Communication strategy and social media

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Focus of the presentation

(1) How NCPs deal with communication and social media? – basic data

(2) Case study Poland:
- Communication strategy as a process
- Examples, social media
Communication strategy of NCPs

• Context based – national/ regional ecosystem vs. NCP structure;

• Various models – ressources, institution’s strategy;

• Various data – mapping excercise of NCPs’ activities under the NCP_Academy;
Type of communication activities in NCPs

- Other
- Newsletter pap.
- Linkedin
- Facebook
- Twitter
- Publications
- Newsletter elec.
- www
Responsibility for communication in NCP organizations

- PR / communication team: 25.0%
- PR / Marketing specialist: 25.0%
- NCP experts: 12.5%
- External company: 12.5%
Types of Social Media activities in NCP organisations

- Facebook: 31.6%
- Twitter: 31.6%
- Linkedin: 36.8%
Responsibilities for communication in Social Media

- PR / communication team: 50.0%
- PR / Marketing specialist: 37.5%
- NCP experts: 37.5%
Impact of social media on NCPs activities

62.5% Yes
37.5% No
Poland – where are we?

Liczba uczestnictw we wnioskach
Liczba uczestnictw w projektach GA
Wsp. Sukcesu

IPP T PAN, 05.03.2017
Target groups

EU level: EC, EP, liason offices, regional offices, associations, NCP Networks....

NCPs

National/ Regional dimension: applicants, beneficiaries, partnering organisations, multiplicators, NCP network, regional and national authorities, media etc../Industry, academia, individual researchers, NGOs, newcomers, etc..
Challenges vs. communication goals

• **Awareness** on H2020 $\rightarrow$ new discurs & channels

• **Branding** at the national and EU level $\rightarrow$ improvements needed

• **Clients** $\rightarrow$ we should go for the best

• **Weak internationalisation** $\rightarrow$ make Polish R&I visible
Facing challenges – reaching goals

• **Consistency** in branding and services
• New approach to **traditional channels and tools**
• **Social media** strategy
• Development of **new tools**
• Support of **external communication experts**
• **Presence** in media
• Use of **existing partnerships**
• Dissemination of **PL success stories**
Goals vs. KPIs

• Planning vs. resources available

• SMART and KISS (e.g. (i) set of promotional materials, (ii) no. newsletter subscribers vs. % increase in time, (iii) implementation of new tools etc.)

• Monitoring & lean approach
Ressources

• **NCPs** – clear role, tools and competencies;

• **Communication unit** – development and implementation of the communication strategy;

• **External experts** – professional marketing and communication services;

• **Multiplicators** – partners’ ressources

• **H2020 Beneficiaries**
Designing of the process

- Clear message and rules – why, how, what, who
- Expert support – hire/ subcontract
- Capacity building – trainings etc.
- Upgrade/ restructuring of traditional tools
- Development of new tools and channels
- Quality assessment & lean management
Results_multiplication

Conference of Rectors of Academic Schools in Poland

Polish Academy of Sciences

▪ Awarness raising on Horizon 2020
▪ Identifying the best scientists/research teams
▪ Partner search
▪ Development of grant offices

EEN, Agencies etc..
Go with us to Horizon 2020

I. INTRODUCTORY REMARK

Krasinski, PhD

We are very pleased to present you with our first Bulletin. The idea behind this publication is to keep you informed on Polish potential in research and innovation, too. We also wish to inform you with news and information concerning Polish programmes for foreign researchers. Important events as well as to provide insight on Polish successes in Horizon 2020.

Polish National Contact Point for Research Programmes of the EU - Access to Innovation

The first issue of Bulletin is guided around recent and higher Education. We provide some insight on Polish research potential and new strategic frameworks for research and innovation introduced in Poland.

The bulletin also contains a report on the Conference Horizon 2020 - where we are and where we are heading - "Opportunities and challenges for Poland". This event was held in Warsaw on 3rd June 2016. The event was held as a part of the European discussion about the future of the FP7 Programme and concluded with the initial evaluation of Horizon 2020. The Bulletin also presents the summary of Crystal Brussels Award 2016. An award whose intention is to recognize Polish institutions and individuals outstanding performance in Horizon 2020.

The participation of Polish NCPs within Horizon 2020 is growing. A notable example of this process is the company Synched S.A. The President and CEO of Synched S.A. states that their company always sees great potential in projects developed in the area of science. Poland is developing into a country attractive for researchers from abroad. Polonex, Bialystok, Warsaw, TUM and TUMATH as well as the International Research Agreements Programme, all mentioned in the Bulletin, are only some examples of various Polish programmes addressed to foreign researchers. In the above context, I would like to highlight the fact that the researchers from abroad that come to Poland contribute an important factor on the road to excellence.
Results_awareness raising_media

• **Strategy** for collaboration with media;
• **Systematic approach** – expert’s support, capacity building;
• Building **links** and **network**;
• Presentation of H2020 through success stories;
• **Snow ball effect**;
Results_awareness raising

Crystal Brussels Prize
Results - social media

• It is not an easy job – **strategy** and ressources;
• **Possibilities** for quick and various communication;
• Source of **data** (type of clients, outreach);
• Easier **access** to target groups (Twitter – policy makers and influencers, industry; FB – young researchers, applicants and multipliers);
• **Correlation**: promotion via social media vs. interest of our clients;
• **Risks** – e.g. haters;
Communication vs. company strategy
Thank You

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