Promoting Online Content

When planning your content it's also important to think about how to get word out. There are a range of techniques you can use during and after recording to draw interest.

Relevance

People are drawn to content that is relevant to their lives and interests. How can you make your research relevant to listeners' lives or potential applications?

Have a clear focus and title that appeals to audiences and helps them find you. Think of key words they will search for.

Involving people or places that listeners recognise or relate to can help link content to their lives or real life applications.

Collaboration

Collaborators can help to create engaging and relevant content, as well as added promotion channels through their own followers:

- Can different fields provide additional angles to content? e.g. humanities adding the emotional aspect of medical implants
- Do relevant interest groups exist that can relate the research to current context? e.g. a housing charity discussing implications of population density

Increasing Exposure

Social media can be a valuable means of tapping into conversation and opportunities to post short comments then link to more information on your website, video or podcast. Can you enhance exposure by asking for retweets from larger accounts?

Working with your PR Team from the start of your project can help to find ways of promotion. For example they might be able to find you a comment piece that directs traffic to the content.

Targeting Audiences

Can you hold, or contribute to public events at your university or relevant groups where you can promote your project?

Which audiences are you targeting? Might your department or external partners have mailing lists, newsletters or websites that you can feature media on, write articles on or link to from?

Do you have any relevant contacts related to the subject that might be able to forward information to contacts or members?