regular updates to Trent researchers featuring activities, professional development and funding opportunities, upcoming initiatives, and information from the Office of Research and Innovation

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
 - Regular news releases from Trent Marketing and Communications featuring the success of Trent researchers
 - Follow-up calls and relationships building with media to help make Trent research and researchers accessible.
- 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 (Instagram, 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
- Leverage owned social content to make impact on trending/research relevant profiles

Metrics: Increase in likes/shares/follows/impressions across social media platforms