

Communication strategy and social media

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on Communication Strategy

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Focus of the presentation

(1) How NCPs deal with communication and social media? – basic data

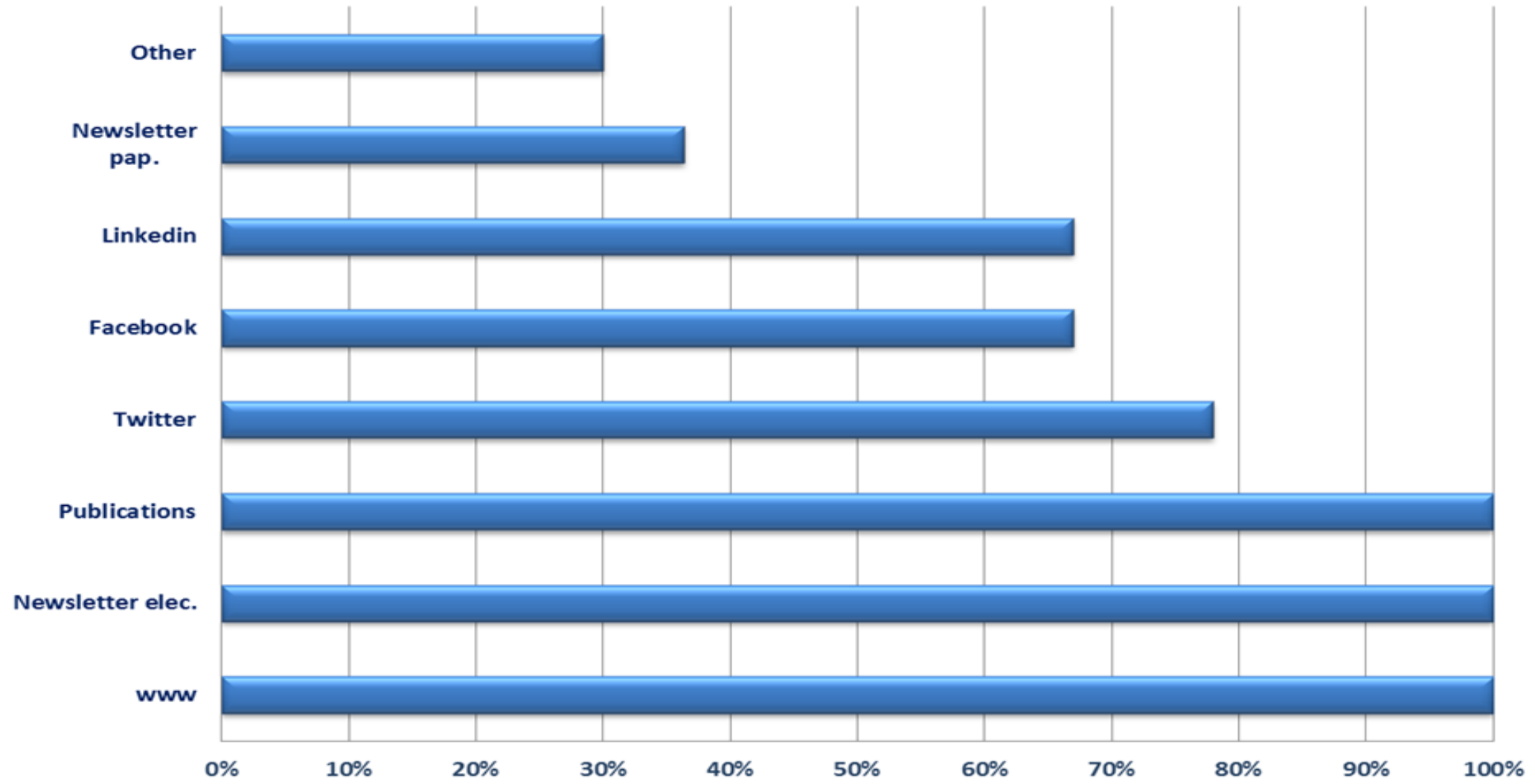
(2) Case study Poland:

