



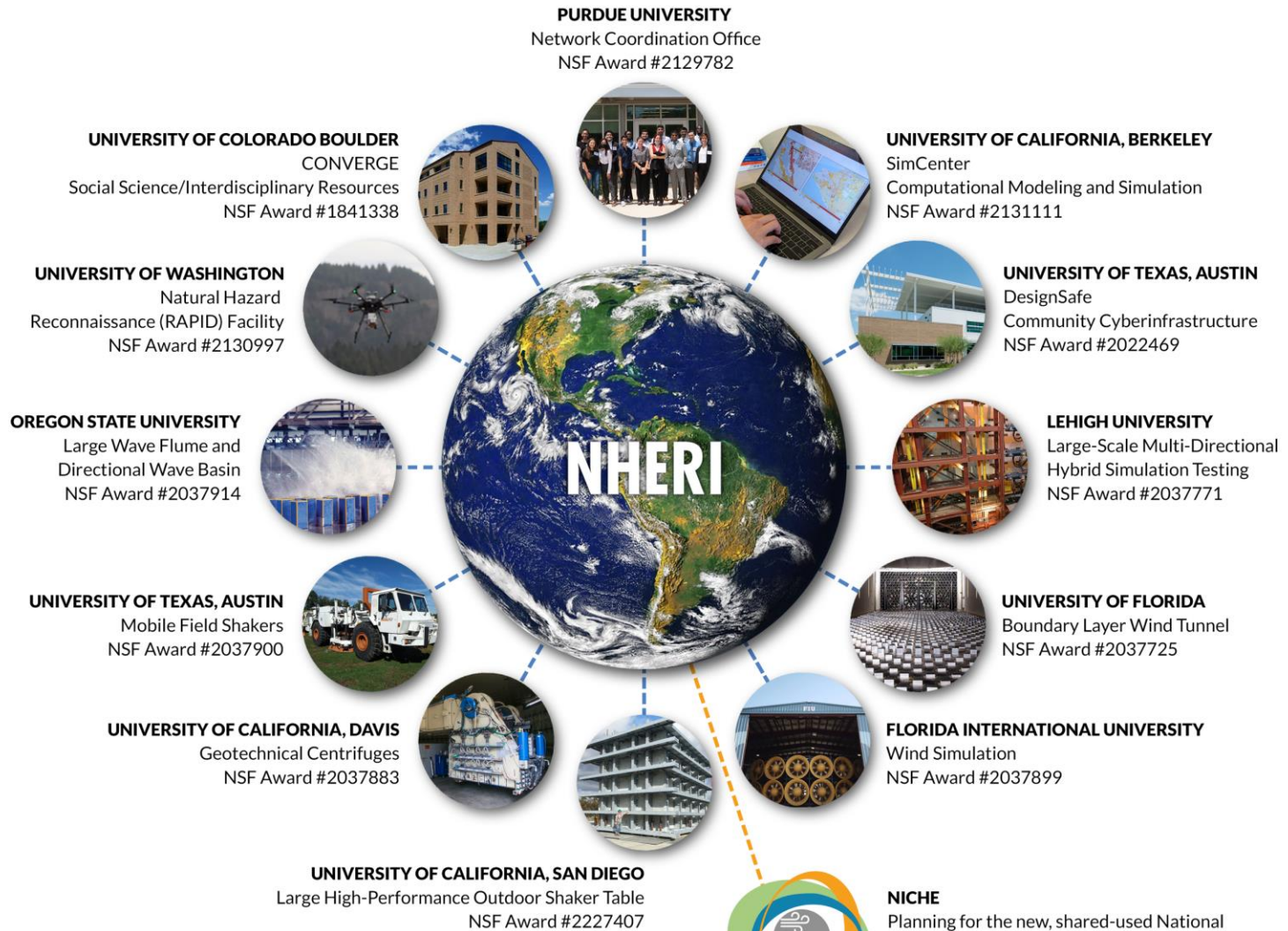
Network communications campaigns: Focus, engagement, impact

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NATURAL HAZARDS ENGINEERING RESEARCH INFRASTRUCTURE (NHERI)



For more information, visit the
NHERI DesignSafe website: DesignSafe-ci.org

Communications Charge

NCO communications glues together the diverse network nodes, ensuring coherence and consistency of this NSF-funded effort.

