RESEARCH DISSEMINATION
A practical guide for **JBI** authors

Introduction

This guide is for authors of articles published in JBI journals who want to know what steps to take to effectively disseminate their research. It is a practical guide that gives key points, top tips, and examples and supports authors with a checklist and a downloadable dissemination plan template. We also provide links to further resources that provide in-depth information for engaging with different activities, phases, platforms and products.

7 steps for research dissemination

JBI outlines 7 key steps for disseminating research, which are encapsulated in the dissemination plan template in Appendix 1.

Authors should take a continuous improvement approach to disseminating their research: Plan early by undertaking the 7 steps; implement the plan; and analyse results to identify improvements that can be made to the dissemination plan.

TOP TIP

*Take the **7 steps** to 'road test' aspects of a dissemination plan before publication (e.g., if available Online First, or if presenting the research at a seminar). Use metrics and other measures of success (such as feedback) to improve the plan.*

1: OBJECTIVES

What do you want to achieve?

The first step in creating a research dissemination plan is to define your goals and objectives. What do you want to achieve with your dissemination activities? Consider whether you are trying to simply share knowledge, shift an attitude, change a behaviour etc. For example, you may want to increase the awareness of your research topic among policymakers, improve the uptake of your recommendations by practitioners, or enhance public engagement with your research findings.

TOP TIP *Invest time in defining key objectives, as this first step influences the following steps, especially step 7: evaluation. Make sure your key objectives are simple, measurable, and time-bound.*

2: AUDIENCES

Who do you want to reach?

The next step is identifying your target audiences' needs, interests, and preferences. Who are the potential users or beneficiaries of your research? How do they access, consume, and use information? What are their motivations, challenges, and barriers? How can you tailor your messages and formats to suit their needs? You may have different audiences for different aspects or stages of your research, such as academic peers, funders, media, policymakers, practitioners, or the public.

TOP TIP *Network and get active online to learn about and engage with target audiences early using Reddit, for example. Make sure you have complete and up-to-date profiles on ResearchGate, Mendeley, LinkedIn, and X.*

3: MESSAGES

What will you say?

Once you have identified your audiences, you need to formulate key messages that align with your objectives and communicate your research in an accessible and engaging manner. What are the main findings or implications of your research? Why are they important or relevant for your different audiences? How can you communicate them in a clear, concise, and compelling way? You may need to adapt your messages for different audiences, platforms, or purposes, depending on the level of detail, language, tone, and framing that they require.

TOP TIP *Rather than focusing on what you want to tell audiences, put yourself in their shoes. What do they want or need to know? What would be of interest or value to them?*

4: PRODUCTS

What are the most suitable formats to communicate your messages?

Once you have crafted your key messages for different audiences, you need to create your dissemination materials and products. What are the most suitable and engaging formats for presenting your messages and findings? How can you ensure the quality, accessibility, and usability of your materials and products? You may need to produce different materials and products for different audiences, platforms, or purposes, such as articles, summaries, blogs, press releases/news stories, infographics, slides, posters, flyers, animations, videos or interactive tools.

TOP TIP *Use a range of formats to communicate to a broader audience, cater to different learning styles and preferences, and make research accessible to more people.*

5: PLATFORMS

How can you reach and engage your audiences?

The next step is to select the most appropriate and effective platforms for disseminating your messages and materials. How can you reach and engage your audiences? What are the best ways to deliver your messages and formats? What are the advantages and disadvantages of different channels and platforms? You may use various platforms, such as journals, reports, presentations, websites, podcasts, webinars, newsletters, social media, events, workshops, or networks.

TOP TIP

Use figshare as a platform to share research outputs, such as a data set, for others to find, access, and reuse for research. Each output receives a DOI and is citable in peer-reviewed literature.

6: RESOURCES

What human, technical or financial resources do you need?

Think about your team's expertise and whether you need additional help with dissemination. What funds will you need to deliver your planned dissemination activity? For example, do you need software or design assistance? There are also many free online resources for creating innovative dissemination products.

TOP TIP

Consider whether your dissemination plan would benefit from liaising with your organisation's communications team and/or media office, department head, funders, PPI members, project participants or beneficiaries, etc.

7: EVALUATE

How will you measure and demonstrate your success?

The final step is to evaluate the impact and effectiveness of your dissemination plan and activities. How can you measure and demonstrate the reach, engagement, and influence of your dissemination outputs and outcomes? How can you collect and analyse feedback and data from your audiences? How can you use the results to improve your dissemination plan and activities? You may use various methods and indicators to evaluate your impact, such as web analytics, social media metrics, surveys, interviews, focus groups, case studies, or stories of change/impact stories.

TOP TIP

To evaluate the success of your research dissemination activities, use both quantitative (e.g., click-throughs from social media) and qualitative data (e.g., feedback from surveys). This approach promotes an understanding of how the research has been received and used, not just how widely it has been disseminated.

