



# The Science Communication Manager

A leadership role in all COST Actions

August 2019



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Funded by the Horizon 2020 Framework Programme  
of the European Union

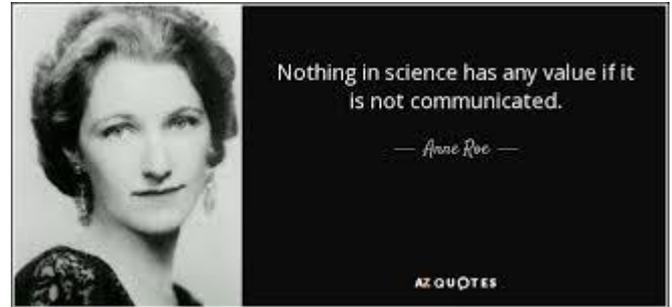
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## 1. WHY IS COMMUNICATION IMPORTANT?

“ Nothing in science has any value to society if it is not communicated, and scientists are beginning to learn their social obligations ”

Anne Roe. *The making of a scientist* (1953)



- To reach audiences from research community, opinion formers, policy makers, funders, students to people (End users) AND make your content relevant to them.
- To give visibility to your Action and increase it during the lifetime of your Action.
- To stimulate and justify funding. It may lead to new funding opportunities.
- To demonstrate the value of Universities, research institutes & organisations and the added value belonging to a multidisciplinary network involving numerous countries, helping young researchers.
- To spark new collaborations and spread networks and excellence.
- To inspire the next generation of researchers.

## 2. DISSEMINATION VS. COMMUNICATION

**Dissemination** targets specific audiences to bring knowledge and expertise on a topic.

**Communication** is to engage with a wider audience via articles in mainstream newspapers and magazines or TV and radio channels. Successful communication requires a clear language and attractive scientific subject with results that can catch the media's attention. Thus, it is important to adapt the message to the audience.

	DISSEMINATION	COMMUNICATION
Objectives	Public disclosure of results, enabling the take-up and use of those.	Promotion of the project and its results. Informing and engaging with society, to show how it can benefit from research.
Timing	Only when results are available or found.	Starts at the outset of the project.
Audience	Specialist audiences: target groups, such as scientific	Multiple audiences: general public, including EU citizens, civil society and mass media

	communities, industry stakeholders, policymakers, etc.	
<b>Language</b>	Scientific language	Non-specialised language
<b>Channels</b>	Peer-review journals, scientific conferences, online repository of results, etc.	TV channels, radio, newspapers, generalist website, newsletters, etc.

Table 1. Differences between dissemination and communication. Source: H2020 programme – Guidance social media guide for EU funded R&I projects (6 April 2018).

“ You don’t really understand something unless you can explain it to your grandmother. ”

This quote, attributed to **Albert Einstein**, should help when you want to communicate about science and science is everywhere in our daily life. It should then reflect accordingly.

### 3. HOW TO WRITE A PRESS RELEASE

**What:** A release aims to inform about something new that will shortly happen.

**Novelty:** Is there something new to release about your activity or the study?

**Timeliness:** Always try to link your story to a current event – what makes the story timely or newsworthy now: climate changes, epidemic flue... Think of the UN days calendar. International days of Cancer, Diabetes etc. It could be the right moment to release your story in the context of International Day of Human Space Flight, World Health Day, World Wildlife Day...

**Identify a human interest:** How the network or research affect people’s everyday life.

**Importance of the impact:** Story important for the public and how it will affect them.

**Fascination or surprise factor:** The wow factor. People are always fascinated by space, planets...

**Controversy and arguments:** Provide an alternate position with a scientific knowledge. Open a debate on a topic.

**Local factor** helps as media will use it to set the context.

**Short and clear:** average 350 – 500 words. Higher for scientific releases in specialised magazines.

#### 3.1 The 5 W

Use the 5 W when you communicate: **WHAT, WHO, WHEN, WHERE** and **WHY**.

What is the actual news? Your Action is releasing new information on a topic, a book, organising a conference, participating in a workshop, about a new scientific network and research field?

- Who is involved in the Action?
- When will this happen? On 12 December the Action will meet at the Riga’s Conference ... (Where) does this even take place? Centre for ....

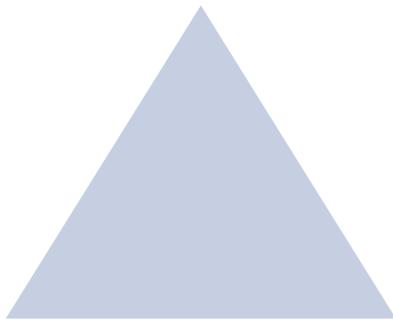


Keep it clear  
and short

- Why this is news? The Chair of the Action will reveal, will give his insight, will provide new information data...
- How is this happening? The main event is a conference leading to a common approach... A Study release & outcome

Write in a simple manner, use simple wording, layman's language, avoid jargon, if acronym used, explain and specify what it is referring to or add the definition. Example ESA could be: European Space agency? Euratom Supply Agency? Eastern and Southern Africa? **Avoid COST Action number** or add the definition and what it is about. Get to the point, what's your pitch about and try to grab the attention. Explain what it stands for.