- Communication strategy as a process
- Examples, social media

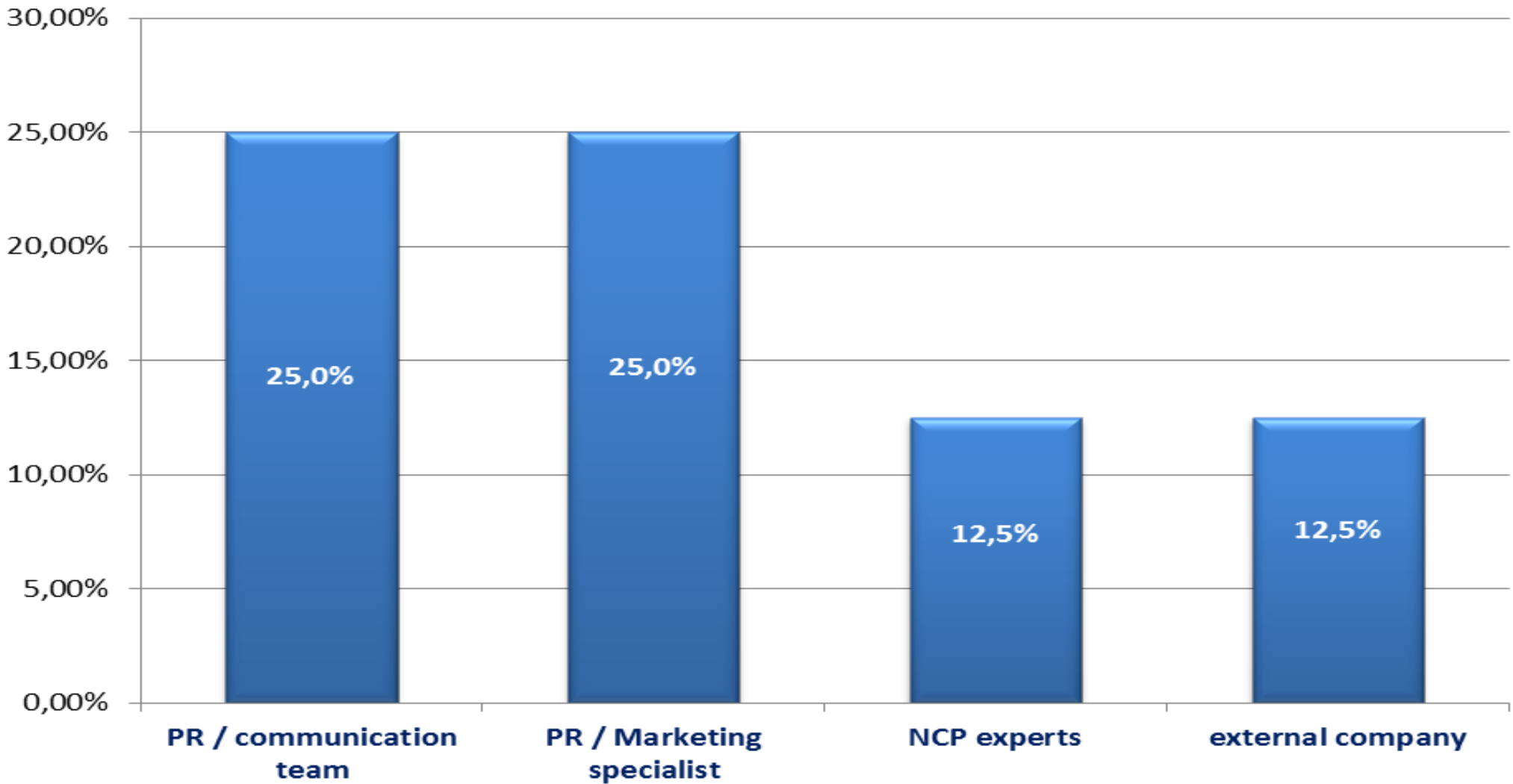
Communication strategy of NCPs

- **Context based** – national/ regional eco-system vs. NCP structure;
- **Various models** – resources, institution's strategy;
- **Various data** – mapping exercise of NCPs' activities under the NCP_Academy;

