



HOW TO COMMUNICATE IN A CITIZEN SCIENCE PROJECT



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COMMUNICATING A CITIZEN SCIENCE PROJECT

Communication is the heartbeat of Citizen Science (CS) – it's how you bring in, engage, and inspire participants. It's how you disseminate the results and have a meaningful impact in your CS project.

It's the key to sharing your research findings and spreading awareness among the public, educating them about the project's focus and the scientific process.

Don't underestimate the time you invest in connecting with citizens and the wider community. It should be an ongoing process, all the way from shaping your research question to unveiling the results.

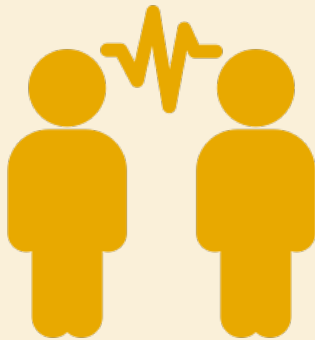


Building a Foundation: Your Communication Plan

Every successful citizen science project needs a robust communication plan, crafted before you dive into research.

Picture it as a roadmap made up of building blocks. This leaflet outlines the steps to engage your project's audience, from setting goals to understanding your audience and figuring out what motivates them.

Remember, your communication plan should be like a living document – you shape it during planning and refine it as your project unfolds.



Building a Foundation: Your Communication Plan

1. Define Objectives:

Clarify project goals and desired outcomes.

2. Identify Audiences:

Pinpoint target groups – participants, stakeholders, and the wider community – and identify what the best ways to reach these target groups are.

3. Craft Key Messages:

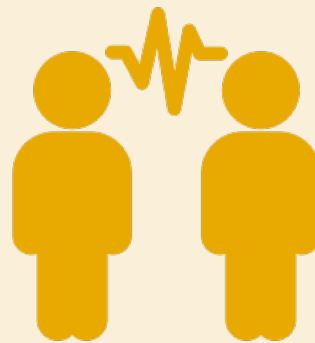
Develop clear, concise messages aligned with project objectives.

4. Select Channels:

Choose communication platforms – social media, press, community events, media, etc.

5. Tailor Content:

Customize messages for different audiences and platforms, and make sure to consider: generic communication (which broadly addresses diverse audiences) and targeted communication (which is tailored messaging for specific, defined audience segments).



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6. Create Engagement Plan:

Design strategies to involve and retain participants.

7. Consider Privacy & Ethics:

Determine if there are any privacy and ethical concerns, and address them in a transparent way.

8. Budget:

Allocate resources wisely and plan communication activities throughout and after the project to disseminate the results.

9. Timeline:

In your plan, highlight key moments during the project timeline when it would be most appropriate and useful to promote your project. Also, remember that reporting on the results is a crucial milestone in this journey.



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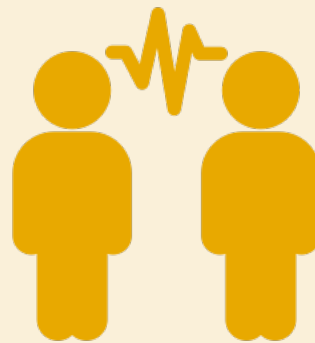
10. Evaluation:

Regularly assess the effectiveness of your communication strategy. Make sure to be flexible and adaptable throughout. Stay open to adjustments based on project progress and feedback.

Find more detailed information about communication and dissemination in Citizen Science here:

[https://link.springer.com/
chapter/](https://link.springer.com/chapter/10.1007/978-3-030-58278-4_24#Sec2)

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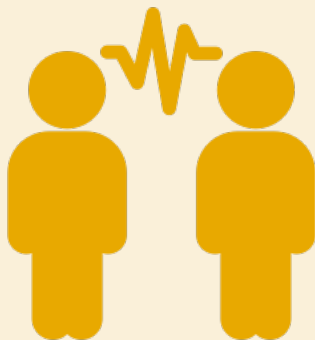
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Here are some examples of potential communication activities:

- Kick-off event
- Workshops
- Town hall meetings
- Online info sessions
 - Flyers
 - Video tutorials
- Feedback surveys
- Press releases
- Public community presentations
- Feedback interviews
 - Policy workshops
 - Community forum

See more examples and how to link them to the project here:

https://link.springer.com/chapter/10.1007/978-3-030-58278-4_24/figures/1



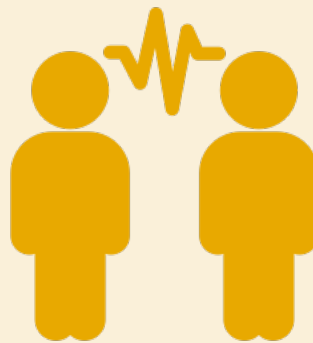
Social Media

Social media is a useful powerhouse. It lets you tell a story, share images, use hashtags, and run engaging campaigns to connect with active participants, potential joiners, and other stakeholders.

Useful forms of social media include:

- Facebook
- Twitter
- TikTok
- LinkedIn
- YouTube
- Instagram
- Snapchat

However, make sure you remember that communication isn't just about pixels on a screen. It's about personal connections and targeted efforts. Think beyond online platforms to truly engage your community and make the most of any existing networks that you have to help spread the message.



Extra information

For more insights and a step-by-step guide on communication in Citizen Science projects, check out this useful Guide:

<http://www.scivil.be/sites/default/files/paragraph/files/2020-01/Scivil%20Communication%20Guide.pdf>

Make sure to use all available tools for you and your team, adaptable and practical. Open the door to effective communication and make your citizen science project shine!