### 3.1 Hey-you-see-so pyramid



*Hey* – Catch the attention

*You* – Identification

*See* – Explain

*So* – Perspective

You can use the *Hey-you-see-so pyramid* to help you structure your idea and check:

**Hey**→ Teaser to catch the reader's eye to bring the attention on the content and present the story, (headline).

**You**→ Information that makes the article relevant to the reader (relevance and identification).

**See**→ Explain in a few paragraphs the background, the context. Writing about a new a research finding, describe the study and provide some key elements, figures or results.

**So**→ New findings in the end of the article, say something about the impact of the information you are sharing, or you have presented. Outline the prospect of further research in the area.

### 3.2 Structure - What should be in your press release?



1. A catchy headline + Picture or illustration.
2. Date and place.
3. Body - content of the story.
4. A final leading to a conclusion or further perspectives.
5. Note to the Editor.



**CATCHY HEADLINE.** Reflect your main message, keep it simple and short and it should be written **in bold**.



*European researchers set out priorities for dealing with problem internet use*

*Frontiers research topic on tinnitus shows broad public appeal*

*BSC leads the InDust-International Network to encourage the use of monitoring and forecasting dust products*

Press alert COST Action CA16107 Chair: Dr Ralf Koebnik	June 2019	Words: 669 including links
--	-----------	-------------------------------



### Dangerous bacterium threatens rice cultivation

A bacterium from weeds present around rice fields, until now considered harmless to rice, may well one day evolve and become more dangerous to the crop. Findings of new research by members of COST Action [EuroXanth](#) could help anticipate the emergence of a new threat to rice and identify a sustainable solution to counteract its impact.<sup>[1]</sup> Rice is a commodity that feeds more than half the world population, particularly in Africa and Asia. The staple food for four billion people is under threat, according to an international study from researchers from four continents who have discovered a bacterium threatening rice cultivation in developing countries. This may affect the United Nations' goal of zero hunger in the world by 2030. COST Actions are EU funded networks and EuroXanth is dedicated to with important bacterial plant diseases caused by *Xanthomonas* and *X* from the French [Institut de Recherche pour le Développement](#), have been led by Prof. Jan Leach from the Colorado State University, USA,<sup>[2]</sup> and Prof. [Christophe](#)

#### Diseases caused by Xanthomonas

Until recently, two serious bacterial diseases, caused both by the species *Xanthomonas*, have been of major agricultural interest in Africa and Asia with up to 60% yield loss: bacterial leaf blight, which causes brown-yellow streaks on the leaves, and bacterial leaf blight, which causes leaf necrosis.

During their recent work, the researchers made a surprising observation: "by analysing the samples of rice collected in West Africa, we found a bacterium, *Xanthomonas*, which is present around the rice fields: the bacterium *Xanthomonas* now proved to be a potential risk for rice cultivation", says Christophe. Researchers have sequenced the genomes of five strains of *Xanthomonas* collected in West Africa and compared these genomes with those of *Xanthomonas* infecting rice –

### G-BiKE: New European Network on Genomic Biodiversity for Resilient Ecosystems

On the 8 of March 2019, [COST Action Genomic Biodiversity Knowledge for Resilient Ecosystems](#), G-BiKE, ran its first kick-off meeting in Brussels at COST (European Cooperation in Science and Technology). G-BiKE is a newly funded research network within Horizon 2020 COST Programme that will link scientists and practitioners across the EU and beyond, to highlight the importance of genetic and genomic tools in biodiversity conservation.

The main challenge of the Action is to establish the use of genomic data as a standard tool for monitoring and managing plants and animal species to ensure their persistence, and the continued supply of nature-based ecosystem services. Considering the drastic impacts of climate change that are likely during the coming decades, G-BiKE is especially timely.

- ✓ **DATE and PLACE.** Indicate when and where the press release was written. Here are some examples:



*Brussels, Monday 21 March 2019. COST Action X is organising a conference at the International Center for... The aim of the meeting will focus on studying ...Researchers and scientists from 25 countries will share their insights on .... The COST network will ....*

Or

*On Thursday 21 March 2019, COST Action X will participate in an international consortium of researchers organised by the ... at the Radisson Hotel. The Chair of the Action, Prof. ... will give her insight on new development of biology and medicine...*

- ✓ **BODY.**

- First paragraph: the main message, what is it about in a simple and concise manner, straight to the point. Think who you address the message to: journalist and the wider audience. Max 70 words.
- Second paragraph: background info about the issue; results or benefits to people, context, the added value and if possible add figures or data to support your release. Who you trying to reach who is concerned about the topic? Explain the issue with facts and figures with a context. More complex

info can be added via background or links. Quotes from people involved in the news are always a good idea.