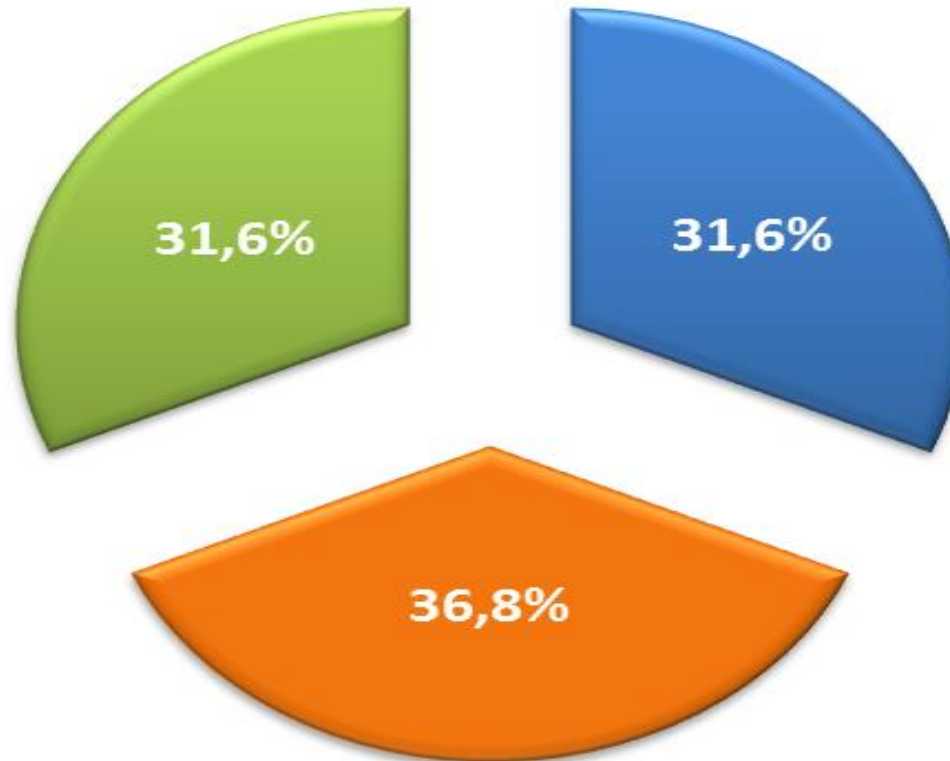
Type of communication activities in NCPs



