

RSF Communications Strategy for Trent University

Goals:

- Raise awareness and profile of Trent research activity, with particular focus on research impact, research intensity, and researcher accomplishments while highlighting Research Support Fund in all research-related stories

Key Audiences:

- Industry, Government, Current and Prospective faculty and students (graduate and undergraduate), Media, Local community organizations, Community members

Strategies and Tactics:

1) Website:

Enhance web presence to highlight and profile Trent researchers and research success stories

- Creation of new website
 - Regular features on Trent researcher and acknowledging RSF supported research initiatives and impact
 - Sharing of news releases
 - Links to profiles and stories about research posted to Trent's homepage

Metrics: Features posted to RSF website; # of daily news stories; increase in page activity

2) Publications:

Highlight and share research stories and support from RSF through Trent-produced publications

- Trent News
 - Standard boilerplate added to research stories
- Trent Breakthroughs
 - Email newsletter highlighting in-depth coverage of research initiatives/activities
 - Helps internal and external stakeholders better understand research happening at Trent, what it means locally, regionally, nationally, and internationally.
- Trent Pulse
 - Email newsletter highlighting Trent news coverage, media hits and Trent News stories focused on research projects, faculty achievements, etc
- Trent Magazine

- Alumni magazine with spread dedicated to research stories and profiles from science, social science, humanities, faculty, graduate students, undergrad students and alumni research
- Research Office Internal Updates
 - Email bulletin Trent featuring activities, professional development, funding opportunities, initiatives and information from the Office of Research
- Viewbooks (Undergraduate and Graduate)
 - Highlights researchers, research facilities, research institutes, centres and groups, opportunities for research skills development and HQP training
 - Features scholarships and funding opportunities at the graduate level

Metrics: Number of research news stories posted to Trent News, distribution size, open and click rates for e-publications

3) Media Relations:

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

- Regular news releases featuring the success/outcomes of Trent research
- Advisories and pitches
 - Research related advisories and targeted pitches for media. Aligned with topical content in the news and around dynamic or unique research topics
- Breaking news updates on online expert database
 - Web-based, searchable database for media, industry experts, prospective students to search faculty and research expertise
- Daily media monitoring/tracking of Trent research in the media
 - Tagging and sharing earned media coverage in Cision platform. Sharing in Trent's daily Media Watch newsletter

Metrics: Number of news releases, reach and ad value equivalency of research stories/placements

4) Social Media:

Utilize social media channels (Instagram, Twitter, YouTube, LinkedIn) to raise awareness around Trent's research expertise

- Share Trent research on social media platforms with research hashtags and tags in research-related social posts
- Leverage owned social content to make impact on trending/research relevant profiles

Metrics: Increase in likes/shares/follows/impressions