Easy to find references according to your field of research. You can check the official figures to link them to your research field.



*According to the latest European Commission Report on Migrations, 2.4 million immigrants have entered the EU from non-European countries in 2017.*

*Energy demand in building can be reduce by up to 13% by 2020 and up to 70% by 2050 if we want to meet the energy sustainability targets for 2020.*

*Every sixth death in the world is due to cancer, making it the second leading cause of death according to The Union for International Cancer Control's (UICC).*

- Conclusion: where does this take you? the next step in your research? Add informative content journalist can use or a quote.



*The network activities will enable to harmonise future legislations by setting up standards...*

*This new guideline will help industry to identify areas where regulation is needed.*

## ✓ FINAL.

Picture or visual to go with your article. One picture – 1000 words.

Additional information can be found on ... (background or reference link).

Contact person details (e-mail & phone) for press enquiries.

Location details (address or link to google map) if conference or workshop.

Action's website.

Add the COST logo (and EU emblem) or the logo of your Action if you have one.



Funded by the Horizon 2020 Framework Programme of the European Union

## ✓ NOTE FOR EDITORS.

Always add a note for Editors at the bottom of your release. It allows journalists to better understand what COST is and in what context your Action was created. If you are interviewed, ask the journalist to add a line about COST or about your COST Action. Please, use the text below:

### **Note for Editors**

*COST is an EU funding programme that enables researchers to set up their interdisciplinary research networks in Europe and beyond. We provide funds for organising conferences, meetings, training schools, short scientific exchanges or other networking activities in a wide range of scientific topics. By creating open spaces where people and ideas can grow, we unlock the full potential of science.*

[www.cost.eu](http://www.cost.eu)

### 3.3 Examples of COST Actions in the media

## CyprusMail

Home Cyprus Opinion World Business Sport Life & Style Heal

### First-ever Akrotiri 'BioBlitz' taking place this month

By Staff Reporter February 13, 2019 0 Comments 55

SHARE



This month, Alien CSI Action is organising an Akrotiri BioBlitz in Cyprus for the first time in the Akrotiri wetland, famous biodiversity hotspot threatened by invasive alien species.

According to an announcement, 14,000 alien or non-native species have been introduced deliberately or accidentally by people to Europe.

"Some of these threaten European biodiversity, societies, economies and human health," it said as they are termed "invasive alien species".

Invasive alien species cost Europe €12.5-€20 billion, it added.

"In Cyprus, invasive alien species alongside climate change and urban development are a major threat."

In this context, Alien CSI, a European programme funded by the Cooperation in Science and Technology (COST) is running its first annual meeting at the Akrotiri Environmental Education Centre between February 25 and 28.

Around 90 international experts from 37 countries from Europe and beyond (Argentina, Chile, South Africa and New Zealand) team up to discuss the challenges posed by invasive alien species and consider action through citizen science – whereby people are engaged in taking active roles in enhancing understanding and ultimately protecting biodiversity.

COST Action [Increasing understanding of alien species through citizen science \(CA17122\)](#)



### G-Bike COST Action

April 2 · 6

Yesterday in daily news in Serbia about G-BIKE COST Action 😊 Our annual plan of activities is almost ready, so we are starting from May 😊 We will have educations, trainings, workshops...Stay tuned!



**Datum:** 01.04.2019  
**Medij:** Dnevnik  
**Rubrika:** Društvo  
**Autori:** V. C.  
**Tem:** Prirodno-matematički fakultet u Novom Sadu, Univerzitet u Novom Sadu

**Napomena:**  
**Površina:** 384  
**Tržiš:** 10000

**Naslov:** Genomski podaci u zaštiti životne sredine



Stran: 7

ПРИРОДНО-МАТЕМАТИЧКИ ФАКУЛТЕТ УНС ПАРТНЕР У НОВОМ ПРОЈЕКТУ КОЈИ ФИНАНСИРА ЕВРОПСКА КОМИСИЈА

## Геномски подаци у заштити животне средине

Природно-математички факултет Универзитета у Новом Саду партнер је у новом пројекту који финансира Европска комисија. Пројекат веројатно – G-BIKE, COST Action Genomic Biodiversity Knowledge for Resilient, novoфинансиран пројекат Европске Уније има за циљ да повећа научнике и

*Тим из Србије ће учествовати у раду групе у чијем је фокусу примена генетичких маркера као индикатора у праћењу стања природних популација*

управљање и коришћење природних добара широм Европе како би се ukazalo на значај примене научних saznanja из генетике и геномике у заштити биљног и животног света. G-BIKE је европска мрежа научника за интересовање геномских података у управљању екосистема.

