

Research Marketing Information Kit

A resource for academic staff at the
University of South Australia

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Introduction: Research matters

Now more than ever, in a world where facts are so often challenged, communicating evidenced-based research to the public is vital. Knowing how to manage the communication and distribution of your research in an increasingly complex media landscape is no mean feat.

The [Communications and Marketing Unit](#) (CMK) at UniSA, is a team of professionals dedicated to helping you promote your work and tell UniSA's research story – a story of excellence and industry relevant insights.

We're here to help you identify and amplify the impact of your research. We'll support you to strengthen your research profile and can also assist with advertising to recruit research volunteers for your studies.

Contact us

Marketing and advertising

Your first point of contact for any marketing and advertising requests is your local Communications and Marketing team:

- UniSA Allied Health & Human Performance - CMK-CEA-Marketing@unisa.edu.au
- UniSA Clinical & Health Sciences – CMK-CEA-Marketing@unisa.edu.au
- UniSA Justice and Society - jus-marketing@unisa.edu.au
- UniSA Business - bis-marketing@unisa.edu.au
- UniSA Education Futures - edc-marketing@unisa.edu.au
- UniSA Creative - ctv-marketing@unisa.edu.au
- UniSA STEM - stem-marketing@unisa.edu.au

News and media

For specific news and media related questions, you can also contact our News and Communications team.

The team can assist with the following:

- Media releases
- UniSA News stories
- Social media post(s) on the University's primary social media accounts
- Video production (filming and/or editing)
- Media training

Submit your online request [here](#) or [view contacts](#) on the CMK intranet.

General research marketing

For specific research marketing requests as outlined in Part 1, section 5, please contact the Research Marketing team: research.marketing@unisa.edu.au

PART 1: Build your research profile

Staff homepage

Your UniSA staff homepage provides an excellent opportunity to build your research profile, where you can share your expertise and research highlights. Homepages are visited by journalists, industry, government and potential research degree candidates to find experts and potential supervisors.

Tip: Select the option “available for media comment”, and you will become part of UniSA’s [Find an expert](#) database, commonly used by internal and external stakeholders to find experts for media comment. It’s helpful to add your mobile phone number, which you can select to remain hidden from your page, in which case only trusted staff with special access can view it (including the UniSA media team).

If you belong to a research centre, please note this on your homepage. This will inform viewers and ensure any media you generate is flagged to your centre as well as yourself, to provide an accurate measure of media impact.

Find out more on how to update your staff homepage, by clicking [here](#).

Social media

Social media channels can enable research promotion, networking, and the chance to share achievements. You’re encouraged to use your own personal accounts as well as leveraging and linking to UniSA’s existing accounts. Please consult with CMK if you are interested in establishing a new UniSA social media account for individual research centres/concentrations or groups, as guidelines exist.

Top tips when communicating through social media:

- Aim to actively engage with people – ask questions to encourage interaction and discussion.
- Become an active member of the online community – interact (comment, share, retweet) with other pages/accounts that connect professionally with your own.
- Always respond politely and respectfully to others, even when you are arguing a point – don’t be a troll.
- Check your site regularly and build a cohesive social media presence – building a community of followers, readers, fans or friends on social media takes time and persistent effort.
- Share and re-purpose existing content (eg a link to something you have published or a link to an interesting media article, perhaps with a comment from yourself to start a discussion). Posting a mixture of articles, short comments and photos encourages engagement.
- Network: Engage in conversations to build relationships and position yourself as an expert in your field.

- Be prepared for negative comments. Don't take them personally, and only respond if you are prepared to amplify the conversation - which may be needed at times.
- Social media prompts discussion, so be prepared to monitor and manage comments on your posts or on further responses to your comments. This may mean hiding or deleting comments which are spam, inappropriate or designed to prompt negative reactions.

For more information, including recorded training sessions and guidelines, refer to the CMK intranet [social media page](#).

See below for a summary of the most popular social media platforms.

X (formerly Twitter)

This platform is in a state of change yet currently remains a useful resource for conversations, building community and finding the latest industry news. Journalists use Twitter to share breaking news and their stories, so it can be a way to develop direct relationships with journalists who report in your field. It's a fast and brief form of sharing information and staying in touch with others.