Responsibility for communication in NCP organizations

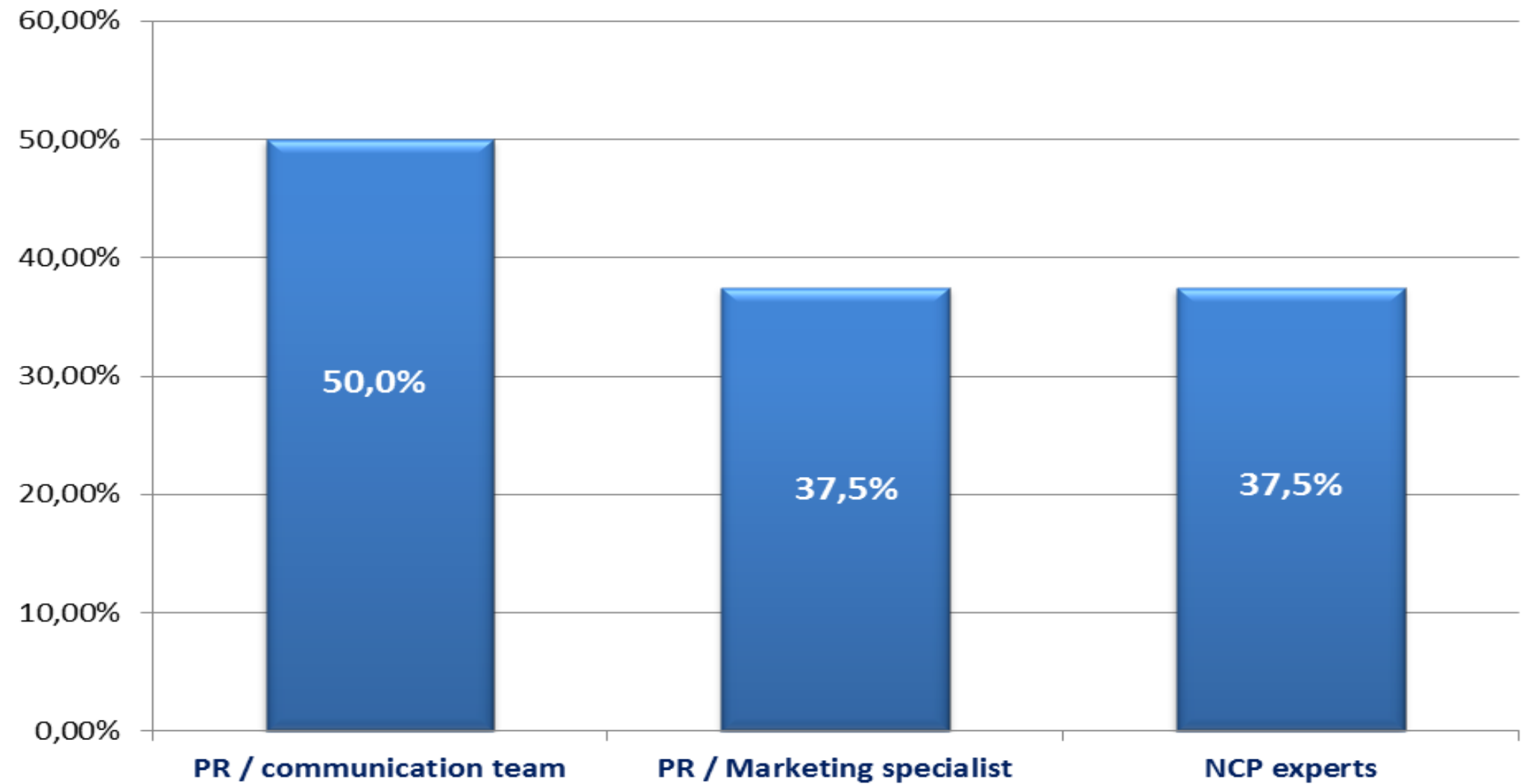


Types of Social Media activities in NCP organisations

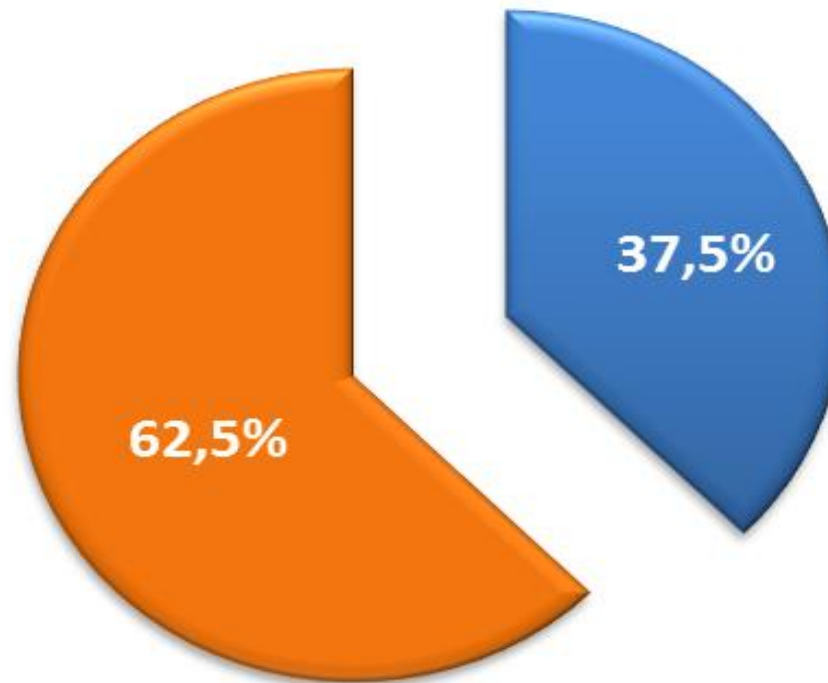