Имао се давао генетички подаци могу добити за већину организама, стандардизација протокола за откривање и праћење генетичког диверзитета врста и њиховог адаптивног потенцијала још увек недостаје. Главна идеја G-BIKE пројекта је успостављање коришћења геномских података као стандардног алата у програмима заштите животне средине, како би се осигурала перзистентност популација и врста – каже др Невена Величковић, доцент на Природно-математичком факултету у Новом Саду и Science Communication Manager пројекта.

### Истраживања координише Европа

Пројекат је добијен у оквиру COST програма као међунационалног оквира за европску сарадњу у домену наука и технологије, које омогућава да се истраживања, која се финансирају на националном нивоу, а у чијој реализацији учествује најмање пет институција из земаља чланица програма, координирају на европском нивоу. COST програм финансијски подржава активности које се односе на организацију конференција, семинара, састанака радних група, састања управних одбора појединачних пројеката овог програма, учешће у тренинзима, летњим школама, као и трогодишње кратких научних посета.



на коме је присуствовало 45 научника из 27 земаља Европе. Из Србије, на састанку су била три научника: проф. др Михајла Така, редовни професор Природно-математичког факултета у Новом Саду, наша сарадница др Невена Величковић, доцент на Природно-математичком факултету у Новом Саду и др Срђан Стојић, научни сарадник на Институту за низајско шумарство и животну средину у Новом Саду.

Научни програм акције је подељен на пет тематских целина које су у ствари организоване као радне групе. Тим из Србије ће учествовати у раду групе у чијем је фокусу примена генетичких маркера као индикатора у праћењу стања природних популација. Рад ове групе резултоваће јединственом базом података, која ће укључивати списак кључних врста европског континента за развој генетичких и геномских маркера и листу подручја од посебног значаја за имплементацију мера заштите животне средине, оне које су предмет најбржих промена или која представљају гранична подручја распрострањених врста – каже др Невена Величковић.

Руководилац пројекта је др Кристијано Верони из Италије, а током првог састанка именовани су и подрководиоци, где је предглавни из Србије др Невена Величковић именована за позицију Science Communication Manager.

B. LL

COST Action [Genomic Biodiversity Knowledge for Resilient Ecosystems \(CA18134\)](#)



News in a Serbian national newspaper.

COST Action [European network on invasive parakeets: Understanding invasion dynamics and risks to agriculture and society – ParrotNet \(ES1304\)](#)

  **The 5 Most Influential Visualizations of**

**NOT**

HOME NEWS EXPLORE COMMUNITY CONTACT US

Home > NEWS > Atmospheric Science > Invasive parrots have varying impacts on European biodiversity, citizens and economy

## Invasive Parrots Have Varying Impacts On European Biodiversity, Citizens And Economy

On Jul 25, 2019

ATMOSPHERIC SCIENCE

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Credit: ParrotNet

Non-native parrots can cause substantial agricultural damage and threaten native biodiversity, although impacts vary strongly depending on where these parrots have been introduced. Brought to Europe as pets, escaped or released parrots have established numerous wild populations across Europe. Tens of thousands of ring-necked and monk parakeets make up the bulk of Europe's parrots, but several more species are gaining a foothold too.

A pan-European team of researchers, conservationists, wildlife managers and policy-makers worked together under the umbrella of ParrotNet, an EU COST Action, and have reviewed the available evidence on parrot damage, concluding that measures to prevent parrots from invading new areas are paramount for limiting future harm. Their findings are published in the open-access journal *NeoBiota*.



COST Action Advancing knowledge on seaweed growth and development (FA1406) released a new guideline on sustainable European seaweeds.

This release was reported in several outlets, in The Hindu Business Line from India including the EU Science Hub.



**BusinessLine** + a b l e u The 5 Most Influential Visualizations of All Time

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**Agri Business**

## Scientists in Europe frame guidelines for sustainable seaweed harvest

TV Jayan | New Delhi | Updated on May 24, 2019 | Published on May 24, 2019



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Realising that seaweeds have the potential to meet food and fuel needs of the growing global population, a consortium of European scientists has come out with a set of guidelines that would help people farm them in a sustainable way.

The guidelines brought out under a project, funded by the European Cooperation of Science and Technology (COST), is one of the first such initiatives in the world.

Even though seaweeds can be used for human consumption, as bio-fertilisers, for food/feed or bio-energy production, and can provide raw materials for cosmetic and pharmaceutical products, its commercial production is still in nascent stage, with only 1 per cent of the global output coming from aquaculture in 2016.

