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INNOVATIONSKONTORET

Impact Communication Web Analysis

The Impact Communication Web Analysis tool is aiming at providing research unit managers and communication officers with (a) insights regarding opportunities and (b) a process for making strategic choices. You can use it on your own, or together with an innovation advisor.

Unsure about utilisation or impact? Check out the information at Chalmers Insidan (English and Swedish) and the resources provided by the Chalmers Innovation Office.

Recommended Process

(1) Go through the checklist below in order to get an overview of the current situation at your department/unit. In the end, the objective is not to have as many yes as possible, but to make informed choices regarding what to focus on given your objectives and resources.

(2) Try to find and check out good examples (for various aspects), such as Energiteknik, Tillämpad IT, MIT, Institutionen för didaktik och pedagogisk profession and SLU. Also check out your competitors world wide.

(3) Check out your department's/research group's utilisation/communication objectives and revise them if needed.

(4) Make strategic choices regarding what target groups and channels to focus on, given the available resources.

(5) Based on that strategy, make a plan for specific actions (what, when, whom, resources). The checklist includes indicators for how much work is required for the various tasks listed (L=large, M=medium, S=small).

Checklist

A. Material Possible to Put on Your Unit's Website

Information about impact you have already achieved

Yes	No	Question
☐	☐	Have you published so-called impact stories describing what you have done that have led to a positive impact on the society? (L)
☐	☐	Have you included information about knowledge assets other people have used, start-up companies based on your research, patents or licences? (M)
☐	☐	Do the personal webpages of the people involved in the research have information about utilisation on them (partners, projects, impact etc)? (M)

Yes	No	
❐	❐	Do you have a newsletter containing information about utilisation? Is it possible to subscribe to it? (L)
❐	❐	Do you publish news on your website on a regular basis containing information about utilisation opportunities or results? Do you tag them to make them appear at chalmers.se? (M)
❐	❐	Do you have a list of your researchers' blogs and have you made sure they are included in Chalmers compiled list of blogs? (S)
❐	❐	Do you have a list of articles in non-academic papers where research from your unit is mentioned? Is it generated automatically? (L)
❐	❐	Do you inform people about on-going and previous research through a link to research.chalmers.se, pointing out that you can check out partners? (S)
❐	❐	In addition to a website, do you use social media such as Twitter, Facebook, Instagram, Vimeo, Podcasts etcetera to communicate your impact (or for interaction)? (L)

"People can only decide to follow if we tell them where we're going. Telling them what we've done doesn't help them to imagine the destination." **Simon Sinek**

Information about your ability to create impact

Yes	No	Question
❐	❐	Do you have a clear mission statement including information about the positive impact you'd like to have on the society, for example which of the 17 UN sustainability development goals you are addressing? (M)
❐	❐	Have you included a list of organisations (NGOs, public sector, companies) you have collaborated with, or a list of strategic partners? (M)
❐	❐	Have you made it clear which target groups you mainly address your utilisation efforts towards and partner with? (M)
❐	❐	Have you included partner statements, where they tell why they like working with you? (M)
❐	❐	Have you published descriptions of infrastructure such as tools, data, equipment and labs that partners can use? (L)
❐	❐	Have you included a list of all centres associated with the department/group and a short description from a utilisation perspective? (S)

Yes	No	
❒	❒	Have you made a list of the Wikipedia entries the researchers manage? (S)
❒	❒	Have you made a list links to networks and communities managed by the researchers, that people outside academia can join? (S)
❒	❒	Do you provide information about opportunities to contact the researchers for expert advice, consulting, evaluations, commissioned research or education? (M)
❒	❒	Do you provide information about evaluations showing how good the department/group is at utilisation? Prizes won in impact-oriented competitions? (M)
❒	❒	Do you provide information about how much your research is mentioned in social media? Is it generated automatically? (L)

Information directed towards your target groups in order to create impact

Yes	No	Question
❒	❒	Do you have clear information about whom to contact if somebody would like to collaborate with your unit? Is it a person or a functional address? (S)
❒	❒	Do you provide information about current commissioned courses, MOOCS etcetera? Is it easy to apply for them or indicate an interest in a new topic? (M)
❒	❒	Is it possible to download or access free material from your website such as handbooks, reports, data, simulations, instructional videos or podcasts? (L)
❒	❒	Do you regularly provide comments on news related to your research fields, for example using tools such as Scoop.it? (L)
❒	❒	Do you provide information about seminars and workshops for non-academics? (S)
❒	❒	Have you included information about opportunities for collaboration on specific issues/projects? (M)
❒	❒	Have you included information about mobility to or from the university such as industry PhD, mobility grants, and professors of practice? (S)
❒	❒	Do you have information about opportunities to work with students through projects and thesis work? (M)
❒	❒	Have you published information about how external organisations can participate in or sponsor competitions focusing on utilisation? (S)

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B. Resources Available to Increase Impact Communication

Yes	No	Question
❐	❐	Do you have a communication officer who can write copy (news, impact stories etc)?
❐	❐	Do you have a routine to inform your communications officer on your research and educational activities (news that could make it into stories for the department)?
❐	❐	Do you have a web editor who can develop and maintain the website and work with social media?
❐	❐	Have you done a Utilisation Role Analysis in order to identify what roles the researchers take in the innovation process providing you with insights into how your web communication can enhance their work and how they can contribute?
❐	❐	Do you have the means to work with communication consultants, should you need extra resources in addition to your communications officer(s)?
❐	❐	Do you have a strategy for Impact Communication (target groups, communication objectives, channels, how to measure progress, competence development)? Any objectives regarding Impact Communication in your plans for the unit?
❐	❐	Do you have some kind of web analytics tool for statistics on the use of your web and/or how your content is used by others? Do you use it?
❐	❐	Do you have the resources needed to provide information in both Swedish and English?

Hilary Sutcliffe, MATTER
Purpose of Research Communication:

- Share expertise and insight
- Inform and build awareness
- Educate and enlighten

- Motivate and inspire actions
- Demonstrate transparency
- Demonstrate accountability

For more information about Impact Communication, contact
Chalmers Innovation Office
Website: innovationskontor.chalmers.se

Did you find the Impact Communication Web Analysis tool useful? Can you help us make it even better? Please let us know!