Resources

Free resources

Social media

- Follow #SciComm on X to see how scientists communicate evidence
- Find and use trending hashtags with symplur
- JBI guide for social media

Images and graphics

- Online Photo Repositories: unsplash | pixabay | pexels contain 1000s of free, high-quality photographs.
- Get help with selecting the most appropriate images and follow best practice with Cochrane guidance: Choosing images for sharing evidence: a guide
- Use Canva or Crello to create graphics

Blogs

- Example of science blog: https://scicomm.plos.org/
- JBI guide for writing blogs

Videos

- JBI guide for video abstracts
- The power of storytelling and video: a visual rhetoric for science communication

Infographics

- Examples of infographics: https://www.bmj.com/infographics
- Follow best practice for creating effective infographics: Medical infographic design best practices
- Use Vennage and Piktochart to create infographics

Science communication case studies

- Adaptation and Dissemination of a National Cancer Institute HPV Vaccine Evidence-Based Cancer Control Program to the Social Media Messaging Environment
- Dissemination and implementation of scientific knowledge for improved pain research and management
- Social Media for the Dissemination of Cochrane Child Health Evidence: Evaluation Study
- Quality indicators for science communication: results from a collaborative concept mapping exercise

Appendix 1

Dissemination Plan Template

This template aims to support you in creating a dissemination plan for your research project following JBI's seven-step guide. It is important to know your audience and the method/s of communication that will best meet their needs. You should also know the type of message you want to share, how and when you will share it, and the resources you will require for dissemination.

OBJECTIVES What do you want to achieve?	**AUDIENCES** Who do you want to reach?	**MESSAGES** What will you say?	**PRODUCTS** What are suitable formats to communicate your messages?	**PLATFORMS** How can you reach and engage your audiences?	**RESOURCES** What human, technical, or financial resources do you need?	**EVALUATE** How will you measure and demonstrate your success?
Type your notes in this table ...						

Digital media checklist

Introduction

This checklist is for JBI authors who want to disseminate their research using digital media. The 7 steps for research dissemination provide a guide for completing this checklist.

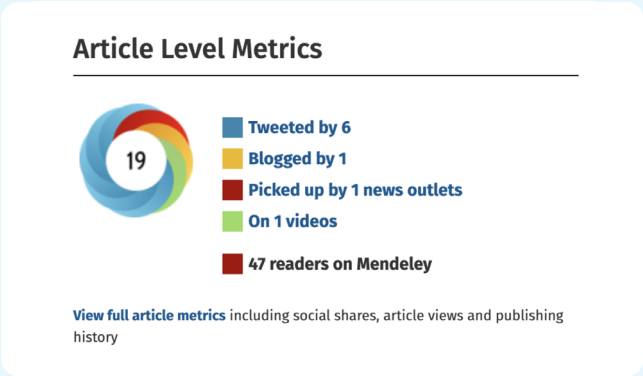
What is digital media?

Digital media is content created, stored, and distributed in a digital format via online platforms, e.g.:

- text (including blogs, online news articles, social media posts)
- audio (such as podcasts)
- images (photos and infographics)
- video (such as video blogs/vlogs, Instagram reels and YouTube videos)

Why use digital media to disseminate research?

- Wider, accessible distribution and engagement with academic and public audiences globally.
- Tracking (e.g. by Altmetrics) and analytics (e.g. social media metrics) are readily available for evaluation (step 7 for research dissemination).



- Different media formats cater to diverse learning styles and accessibility needs (e.g., visual or auditory preferences) and can communicate research findings in formats that facilitate better understanding among online audiences, including non-specialists.
- Digital media such as photos and videos can create dynamic, visually appealing content that captures the attention of different audiences.

1: What authors can do

- [ ] **Share your research online:** Upload your publication to online networks such as ResearchGate and Mendeley, and your research outputs to figshare
- [ ] **Publish a blog:** Write a blog on LinkedIn about your research which includes a link to the published article. Go to the JBI blog guide
- [ ] **Disseminate your research via social media:** Use platforms such as LinkedIn and X to post about your research and link to it using the DOI. Go to the JBI guide for social media
- [ ] **Record a video abstract:** Record a video abstract (i.e. via Zoom) and upload your video abstract to YouTube and provide links to it online. Go to the JBI guide for video abstracts
- [ ] **Create an infographic:** Communicate a key message or complex finding visually using free online tools such as Canva. Embed the infographic in a blog, display it in a video abstract, and attach it to social media posts about your research.

2: What JBI does for authors

- [x] **Profile and link** to your published methodology paper, review, editorial or article on our social media platforms: LinkedIn, X, Facebook and Instagram
- [x] **Profile and link** to your publication in JBI Buzz (monthly eToC). JBI Buzz includes share links for prepopulated social media posts

3: What JBI and authors can do together

- [ ] **Publish an interview**/news story at jbi.global/news
- [ ] **Create quote tiles**/graphics for social media
- [ ] **Create a video abstract** for JBI's YouTube channel and the JBI Journal eJP
- [ ] **Create an infographic**

If you ticked 1 or more of the boxes in section 3 and you would like support from JBI, go to our online form for authors who have published a review, methodology paper, commentary paper, original research, case/implementation report or editorial in JBI journals.