Currently, only 30 million tonnes of seaweeds, valuing €8 billion, are being harvested every year. In India, seaweeds grow abundantly along the Tamil Nadu and Gujarat coasts and around Lakshadweep and the Andaman and Nicobar islands. Of the nearly 700 species of marine algae found in both inter-tidal and deep water regions of the Indian coast, about 60 species are commercially important, according to a report from the Central Marine Fisheries Research Institute (CMFRI).

A multi-country team of scientists has come with fine details on the status quo, best practices, legislation and regulations that apply to the production with a focus on consumption of seaweed as food or food supplement.

Called Phycomorph European Guidelines for a Sustainable Seaweed aquaculture or Pegasus, this report argued that seaweed aquaculture has the potential to address global challenges related to nutrition, health and sustainable circular bio-economy.

Published on May 24, 2019



**EU SCIENCE HUB**

The European Commission's science and knowledge service

European Commission > EU Science Hub > News > New Guidelines Sustainable European Seaweed

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**News & events**

- News**
- Science updates
- Events**
- JRC Newsletter
- Press centre**
- Photos
- Videos

### New guidelines for sustainable European seaweed

**MAY 21 2019** A new report gives scientific guidance to help meet a growing global demand for seaweeds while also protecting resources and the environment.

The report calls for development, improvement and diversification of seaweed aquaculture practices in Europe.

With the world's population set to hit 9 billion before 2050, seaweeds can provide an alternative source of food, feed, fuel and livelihood for an ever-expanding population, if produced in a sustainable way.

They also play a key ecological role in coastal ecosystems - whether it's supporting the food web, protecting coasts from erosion or removing



Seaweeds can provide an alternative source of food, feed, fuel and livelihood for an ever-expanding population ©divedog, Adobe Stock 2019

## 4. MONITORING THE IMPACT

Remember, whenever you contribute to an outlet scientific or not, please make sure COST or your Action is well acknowledged. This way, our monitoring system feeding the press review will pick it up.

### Data innovation in a connected world

Innovators Magazine | 16/11/2018   

(BELGIUM) Solving societal challenges will require new models of research and innovation, which will be increasingly cross-border,...

are running this important session in cooperation with the *European Cooperation in Science and Technology (COST)*. Innovators Magazine is a

### COST Actions and Future and Emerging Technologies projects

Digital Single Market - European Commission | 16/11/2018   

COST Actions provide another way for researchers, and in particular Future and Emerging Technologies (FET) researchers, to meet and...

in Europe and beyond: the COST programme. The *European Cooperation in Science and Technology (COST)* is an EU-funded programme which enables

Your article will appear in the monthly Press Review which we share with all Action Science Communication Managers.



# Press review



 @COSTprogramme #COSTactions Media enquiries: karima.bensalah@cost.eu

**COST Actions In The News**

**COST In Specialised Publications**

### July Highlights

\*The European network 'DIGFORASP' on Digital Forensic Research extends to 160 researchers in 34 countries. In Spanish news.

\* Understanding the UK's recent spike in wildfires.

\*Health challenges discussed at congress of clinical pharmacology and therapeutics in Lithuania.

\*Climate change causes mosquitoes that spread diseases to spread to new areas reported in Norwegian news outlet.

\* How to defend yourself against fake news in Science Nordic news.

We would also like to help you promote your events or news by sharing them on the COST social media channels and website. Therefore, the information listed below should be provided by e-mail to [karima.bensalah@cost.eu](mailto:karima.bensalah@cost.eu)

- **Type of event/news?** A conference, a workshop, a training school...
- **When?** Date, schedule, deadlines if any: in case registrations in advance is needed with the link.
- **Where?** Place with the full address and link to the location/venue.
- **What?** A short description, a pdf programme or link to be included.
- **Who?** Contact person for further information.

Add a picture or a graphic element related to the event, the Action or the place where it will take place. Remember, visuals are good to attract attention.

Here are some examples of events on the COST website organised by COST Actions

<https://www.cost.eu/events/page/1/#tabs|Name:overview>



COST Action events

### COST Action workshop: new forms of social and political mobilisation

September 19, 2019 08:00

COST Action Reappraising Intellectual Debates on Civic Rights and Democracy in Europe will organise the workshop "New forms of social and political mobilisation: reinventing democracy and civic rights?" on 19 and 20 September 2019. The workshop will take place at the Academy of Fine Arts in Vienna, Austria.



News

### New guidelines for sustainable European seaweed by a COST Action

21 May, 2019



COST Action events

### Training School organised by COST Action CliniMARK

September 23, 2019 08:00

The proposed workshop will expose the problems associated with omics biomarker studies and train a new generation of scientists able to fix the flawed biomarker discovery and implementation paradigm.



