

SCHOOL OF SOCIAL WORK RESEARCH COMMUNICATIONS PLAN



NOTIFY

Fill out the [“News and Announcements” form](#) on the Research Office page on our website or notify Kim Erbe, Becky Ponder, and Liliane Windsor with any news/announcements related to research publications, grants, or awards.



THE NEWS BUREAU

If applicable, our assigned news writer (Sharita Forrest) can assist with content creation and pitch to the national media.

Note: Stories covered by news releases are those that the News Bureau thinks will be of interest to the mainstream media and the general public.

These topics generally include:

- research findings - papers very recently published in professional journals or that have been accepted for publication
- reports such as those by CFRC and CPRD that convey findings that are of interest to the public
- books written by faculty members
- upcoming events such as conferences, talks or lectures by guest speakers that appeal to the public
- novel educational programs/service learning opportunities for students (ex. The Community Learning Lab)

A note about grants:

- they seldom cover grants in and of themselves, unless they are exceptionally large or prestigious awards (NIH, NSF, etc.).
- stories focus on the novel research, community impact or educational/training programs that the grants make possible

The [Expert Viewpoints](#) column gives faculty members the opportunity to share their research expertise on topics currently being covered in the mainstream press.



OTHER AVENUES OF DISSEMINATION

Work with the Director of Communications to create a news release or story to share with the follow outlets:

If applicable, this information can be shared on [Newswise](#): an online platform that serves as a resource for journalists and researchers seeking access to news releases and expert sources in various fields of study. It provides a centralized hub for news distribution and connects experts and institutions with journalists looking for reliable information and expert commentary on a wide range of topics.

Other platforms: the SSW website, social media channels (Facebook, Twitter (X), Instagram, TikTok, and LinkedIn) as well as mention in our internal research newsletter and external e-newsletter.