■ Facebook ■ Twitter ■ LinkedIn

Responsibilities for communication in Social Media

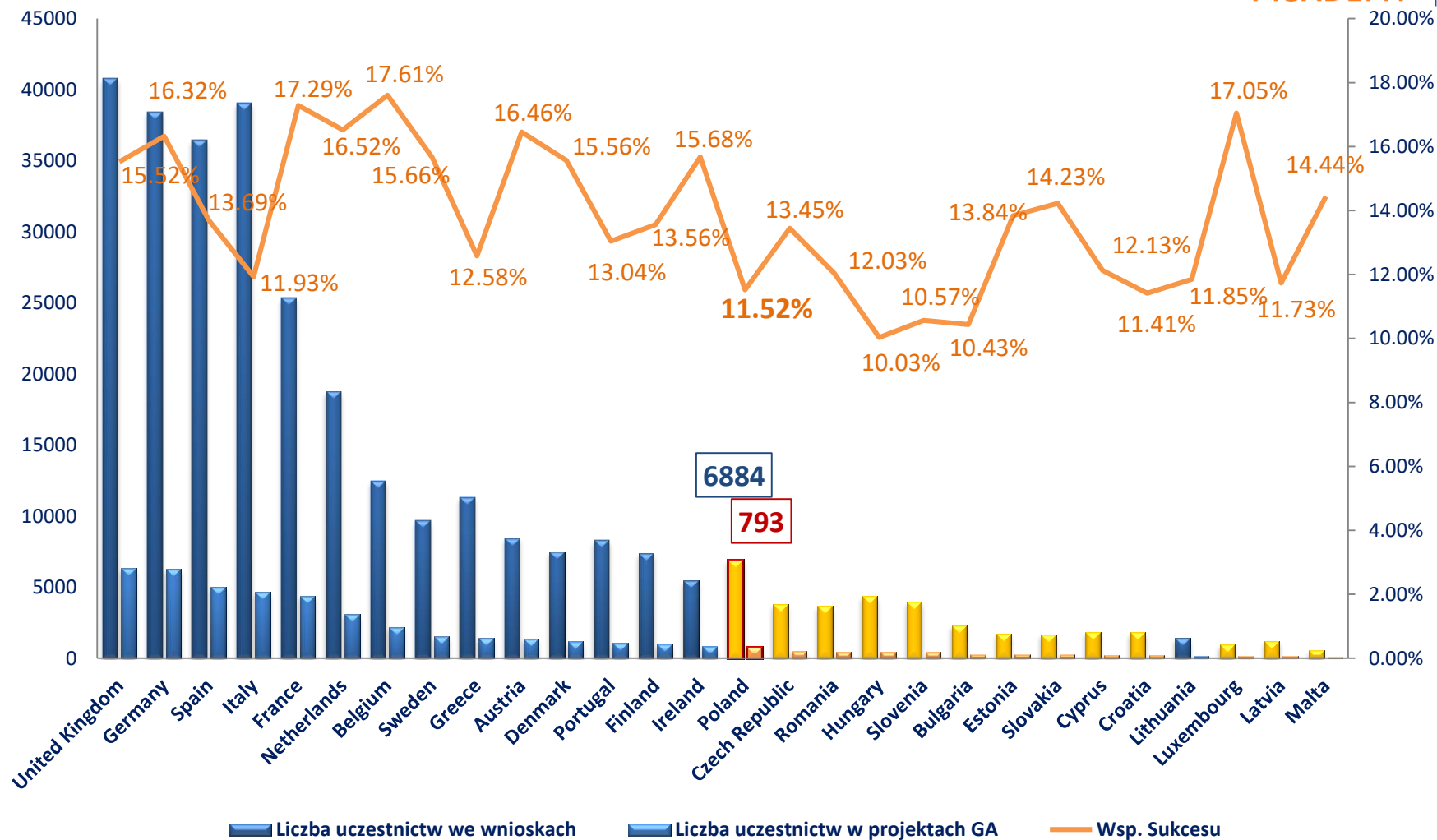


Impact of social media on NCPs activities



■ Yes ■ No

Poland – where are we?