## ReNature – CircularCity Summer School

Home > Events > ReNature – CircularCity Summer School

📅 September 30, 2019 - October 4, 2019

🕒 08:00 - 17:00

COST Action CircularCity, together with EU project ReNature, is organising a Summer School about "Renaturing Cities" from 30 September to 4 October in Malta.

The summer school aims to provide participants with an understanding of the features and potential of nature-based solutions in the context of a holistic approach towards landscape sustainability. All participants will have the chance to interact and share experiences and activities with international experts.

Applications can be submitted until 10 July 2019. [More information here](#)



## 5. ACKNOWLEDGING THE COST PROGRAMME

(A)

(B)

Funded by the Horizon 2020 Framework Programme of the European Union

(C) This article/publication is based upon work from COST Action < insert name of Action or initials >, supported by COST (European Cooperation in Science and Technology).

(E) [www.cost.eu](http://www.cost.eu)

(D) COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.

It is important to reinforce the presence of the COST brand throughout the Actions' different communication tools, such as: brochures, flyers, posters, websites, videos, articles in scientific journals, books, etc.

All of the above, if funded by COST, need to acknowledge COST as the funding source through the use of a signature block, taking into account the following elements:

- > COST logotype (A) used as a co-branded signature with the EU emblem (B) and text "Funded by the Horizon 2020 Framework Programme of the European Union". For more information about the usage of these two elements, please refer to chapter 01 (p 18).
- > The acknowledgment text (C) needs to include the title of the Action.
- > The boilerplate (D) featuring a description of COST.
- > A reference to the COST website (E).
- > Please also refer to the EU emblem guidelines: <http://eacea.ec.europa.eu/about/logos/eu-emblem-rules-br.pdf>

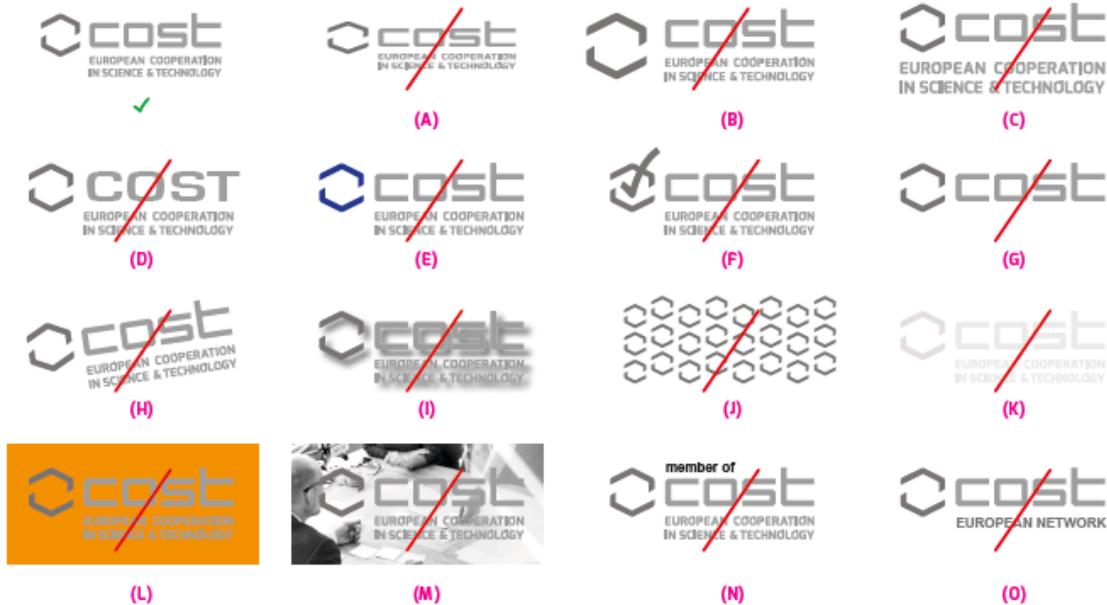
	(A) COST logotype	(B) EU emblem + text	(C) Acknowledgment	(D) Boilerplate	(AE) Website
Brochures	✓	✓	✓	✓	✓
Flyers	✓	✓	✓	✓	✓
Posters	✓	✓	✗	✗	✓
Websites	✓	✓	✗	✓	✓
Videos	✓	✓	✓	✓	✓
Articles in scientific journals	✗	✗	✓	✗	✓
Books	✓	✓	✓	✓	✓

> Please acknowledge COST as the funding source following this table.



