demonstrate ▶
Dissemination Planner

TRANSLATING for IMPACT
A TSBM toolkit to help you **plan**, **track** & **demonstrate** the benefits of your research

PILOT 12/21

Use this tool to:

- Develop a plan to share the product/s you identified in the *Product Navigator.*

Brief description of benefits or impact:

Audience(s):

Primary Product:

Supporting Products:

How will you get the word out?

Once your product is ready to disseminate, you'll want to share it (and share about it) through channels that will reach your audience/s. Think about the channels your audience uses most.

Select 3 channels to start with:

Webinar	News/press release
Blog post	e-Newsletter
Podcast	Conference presentation
Social media—Facebook	Direct email announcement
Social media—Twitter	Website
Social media—LinkedIn	TSBM website

TOOL TIP ▶

Think about communication channels that are part of your networks, (*e.g.*, your school, university, or department; your professional organizations; your social media accounts or blogs; and your email contact list).

Keep your communications brief and use plain language. Here are some resources to get you started:

- **Promote Your Research: UCD guide on promoting your research for greatest impact**
- **CDC Plain Language Resources**

Who on your team will be responsible?

This could be one person or a team of people, depending on your dissemination method(s). For example, one person could be responsible for crafting emails while another person is creating an infographic.

Team Member: Role:

Team Member: Role:

Team Member: Role:

Who else could help?

You do not have to work alone to reach your audience/s! Brainstorm a small list of partners who have trust and credibility with your audience/s.

Partner: Organization:

Partner: Organization:

Partner: Organization:

Partner: Organization:

When will you share about your product?

List the channels you identified on the previous page, identify a person on your team to create the presentation, social media post, or other announcement, a person to do the sharing, and a target date. Timing your dissemination maximizes impact, prevents workload bottlenecks, and avoids overwhelming your audience with too much information at once. Don't be afraid to share more than once! Send an "in case you missed it" email or repost on social media.

(mm/dd/yyyy)

Channel: Create: Share: Date:

Channel: Create: Share: Date:

Channel: Create: Share: Date:

How will you know if you've been successful?

Before you launch your communication, set targeted goals for each dissemination activity (*e.g.*, number of product downloads, or video views; number of physicians reached; number of inquiries received) by a date you select for each of your communications so that you can evaluate your success.

After your evaluation date for each activity, assess whether you met your goal identifying what worked and what didn't.

(mm/dd/yyyy)

Channel: Goal: Evaluation Date:

Summary:

Channel: Goal: Evaluation Date:

Summary:

Channel: Goal: Evaluation Date:

Summary:

TOOL TIP ▶

Think about members of these groups who could help you share about your work:

- Communications professionals at your school or institution
- Fellow researchers
- Community organizations or leaders
- Media representatives, journalists, or bloggers
- Funders
- National or regional organizations in your research area

DEMONSTRATE