Target groups

EU level: EC, EP, liason offices, regional offices, associations, NCP Networks....

NCPs

National/ Regional dimension: applicants, beneficiaries, partnering organisations, lultiplicators, NCP network, regional and national authorities, media etc../nIndustry, academia, individual researchers, NGOs, newcomers, etc..

Challenges vs. communication goals

- **Awareness** on H2020 → new discurs & channels
- **Branding** at the national and EU level → improvements needed
- **Clients** → we should go for the best
- **Weak internationalisation** → make Polish R&I visible

Facing challenges – reaching goals

- **Consistency** in branding and services
- New approach to **traditional channels and tools**
- **Social media** strategy
- Development of **new tools**
- Support of **external communication experts**
- **Presence** in media
- Use of **existing partnerships**
- Dissemination of **PL success stories**

Goals vs. KPIs

- **Planning vs. resources available**
- **SMART and KISS** (e.g. (i) set of promotional materials, (ii) no. newsletter subscribers vs. % increase in time, (iii) implementation of new tools etc.)
- **Monitoring & lean approach**

Ressources

- **NCPs** – clear role, tools and competencies;
- **Communication unit** – development and implementation of the communication strategy;
- **External experts** – professional marketing and communication services;
- **Multiplicators** – partners' ressources
- **H2020 Beneficiaries**

Designing of the process

- **Clear message and rules** – why, how, what, who
- **Expert support** – hire/ subcontract
- **Capacity building** – trainings etc.
- **Upgrade/ restructuring** of traditional tools
- **Development of new tools and channels**
- **Quality assesement & lean managment**

Results_multiplication



**Conference of Rectors of
Academic Schools in Poland**



Polish Academy of Sciences



EEN, Agencies etc..

- **Awariness raising on Horizon 2020**
- **Identifying the best scientists/research teams**
- **Partner search**
- **Development of grant offices**

Results_internationalisation

National Contact Point for Research Programmes of the European Union Institute of Fundamental Technological Research Polish Academy of Sciences



ABOUT US ▾ HORIZON2020 OTHER OPPORTUNITIES ▾ R&I POTENTIAL ▾ PARTNER SEARCH EURAXESS



V. LEARN MORE AT...

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PAP Science & Scholarship in Poland

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I. INTRODUCTORY REMARK

Zygmunt Krasieński, PhD
Director of Polish National Contact Point for Research Programmes of the EU

We are very pleased to present you with our first Bulletin. The idea behind this publication is to keep you informed on Polish potential in research and innovation, but also to provide you with news and information concerning Polish programmes for foreign researchers, important events as well as to provide insight on Polish successes in Horizon 2020.

Polish National Contact Point for Research Programmes of the EU is funded by the national authorities and the European Commission. Our mission is to reinforce the position of Polish science and innovation in Horizon 2020. We coordinate the Network of NCP including 11 Regional Contact Points, which are situated in the biggest Polish scientific establishments, and the Polish part of the Euraxess network.

The first issue of Bulletin is always special. In particular, I recommend reading an interview with Piotr Dardziński, Deputy Minister of Science and Higher Education. He provides some insight on Polish research potential and new strategic framework for research and innovation introduced in Poland.

The booklet also contains a report on the Conference "Horizon 2020 - where we are and where we are heading: Opportunities and challenges for Poland", which was held in Warsaw on 3rd June 2016. The event was held as a part of the European discussion about the future of the EU Framework Programmes and coincided with the interim evaluation of Horizon 2020.

The Bulletin also presents the winners of Crystal Brussels Award 2016. An award whose intention is to recognize Polish institutions and individuals' outstanding performance in Horizon 2020.