Find more guidelines in the COST brand book

## DON'Ts



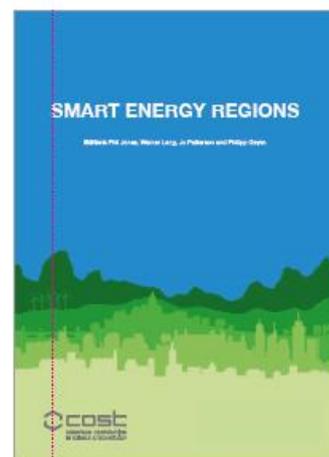
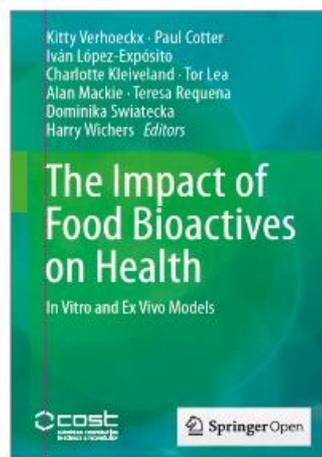
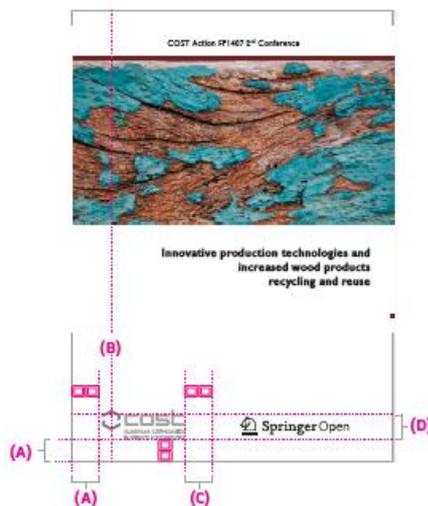
The components of the logotype are placed in a fixed relationship and should never be altered or modified in any way.

The logotype must be easily recognised. Always use original artwork and avoid creating unofficial versions of the logotype through one of these common mistakes:

➤ Don't stretch the logotype (A) or modify the proportions (B) (C) of any of its components.

- Don't change the typography (D).
- Don't change the colour (E).
- Don't alter or play with the symbol of the logotype (F).
- Don't add or remove any elements of the logotype (G).
- Don't rotate the logotype (H).
- Don't add effects to the logotype (I).

- Don't create patterns with the logotype (J) or use it as a decorative element.
- Don't use the logotype as a watermark (K).
- Don't use the main version of the logotype over coloured or photographic backgrounds that interfere with its legibility (L) (M).
- Don't add any texts to the logotype (N).
- Don't modify the baseline of the logotype (O).



For scientific publications, follow these co-branding rules:

- Logotype
  - 45 mm (length) on A4
  - 30 mm (length) on A5
  - always placed on the left side

- Use the publication's margins as long as the logotype keeps a minimum clear space of 2x with the left and the bottom edges (A).
- Logotype alignment at the center of the symbol (B) to the left margin.
- Logotype clear space with other logotypes (C) 2x.

- Use the main version of the logotype on white backgrounds.
- Use the single-colour version of the logotype in white for dark-coloured backgrounds.
- Use the single-colour version of the logotype in dark grey for light-coloured backgrounds.

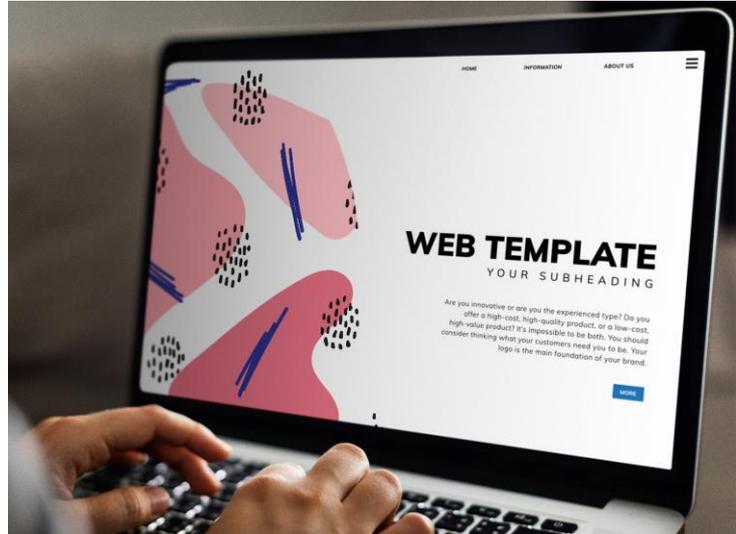
- Follow logotype co-branding rules on p 18-19 (D).
- Avoid placing the logotype over complicated backgrounds that might have a negative impact on proper readability.