New platforms such as Mastodon, Threads and Bluesky are emerging, yet currently X provides the highest number of engaged users for sharing content of this kind and the best opportunities to converse with journalists and other academics.

Ctrl + click on the below links to view UniSA's Twitter accounts:

- [UniSA](#)
- [UniSA Research](#)
- [UniSA Future Industries Institute](#)

Facebook

A social networking site where people share their lives and interests with their Facebook 'friends'. Using Facebook allows you to post information and links to other sites and pages, with less restriction, meaning you can show more about your research.

Ctrl + click on the below links to view UniSA's Facebook accounts:

- [UniSA](#)
- [City East campus](#)
- [Magill campus](#)
- [Mawson Lakes campus](#)
- [City West campus](#)
- [Whyalla campus](#)
- [Mount Gambier campus](#)

LinkedIn

A platform for networking with professionals and other people in your field. Consider your LinkedIn profile as your own personal brand, where you can share important work/industry updates with your connections and build new work relationships and collaborations.

Ctrl + click on the below link to view UniSA's LinkedIn account:

- [UniSA LinkedIn](#)

Instagram

Instagram is all about good images, so if you're working in a field that provides you with lots of good photo opportunities, this could be a useful platform. You can apply filters and location data to photos and share them on other social media sites like Facebook and Twitter. Instagram can also be a great way to engage with the community and to get other people interested in your research.

Instagram recently introduced Threads, which is similar to Twitter but does not enable direct messaging. Threads is linked to Instagram, so you need an Instagram account to use it, and your 'handle' will be the same. Through its linkage with Instagram, its user base is currently very different to Twitter's.

Ctrl + click on the below link to view UniSA's Instagram account:

- [UniSA Instagram](#)

Using #hashtags

Always use hashtags and tags to gain better visibility of your posts, and so the UniSA accounts can see them to potentially re-share: [#unisaresearch](#) [#unisa](#) [@UniversitySA](#) or [@UniSAnewsroom](#)

Examples of how to use hashtags (#):



The Conversation

The Conversation is an independent online source of news and views, sourced from the academic and research community, and delivered direct to the public. The specialist editors at *The Conversation* help academics develop stories that represent their research but also make it more accessible, newsworthy, and readable. All stories published on the platform are free to read, share or republish – which is how they reach millions more readers through global media outlets. You'll also have the benefit of signing off on your article, meaning you keep full control.

View a [Conversation training](#) on the CMK Intranet.

Get involved: write for *The Conversation*

Click [here](#) to create your author profile

1. Prepare your pitch:
 - a. It's important to create a good pitch, to stand out amongst the hundreds received every day
 - b. Aim for a 100-word explanation of the idea you have for your story
 - c. Pitching is a skill, so pitch, and pitch again
 - d. Aim to persuade, why does your story matter and who will care?
 - e. [Find out more](#)

2. *Speak to an editor to develop the story:*
 - a. Have an argument and narrative

3. *Write the article:*
 - a. Keep it to 800-900 words
 - b. The right topic at the right time
 - c. Share new research findings, *or*
 - d. Debunk misinformation, *or*
 - e. Write a fact checker, explainer, *or* out a medical myth
 - f. Write clearly and compellingly without compromising too much complexity
 - g. Think about the structure and insert sub-headings
 - h. Add hyperlinks
 - i. Write a strong headline
 - j. If you're looking for research volunteers, include contact details
 - k. Keep it conversational, engaging and simple – it's not an academic paper

Internal/external news and media

If you have had an exciting paper accepted, or have other newsworthy story ideas, please contact the News and Communications team via this [online form](#).

What type of research is considered 'news'? Information is available on the media engagement and news [intranet page](#), together with recorded training sessions, tips for speaking to the media and advice on building your profile.

Your research may be featured in the following internal publishing platforms:

- **[UniSA News](#)**: an online publication distributed every two months, celebrating the successes and achievements of staff, students and alumni. Audience: 100,000+
- **[Enterprise magazine](#)**: a quarterly electronic publication that features UniSA research that is making a difference in our society.

Your research may be pitched to external media to get coverage on a wider scale, such as local or international print and digital media.

