Impact Masterclass

Communication for increasing research impact

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AUSTRALIA

Commissioned by the International Energy Agency (IEA) Energy in Buildings and Communities (EBC) Technology Collaboration Programme (TCP) Steering Group

Masterclass Structure

EBC
Energy in Buildings and Communities Programme

Core learning modules

M0 - Introduction

M1 - Audience and strategy

M2 - template and guide Step by step Examples

Specialised short modules

M3 - Government and Industry

M4 - Public and Media

M5 - Strategic Social Media

Resources

Policy Brief

Writing Guide   **Template**

Executive Summary

Writing Guide   **Template**

Communication Insights and Useful Resources

Workbook

Module 5 – Strategic Social Media

Structure of Module 5

☐ Aims and outcomes.

☐ What is social media good for / how can it increase the impact of your research?

☐ Introduction to platforms.

☐ Platform basics and parameters.

☐ Where are your stakeholders?

☐ 5 – Where are your stakeholders?

☐ 6 – Plan and post

☐ Learn from people doing it well.

☐ Top tips.

☐ Bringing it all together.

Aims and Outcomes

Aims:

- Gain an understanding of social media and its various platforms.

- Using social media to increase the impact and influence of your work, and to further your career as a researcher.

- Understanding the different types of social media platform - which to use, how and when.

Outcomes:

- Understand the different social media platforms.

- Understand how a stakeholder map can be used to inform social media content.

- Understand how to map stakeholders onto the platform types.

What is social media good for?

- Establishing yourself as a thought leader

- Building relationships and networks, or a community of interest

- Acknowledging collaborators, supporters and funders

- Listening to and learning about stakeholders and important audiences

- Education and advocacy

Introduction to platforms (Anglosphere)

- Microblogs: X/Twitter, Bluesky, Threads and others

- LinkedIn

- Facebook

- Instagram

- YouTube and TikTok

Platform basics and parameters*

*Correct at November 2024

Text

- Post text: <280 characters
- Premium post text: <25,000 characters
- Aim for 70-100 characters

Visuals

- Image: <5MB; 1500x500 pixels
- Video: <512MB; <140 seconds

Platform basics and parameters*

*Correct at November 2024

	X (Twitter)	LinkedIn	Facebook	Instagram	YouTube
Text	• Post text: <280 characters • Premium post text: <25,000 characters • Aim for 70-100 characters	• Post text: <3,000 characters • 200 characters before "See more…"	• Post text: <63,206 characters • Comments text: <8,000 characters	• Post (caption) text: <2,200 characters • Visual cut-off at around 125 characters	• Description text: <5,000 characters • Comments text: <10,000 characters
Visuals	• Image: <5MB; 1500x500 pixels • Video: <512MB; <140 seconds	• Image: <30MB • Video: <10GB • Duration: <240 minutes	• Image: <30MB • Video: <10GB • Duration: <240 minutes	• Image: up to 1080 pixel width • In-feed videos: <4MB; <120 seconds	• Video: <128GM • Duration: <12 hours

EBC
Energy in Buildings and
Communities Programme

Professional &
personal use.
Broadcast to:
- Peers
- Stakeholders
- Thought leaders
- Media

Using platforms to match needs & audiences

Professional & personal use.
Broadcast to:
- Peers
- Stakeholders
- Thought leaders
- Media

Professional use.
- Government
- Innovators / entrepreneurs
- Next job in those communities
- Industry connections

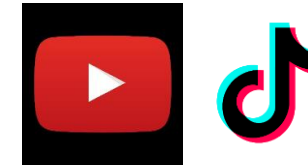Personal use but support your institute. Reaching out to families (mums & dads).
Who uses it:
- Universities to promote to students
- Media to extend their reach

Personal & professional use.
- Useful if your work or field generates a lot of appealing images.
- Useful for short video 'thought leadership' posts.

Personal & professional use.
- Used to host video for other platforms
- Useful for short video 'thought leadership' posts.

