

Advice to My Younger Self

Tips from communication officers, project managers and engagement leaders of EU climate research projects

“ Looking back, what do you wish your younger self had known when you first started working in communications for research projects?

Specificities of the job



- ✓ Research universe is a whole different world
- ✓ The big amount of management and logistics that it entails
- ✓ Manage my ambition and expectations
- ✓ Finding contacts is as much of a 'field work' as it is based on online research
- ✓ Training in communications
- ✓ Find an effective way to track researchers
- ✓ Finding the right balance between vulgarisation and precise information

Planning & Strategy



- ✓ Create a small strategic plan ahead
- ✓ Strategically linking actions to multiply the impact of communication
- ✓ Working in internal strategies with partners for disseminating communication actions
- ✓ Have a plan of what to post
- ✓ Network of communicators 😊
- ✓ Working closely with EU initiatives and organisations
- ✓ Plan for long-term engagement, not just project deadlines

Tools



- ✓ Canva
- ✓ Templates make life easier
- ✓ !Smart! use of AI
- ✓ Trello
- ✓ Social media scheduling tools

Social media



- ✓ How social media actually works
- ✓ How to adapt to different channels
- ✓ Sometimes less (channels) is more
- ✓ How to engage researchers with social media

Hacks & Tips



- ✓ Write short emails
- ✓ Keep the language simple
- ✓ Always track your communication actions with KPI
- ✓ It is critical to learn from the data collected after a communication action
- ✓ Know your target group
- ✓ Experiment more, don't be so rigid
- ✓ Learn more about storytelling
- ✓ It's okay that it's not perfect

A non-exhaustive, informal, synthesis of advice by

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