Funding body considerations

If your research is funded by an ARC or NHMRC grant, this will be noted on related media releases. It should also be included in presentations.

If your research was funded by another source, this will not be mentioned in media releases. If you would like your funding source named, or it is a requirement of the grant, please advise the media team.

Intellectual property considerations

Ideally, all new research programs should be considered for the intellectual property (IP) that may be generated or the background IP that will be required. Exploring the public record for patents or similar products, services, designs or copyright may save you considerable time and focus efforts if there is a desire to develop IP that may be commercialised. The best advice is to seek guidance up front to avoid problems later in the process.

The UniSA Commercialisation team is available to help guide researchers and offer different options for the translation of research and the best way to protect IP.

Prior to publishing research, it's important to consider whether IP needs protection. This should be considered well in advance of a manuscript submission or attendance at a conference.

Once publicly disclosed, the ability to patent or otherwise protect your IP will be compromised. This limits the opportunities to progress the research to commercialisation.

Your IP will be considered public if you have shared adequate information to enable a skilled person to reproduce it without further creative advice.

Researchers also need to consider existing contractual obligations in disclosing their work (including confidential information responsibilities) which may determine ownership of IP or restrict its publication.

What defines 'public disclosure'?

A disclosure means making details of research public. This can include:

- Publishing in a journal or abstract
- Presenting at a conference or open forum, or contributing a poster
- Sharing research with the media, including media releases and interviews
- A grant abstract that is published online
- Non-confidential discussions about your research
- Interactions with forums, blogs, AI platforms eg ChatGPT or QuillBot
- Grant applications, including NHMRC and ARC, are not usually published, however it is wise to check if details will be published for applications outside of these two funding bodies.

What do I need to do?

Before sharing your research, consider the likely pathway to translation.

Disclose all new IP to the [UniSA Commercialisation team at the Enterprise Partnership Unit](#), so you can be provided with support to protect your discovery if assessed as commercially viable. This can take up to three months. The commercialisation pathway doesn't prevent publication. The UniSA Commercialisation team will engage with you to address the best balance between publishing, patent protection and development timelines.

Review any existing IP, funding or collaboration agreements to ensure the correct IP pathway is chosen, and the information you share is appropriate.

If your research is not protected and has commercial potential, be sure to talk about its research impact rather than detailing how it works.

If you are presenting at a conference without IP protection, prepare notes and check them carefully to ensure you only share what you plan to.

When detailed information sharing is needed to advance your research or its translation, consider implementing a Confidential Disclosure Agreement with the support of UniSA EPU or UniSA Research Office. When a suitable confidentiality agreement is in place, discussions with partners do not restrict subsequent patent.

Note on patents: A creator loses patent rights if their IP is publicly disclosed before they lodge an initial patent application in any country.

For more information, refer: [UniSA IP Ownership and Management Policy](#)

UniSA research marketing activities and training

Media training

CMK organises media training for staff and PhD candidates through University workshops and sessions, together with external providers. Recorded sessions are also available. View the [CMK Intranet](#) for details (PhD candidates can contact their supervisors).

Please [contact the News and Communications team](#) for any training requests.

Images of Research competition: takes place each year. This is your chance to submit images of your research, get publicity and win.

Three Minute Thesis (3MT): is a chance for PhD candidates to present their work to the public and win generous prizes. The call for entries goes out each year in June/August and the grand final is a public event in August each year.

Research website: this website is mainly for an external audience, i.e. researchers wanting to work at UniSA, candidates wanting to do a research degree, potential industry partners, government and the general public. To reflect the wide spectrum of innovative research at UniSA, we are on the hunt constantly for new case studies.

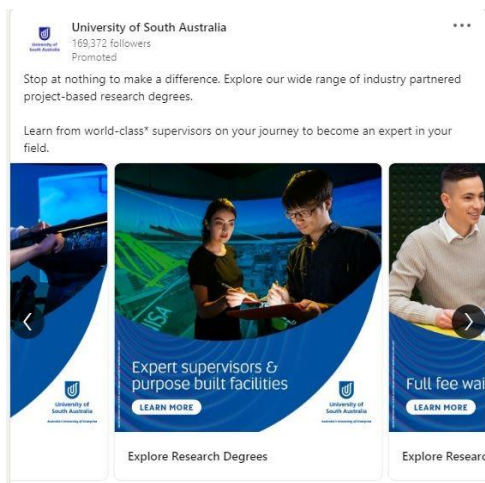
UniSA Library: Promote and share your research.