TikTok
- Younger audiences. Used by universities to target future students.
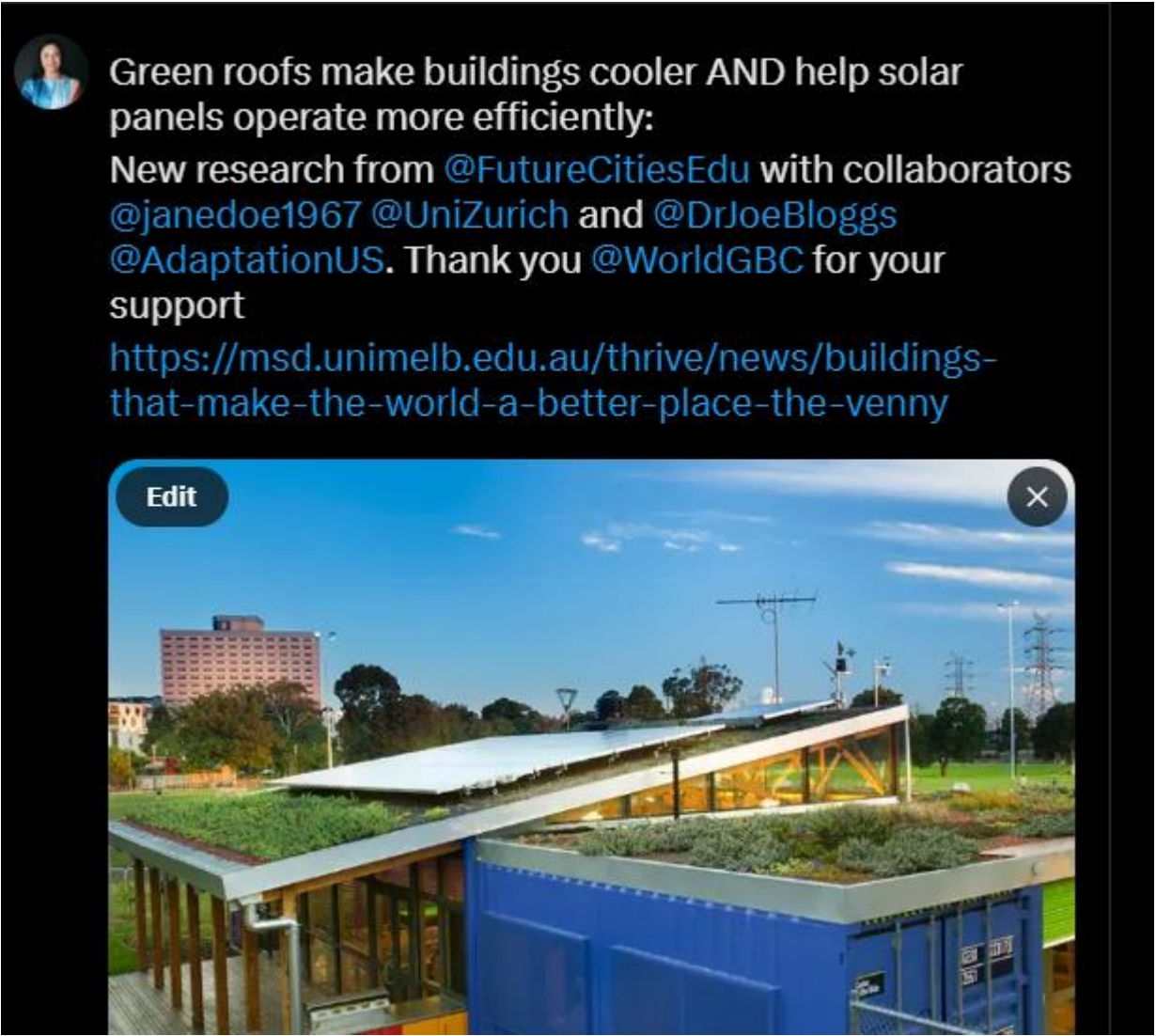
Where are your stakeholders?

Hypothetical scenario

Stakeholder	X	LinkedIn	Facebook	Instagram
Tanya Ha	@Ha_Tanya	www.linkedin.com/in/tanya-ha-5126288 @tanya-ha-5126288	✘	@tanya3010
Institution: Centre for Future Cities	@FutureCitiesEdu	@centre-for-future-cities	@FutureCitiesCentre	@FutureCitiesEdu
Collaborators: Prof Jane Doe	@janedoe1967 @UniZurich	✔	✘	✘
Dr Joe Bloggs	@DrJoeBloggs @AdaptationUS	✔	✘	@GreenSkyThinking
Smart Energy Council	@SmartEnergyCncl	@smartenergycouncil	@AustSmartNRG	@smartenergycouncil
World Green Building Council	@WorldGBC	@world-green-building-council	@worldgreenbuildingcouncil	@WorldGBC
Funder: Gates Foundation	@gatesfoundation	@bill-&-melinda-gates-foundation/	@gatesfoundation	@gatesfoundation
etc				

Tagging will get you noticed!