## 6. THE ACTION'S WEBSITE AND THE SOCIAL NETWORKS

### 6.1 The website

Before you approach any agency or individual, make sure you define the information that needs to be included on the Action website, such as:

- What the Action is trying to do
- Who is involved in the Action?
- Why the Action exists
- Where people can find out how to join the Action or more information about COST
- When the Action started, when it will finish, when events are running
- How to get in touch with the Action
- Think about the content that you would like to include such as, photos, videos, news stories, events



Talk to at least 3 different agencies, tell them the information that needs to be on the website. For that:

- Ensure that they understand the website needs to be easy to update and use for non-technical users.
- Ask them which platforms they build on and which they would recommend for your requirements.
- Ask for a demonstration to ensure you are happy with the platform. As a rule, most people who can operate a computer, can operate common CMS systems such as WordPress.
- Ask for confirmation that the site will be responsive (will change size and design to fit desktops, laptops, tablets and phones)
- Ask for previous examples of work they have completed.
- Ask for a quote for the work to be completed and a time estimate.
- Ask if anything else is included, such as training, or support during the website launch.



**Don't forget to include links to the COST website and/or the COST social networks or the ones of the Action.**

**Logos are important! Ensure you have the Action logo, the COST logo and the EU acknowledgement.**

### 6.2 Getting social

There are many different social media platforms available and new ones are being created all the time. It can be confusing to know which one will be right for your Action. We would like you to consider:

- **Twitter** – Most Actions create a Twitter account. It is a useful tool to share information about your Action with followers, COST, policy makers and interested parties through #s.
- **YouTube** – Creating videos is a fantastic way to document and share the work of your Action in an interesting and digestible format. Many Actions choose to make short videos for YouTube, which they embed on their websites and which COST can embed on the main COST site. It is very easy to make short, high quality films using a mobile phone. The COST Academy offers training for Action participants (more about it on page 17).

- **Facebook** - Several Actions choose to also make a Facebook page. Facebook pages are easy to manage and share information about events, photos, videos and longer posts.
- **Instagram** – If your Action will involve holding lots of events or involves a very visual topic such as the sea, trees, bugs etc, then Instagram may prove to be a useful tool for you to consider. It is easy to use, has #s to connect people to topics, and it is possible to share to other social media platforms from the Instagram platform.



**Quality is better than quantity** when it comes to managing your social media accounts. If you are limited for time, choose only one or two platforms to disseminate your Action information. And remember:

- Before you set up an account think about who you are trying to reach with your social media accounts. Policy makers are unlikely to search Instagram for material about your Action topic on Instagram, however young researchers are much more likely to do so.
- Think – If your Action was a person, how would it speak? Would it be purely professional in tone or perhaps friendly and informative?
- Schedule posts – look at your Action calendar to make sure you are telling the world about what your Action is doing, look at world celebration days etc, think about how they might be able to tie in with your Action.
- Post content regularly
- Look at your analytics – Twitter, Facebook and YouTube have analytical data, which will tell you more about your audience and how they interact with your content.
- Try free tools such as Canva to make visually interesting posts and infographics.
- Don't be afraid to ask for help if you need it!



The power for digital and social media to spread the word about your Action is enormous!

## 7. THE COST ACADEMY

The COST Academy is an initiative to support the management of the COST Actions. It organises trainings, workshops and mentoring for COST Action participants.

Science Communication Managers are invited to participate in the different COST Academy trainings on science communication:

- **Using social media to communicate your research (basic)**

In this training you will learn the basics of using social media to communicate your research; why you should use social media, what platforms are available, what they are used for and which ones you should choose to promote your Action. You will also learn how to create your profiles and get started with using social media tools.

- **Using social media to communicate your research (advanced)**

This course will dive deeper into the different social media tools in promoting research and train the participants on e.g. social media community management and tools, including social media monitoring and analytics.

- **Shooting and editing a mobile video for your Action**

Here you will learn to shoot and edit a video with your mobile phone, which can be used to promote your Action. The training course will cover the basics of shooting a mobile video, different shooting techniques (for e.g. conferences and interviews) and how to easily edit the videos using simple tools available for different mobile phones.

- **Working with the media. Mastering media interviews**

The working with media training focuses on the basics of public engagement, identify their key audiences and messages and how to deliver them effectively to the media. The training also includes fundamentals and tips on ways to reach and engage with the EU and national media to promote their research and results and how to prepare for a media interview.

- **Storytelling: spotting and writing a good story. Getting people to listen**

The training on storytelling focuses on building a story for communicating the key messages of the COST Action research. It focuses on how to write a story in a way that the journalists are interested in it and the specific challenges of science communication based on examples across different media.



The COST Academy will send an email to all the Science Communication Managers every time new trainings are announced. If you are newly elected as Science Communication Manager, you can also send an email to [costacademy@cost.eu](mailto:costacademy@cost.eu) ask about the trainings. All the available trainings and dates are published in the calendar on the COST Academy website.

