



European Network on
Multiple Sclerosis / Chronic Fatigue Syndrome
(EUROMENE)

Lorenzo Lorusso & Evelina Shikova

Interaction with the COST Office

Communication - Brussels

8th February 2018

Sofia City Hotel, Sofia, Bulgaria



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Horizon 2020





The Science Communication Manager

- Every COST Action elects a member (MC vote) for this role
- Stays in contact with Comms Officer, who can help with drafting content (press releases, articles, etc.)
- Can participate in science communications trainings (organised by us, at the COST Association)



Role and responsibilities

- Build a communication strategy and a plan for the Action
- Inform the Communications Officer @ COST about any media contacts, events, achievements, any newsworthy developments
- Coordinate media interviews or any similar initiatives
- Manage tools and channels: website, social media, videos, infographics, brochures, etc.
- Coordinates Final Action Dissemination (FAD) Grant (as the case may be)
- Scientific Publications/Open Access

Using social media to communicate your research (Training dates: 29/01 and 06/02)

**The importance of social media in science communication;
How to communicate your research using social media;
Overview of social media platforms and ways in which
researchers can use them to communicate their Action;
Discussing best practices in using social media to
communicate research;
Participants share experiences (uses of social media);
Writing a small blog entry**

Working with the media. Mastering media interviews

(Training date: 9/02

Public engagement fundamentals: identifying key audiences and messages;

Building a communications strategy for your Action;

Learning how to deliver them effectively (basic do's & don'ts for all communications);

Why liaise with the media?

Influencing the EU media

Ways to reach the national + EU media

Dealing with media interviews

Working with the media: avoiding misinterpretations;

Preparing media interviews, answering difficult questions, do's and don'ts;

Looking at some of our COST Actions' success stories and analysing them, with respect to the theoretical part;

**Storytelling: spotting and writing a good story.
Getting people to listen
(Training date: 21/03)**

Communicating key messages to policymakers and industry;

What journalists look for in a story;

What is newsworthiness (news value);

How to write the story so journalists are interested;

Different ways to reach the media ;

Angles, frames, how the same story is reported differently across different media (examples)

Challenges in science communication: Avoiding distortions/misinterpretations;

Writing a blog entry/press release about the achievements/challenges/plans of the Actions;

‘Elevator pitches’

Shooting and editing a video for your Action (applied course)

(Training date: 23/03)

Shooting techniques (especially for conferences and interviews);

Shooting for the web (livestreaming conferences)



Growing
ideas
through
networks

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