Example X post

Stakeholder	X
Tanya Ha	@Ha_Tanya
Institution: Centre for Future Cities	*@FutureCitiesEdu*
Collaborators: Prof Jane Doe *Dr Joe Bloggs*	*@janedoe1967* *@UniZurich* *@DrJoeBloggs* *@AdaptationUS*
Smart Energy Council	@SmartEnergyCncl
World Green Building Council	@WorldGBC
Funder: Gates Foundation	@gatesfoundation
etc	

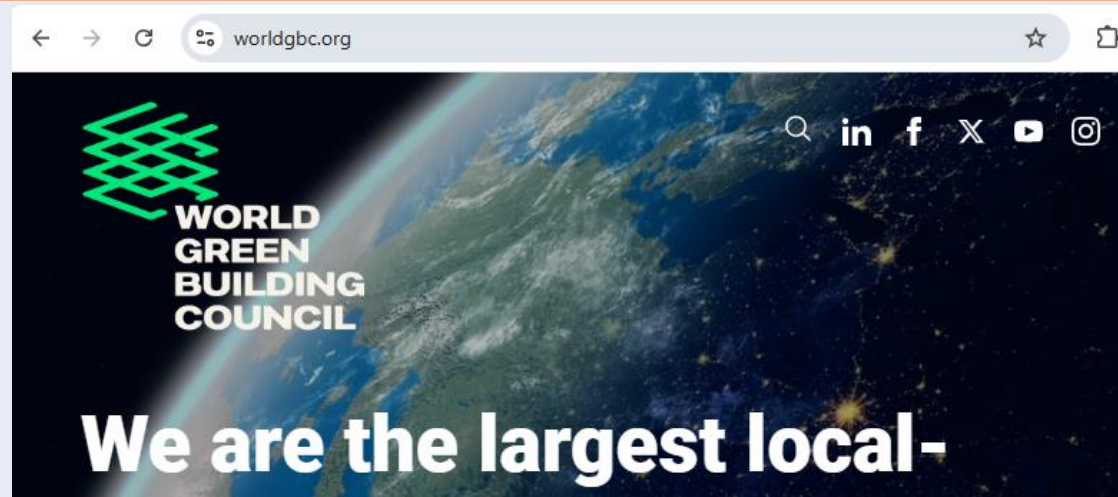**Green roof image: The Venny from The City of Melbourne**

Green roofs make buildings cooler AND help solar panels operate more efficiently:
New research from @FutureCitiesEdu with collaborators @janedoe1967 @UniZurich and @DrJoeBloggs @AdaptationUS. Thank you @WorldGBC for your support
https://msd.unimelb.edu.au/thrive/news/buildings-that-make-the-world-a-better-place-the-venny

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Funder: Gates Foundation	@gatesfoundation	@bill-&-melinda-gates-foundation/	@gatesfoundation	@gatesfoundation
etc				

Tagging will get you noticed!

Step 1 - Take your stakeholder map; find their accounts

Step 2 - Take what you have learnt from about each platform

Step 3 - Which platform works best for which audience?

Step 4 - Label the stakeholder map with preferred platform(s)

Step 1 - Take your summary document or policy brief

Step 2 - Take your stakeholder map

Step 3 - Chose the stakeholders you want to acknowledge or draw attention to this work

Step 4 - Create a reference table of stakeholders and their social media channels

Step 5 - Draft posts for each of the platforms, tagging people and organisations where appropriate.

Step 6 - Test it and reflect on feedback.

Learn from people doing it well

Follow and learn from other people.

For starters:

https://technica.inc/social-media/the-top-15-social-media-influencers-in-the-built-environment/

Top tips

\- Microblogs: X/Twitter, Bluesky, Threads

and others

 \- LinkedIn

 \- Facebook

 \- Instagram

  \- YouTube and TikTok

Bringing it all together

With a new policy brief, journal article, or other document

- Publish on IEA EBC and other sites.

- Adapt text for media release, opinion articles and other stories.

- Amplify through social media.

Ongoing

- Share useful information, along with your thoughts

- Amplify the work of current or potential collaborators and stakeholders.

- Establish yourself as a thought leader.

Thank you

The IEA EBC TCP Impact Masterclass was developed by Alchemy Colab, a team of science communication, education and built environment experts.

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