

**Twourse in 15 tweets by David Redeker, NWO, Netherlands  
for ESF-meeting in Dublin, 12 may 2011**

## **Future thoughts on communication for research organisations**

1. **#communication #future** Some future thoughts on communication for research organisations in 15 tweets. David Redeker, NWO, Netherlands.
2. **#challenge #reach #everyone** The greatest challenge is to reach everyone you want. Especially if you want to reach 'society' as a whole.
3. **#fragmented #media** In earlier times it was enough to send press release, give an interview to big newspaper and talk to national TV.
4. Now there are multiple tv-channels, newspapers, special interest magazines, radio shows, etc. All with dedicated audiences.
5. **#social #media** And there is Facebook, Twitter, LinkedIn, etc. All have their own rules of communicating.
6. **#buzz #fuzz** There is an urge to be on every medium: when your news/event is not on Twitter, it did not happen.
7. **#NL #highest** The Netherlands is ranked no.1 on Twitter and LinkedIn. But research organisations do not use it very actively yet.
8. Non representative research shows that 80% of Dutch students have a smartphone but many researchers do not. Not yet.
9. **#good #practise** My last two remarks are on some of my experiences in NL with communicating science to society.
10. **#framing** In NL we have a right-wing government. At NWO we adjusted some of our vocabulary...
11. ... We now use 'investment' in stead of 'subsidy', 'grant' in stead of 'prize' and 'laureate' in stead of 'winner'.
12. Some events we organise have unexpected strong positive side effects. Almost better than the main goal of the event.
13. A) Science cafe with top researchers. Main goal: science in society. Side effect: better relations with researchers (our ambassadors)
14. B) Science meets press event: Main goal: scientists meet journalists. Side effect: very good relations between NWO and press.
15. I hope you liked this **#twourse #presentwation #twursus**.  
Read it at: <http://www.twitter.com/redekerd> (date 12 may 2011)