



Communication and Dissemination of Research – How to reach the Public?

The PhD School invites all PhD students within the discipline of jurisprudence to a course on

Communication and Dissemination of Research

The purpose of the 3-day workshop is for PhD students to learn how to share their research in an efficient, authentic, understandable, and interesting way with their prospective broader audiences. This will include:

- Overview of digital communication in 2022 and the various ways professionals, especially academics, can utilize digital media and marketing to enhance their brand, their institution's reputation and broaden the reach of their research
- Input on using various social media channels to share research and network inside and outside academia authentically
- The importance of owning your space online through various channels such e.g. a website
- How various tools such as podcasting, videos, blogging can increase your reach, thought leadership, and collaboration opportunities.
- How to frame research communication based on the audience, especially for articles, blog posts, and pitching to media
- How to interact with media

GOALS

1. Provide tools and guidance for PhD students to write an engaging blog posts/newspaper articles or comment on social media that present their research or knowledge of a topic in the best possible way based on the intended audience
2. Hands-on support to craft a pitch for the piece and suggestions on how to submit the pitch based on the outlet the PhD student has pre-selected
3. An understanding of the pros and cons of each social media channel
4. Demystify podcasting/ video recording and make it accessible and a possible outlet for future research dissemination.
5. Empowering the PhD students to make thoughtful decisions on how they share their work with an understanding that it is imperative for them to do so in order to grow their careers and put them in the best position for innovative opportunities to come their way

WORKSHOP DELIVERABLES

PhDs will:

1. choose the social media mix that works best for them based on personality, research, and time constraints
2. create a mock schedule for the rest of the quarter to start working on their presence and showing up in a consistent way
3. edit a professional bio for the PhDs to use when they submit articles, to put on their institution or personal website, or to submit for conferences, conventions, and/or podcast interviews with an understanding of how to pivot that main bio for different channels
4. have a solid pitch based on a previously worked on research article or paper that they will submit to an outlet of PhDs choosing
5. craft an outline of a personal academic site OR a page on the faculty website for the PhDs to springboard to connect all the threads of their print and growing digital footprint

PhDs PRE-WORK

- Read the assigned materials
- Submit two social media posts to be reviewed
- Have at, at minimum, 5-sentence bio ready to be reworked
- Have an article or article abstract and an outline that you are working on OR have recently written ready for the workshop
- Write approximately ten lines introducing yourself (e.g., What is your background? What are you researching? How do you feel when communicating your research to both peers and outsiders? What do you hope to get from this course?)

Total Workload (3ECTS):

Lectures + feedback: 25 hours

Preparation, reading, and writing: 30 hours

The literature will be provided upon admission to the course

Course Information

- **Time:** 5,6 and 8 September 2022
- **Venue:** Faculty of Law, University of Copenhagen, Njalsgade 76, DK.2300 Copenhagen S, Room: TBA [A guide on how to find Campus is available at our website via this link](#) and [a map of campus is available here](#)
- **ECTS:** 3
- **Wi-Fi:** the University of Copenhagen is connected to Eduroam, which allows students, researchers and staff from participating institutions to obtain Internet connectivity across campus and when visiting other participating institutions.
- **Registration:** **No later than 31 July 2022.** [Please register via this registration form.](#)
- Any questions about the course may be directed to Associate Professor Marta Andhov (marta.andhov@jur.ku.dk)

Program

Day 1: September 5, 2022

Overview of digital communication

- 9:00-9:10 Welcome by PhD Coordinator Marta Andhov
- 9:10 10:30 Introduction and Overview of digital communication tools - with Consultant Ayanna Coleman
- 10:30 – 10:45 Coffee break*
- 10:45 – 12:30 Communicating through social media, the tools for efficiency, and scheduling your content - with Consultant Ayanna Coleman
- 12:30 – 13:30 Lunch*
- 13:30 – 14:45 The power of personal websites, what goes on them, and what to do if you don't have one - with Consultant Ayanna Coleman
- 14:45-15.00 Coffee break*
- 15:00 – 16:00 The perfect pitch: Alternative avenues to sharing your content with templates + Day 3 tasks - with Consultant Ayanna Coleman
Tasks include:
- craft content calendars
- updating your about page/bio
- to create, or not to create...a website
- 19.00 Dinner - A restaurant will be provided later on

Day 2: September 6

Podcasting and video recording

- 9:00 10:30 Video recording - Educating your stakeholders
-with Associate Professor Alexandra Andhov
- 10:30 – 10:45 Coffee break*
- 10:45 – 12:30 Podcasting -with Associate Professor Marta Andhov
- 12:30 – 13:30 Lunch*
- 13:30 – 14:45 Engaging with journalists – finding stories in your research.
With communications consultant Emil Tarp Vang. The session will:
1) Introduce useful rhetorical tools
- 14:45-15.00 Coffee break*

15:00 – 16:00 Engaging with journalists – finding stories in your research.
With communications consultant Emil Tarp Vang.
1) Give insight into the mindset of journalists
2) Provide practice in telling the story of your research

Day 3: September 8, 2022
Feedback Session

9:00 -10:30 Blog post etiquette and how to summarize that article into a skim worthy piece of gold
- with Consultant Ayanna Coleman

10:30 – 10:45 Coffee break

10:45 – 12:00: Live review of social media calendars, social media posts, bio review
- with Consultant Ayanna Coleman

12:00 – 13:00 Lunch

13:00 – 14:15 Jeopardy Session Review
- with Consultant Ayanna Coleman