- Promoting high-impact research projects at our facilities
- Disseminating details on facility trainings and lectures
- Disseminating details on educational efforts from K12 through graduate level
- Informing the public about network efforts to achieve a more resilient world



Communications Tools

NHERI Communications toolkit includes:

- Email blasts
- Newsletter
- Newsroom feed
- DesignSafe Radio podcast
- Web site content
- Social media
- Conference booth



NHERI Centrifuge Users'



Centrifuge Users' Workshop to be held October 13
by the US National Science Foundation's (NSF)
Infrastructure (NHERI) Equipment Facility at the Center

Real-World Networking for NHERI REU Students

posted 07-25-22

The NHERI ECO team kicked off the 2022 REU season by introducing undergraduate researchers to the fundamentals of using social media as academics and research professionals.



**DESIGN
SAFE
RADIO**



NHERI Facility Campaigns

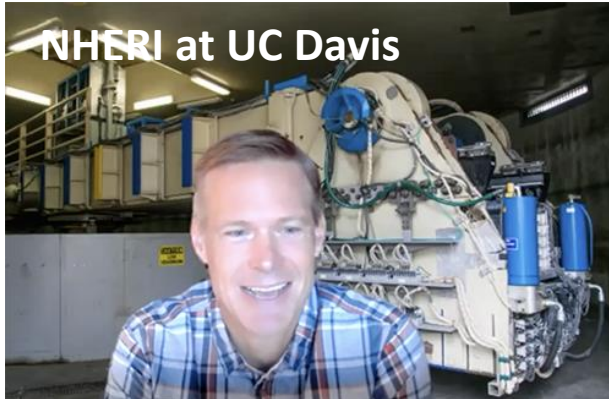
Each NCO campaign is a collection of efforts concentrated on a specific facility. They are rolling, 2-6 month promotional efforts. We cover 3-4 facilities concurrently.

BENEFITS

- ✓ Better communications planning
- ✓ Good focus on each facility
- ✓ Manageable number of communications activities
- ✓ Greater online engagement
- ✓ Better ability to **measure tangible impact**: Inquiries to NHERI facilities about new NSF projects, collaborations and events



Value for the Public, Engineering



Action

Value, impact measure

Three DesignSafe Radio podcast episodes earned 490 downloads, 12.5K social media views.

“Helped educate a broader audience and attract students to our discipline of geotech engineering.” – Site PI

Seven activities earned 4K online views; 8K potential views from fall AGU attendees. Also, collaborations with UCSD and Tallwood teams.

Media inquiries from Popular Mechanics, Wall Street Journal, PBS TV, Discovery Channel, Bill Nye; plus project inquiries from 8 institutions.

Value for Facilities, Researchers

Action

Value, impact measure



Three news articles, multiple social posts, garnering 2,200 views.

Four new research teams contacted the site PI with inquiries about using the Lehigh facility; three researchers inquired about Lehigh's annual workshop.



19 promotional activities for Live Expert Tips events, which garnered 4,028 views.

The NCO campaign activity comprised 38% of users coming to SimCenter events.

Lessons Learned

- Initial engagement of facility PIs is vital.
- If possible, obtain a baseline for engagement metrics.
- Campaigns that involve an on-site communicator are most successful.
- With focused campaigns, impact can be more readily measured.
- Communications campaigns engage and enthuse researchers who see tangible value for their facility, research focus, and students.
- Collaborations boost campaign success.
- Even modestly successful campaigns raise awareness of NSF-funded research.





National Science Foundation

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