The participation of Polish SMEs within Horizon 2020 is growing. A notable example of this process is the company Synektik S.A. The President and CEO of Synektik S.A. explains that their company always sees great potential in projects developed on the basis of science.

Poland is developing its image as a country attractive for researchers from abroad. Polonez, BioMed, NalMeS, TEAM and TEAM-TECH as well as the International Research Agencies Programme, all mentioned in the Bulletin, are only some examples of various national programmes addressed to foreign researchers. In the above context, I would like to highlight the fact that the researchers from abroad that come to Poland constitute an important factor on the road to excellence.

Results_awareness raising_media

**SCIENTIFIC
AMERICAN**
POLSKA EDYCJA

SWIATNAUKI

FORUM
AKADEMICKIE

Perspektywy

science^{PR}

- **Strategy** for collaboration with media;
- **Systematic approach** – expert’s support, capacity building;
- Building **links** and **network**;
- Presentation of H2020 through **success stories**;
- **Snow ball effect**;

Results_awareness raising

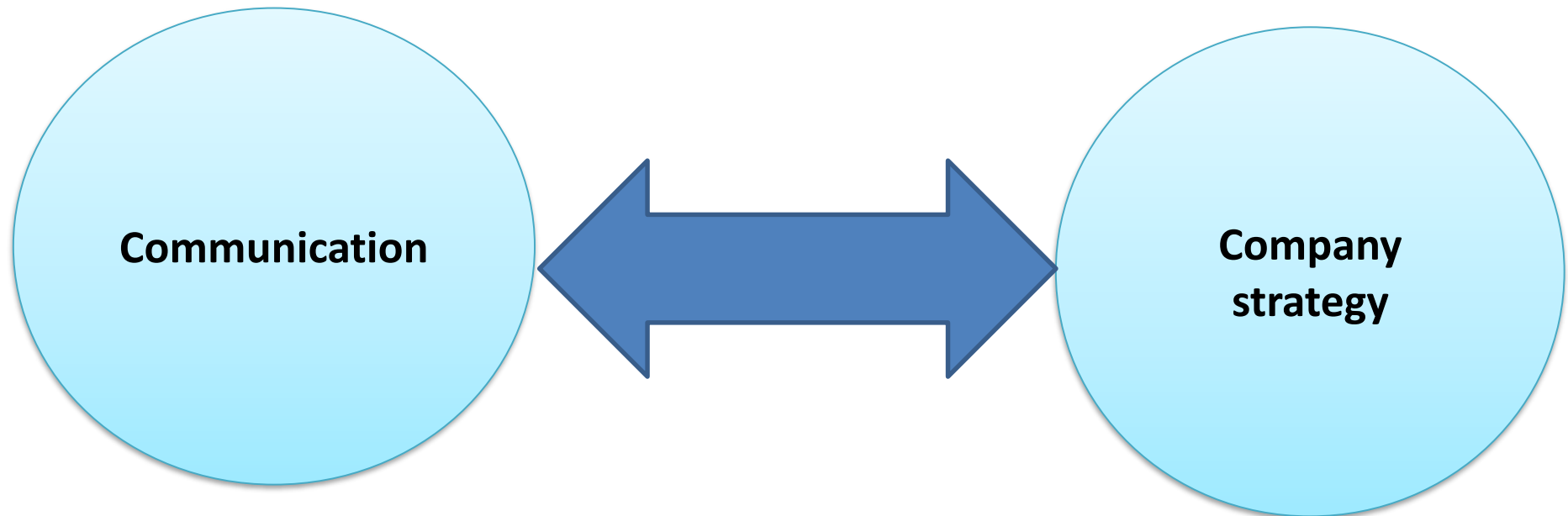
Crystal Brussels Prize



Results - social media

- It is not an easy job – **strategy** and resources;
- **Possibilities** for quick and various communication;
- Source of **data** (type of clients, outreach);
- Easier **access** to target groups (Twitter – policy makers and influencers, industry; FB – young researchers, applicants and multipliers);
- **Correlation**: promotion via social media vs. interest of our clients;
- **Risks** – e.g. haters;

Communication vs. company strategy



....Thank You

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