PART 2: Research degree promotion

In 2021, UniSA introduced a project-based admissions process for all research degree programs. The CMK unit supports research degree recruitment through an annual marketing and communications plan that includes a university wide advertising campaign, promotion on our owned channels, copywriting support for research projects listed on the UniSA website, and ad-hoc advice.

For more detailed guidance and information relating to Research Degree promotion, please refer to the [Research Degree Promotion Quick Guide](#).

Examples of research degree advertising activity:



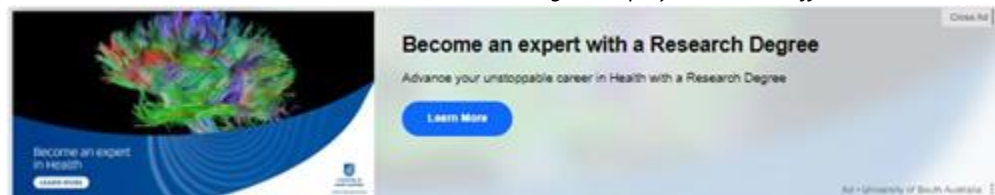
LinkedIn



Digital Display



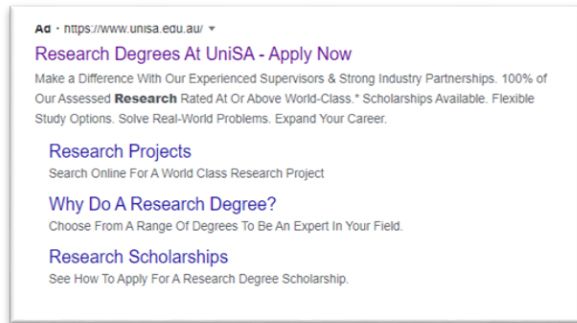
Office Tower Screens



Native ads



Digital Display



Google Paid Search



Meta – Facebook and Instagram

Research degrees website promotion

With the introduction of the research degrees project model, all research projects are to be submitted through the project submission form. These are assessed by Academic Unit research leadership to ensure the project aligns with the University's priorities, and the student will be appropriately supported. The project will be listed on the Research Degrees website, via eRecruit.

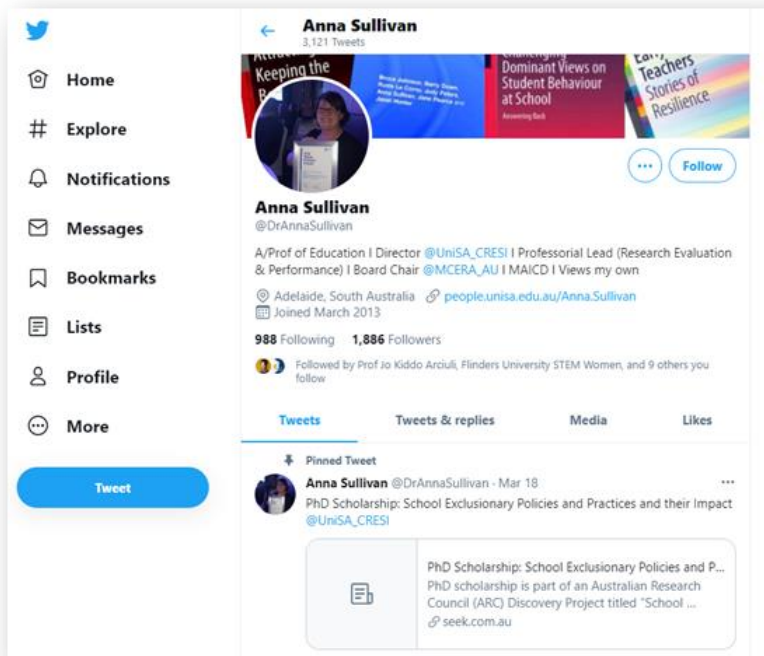
Tapping into your research and industry communities

It is highly recommended that research supervisors explore several self-organised opportunities to promote their research degree project/s. Professional networks and associations are a highly targeted and effective way to reach prospective research students.

Multiple promotional avenues are available to you:

- Promote through your networks on your social media channels (example below).
- Reach out to relevant networks by email or social media to share information.
- Contact your industry associations and ask them to share the information with their audiences.
- Direct message such as email, website, phone or social media to ask if they can display your project's details to their members. Many groups may have a social media presence for you to directly contact them through.

Example of social media promotion – X (formally Twitter)



Creating short URLs for social media

It's a good idea to include a "short URL" to share your research degrees project page on social media. To develop your short URL, please visit: bitly.com

Enter the URL to your website eg:

<https://workingatunisa.nga.net.au/cp/index.cfm?event=jobs.jati&returnToEvent=jobs.home&jobID=6A1FD566-ED09-40CB-8FC6-ACDA008D5049&audienceTypeCode=UniSAHDRNoStyle&UseAudienceTypeLanguage=1>

You will then be provided with a short URL eg: <https://bit.ly/3ro1mWa>

Additional project-specific paid advertising

As a researcher, you may also be interested in exploring other paid advertising opportunities to attract research degree students to your promoted project. [You can learn more about advertising opportunities on the CMK intranet.](#)

All paid advertising for UniSA is organised through CMK, and it is a mandatory requirement that all advertising is booked through our media agency suppliers. In doing this we can secure the best possible placements and rates, and professionally design advertisements (at a standard templated cost) to ensure they are high quality and appropriately represent the UniSA brand.

Advertising requests

If you are considering advertising, please contact your local marketing contacts (refer to 'Contact us' section).

Please consider:

- Why you want to advertise
- Who you are talking to
- Where you want to advertise
- Your deadline for recruitment
- Your budget

Timelines

Please allow up to six weeks for the development of an advert, this allows for quoting, production, approvals, and material deadlines. Please note that in some cases, printed publications may have their own set deadlines throughout the year that need to be considered.

What you will need to provide to your marketing contact:

[Research Degrees project link \(click for example\)](#)

- The written copy you would like included in the ad
- One landscape/horizontal image which represents your research project

CMK can assist in sourcing an accompanying image for the ad, which can either be a University-owned image or a suitable, purchased stock image. University-owned images are stored on Asset Bank, the UniSA's central repository of photo and video assets that can be browsed and accessed by staff.

CMK will assist by crafting the content you have provided in your approved research degree project to fit the advert template

Costs

There are associated costs with paid advertising including development of the templated advert and dependent upon the publication, these would require your local area's funding.

Contact

Your first point of contact for any advertising or marketing request is your local CMK team:

- UniSA Allied Health & Human Performance – CMK-CEA-Marketing@unisa.edu.au
- UniSA Clinical & Health Sciences – CMK-CEA-Marketing@unisa.edu.au
- UniSA Justice and Society - jus-marketing@unisa.edu.au
- UniSA Business - bis-marketing@unisa.edu.au
- UniSA Education Futures - edc-marketing@unisa.edu.au
- UniSA Creative - ctv-marketing@unisa.edu.au

- UniSA STEM - stem-marketing@unisa.edu.au

PART 3: Research Study Volunteer Recruitment

Webpage listing

Having a web presence for your research study/research-related project is very important. This will ensure the audience can find out more information. A webpage link is also required for some paid advertising activities.

You will need to populate the required information in the template outlined in Appendix 1: Webpage content template. This will be the content people will see when visiting your webpage to find out more about participating in your study.

Before requesting to list your study on the page, you must obtain ethics approval from the [Human Research Ethics Committee](#). Once this is done, you can then request a listing on the University's [Research Volunteers webpage](#) through unisa.researchvolunteers@unisa.edu.au. When you contact this email, you will need to provide them with content for the webpage at the same time using the Appendix 1 template.

Volunteer recruitment flyer

Now that you have a webpage presence, you may want to develop a volunteer recruitment flyer. You can distribute flyers on UniSA campus notice boards and other notice boards in the community, for example, local libraries, council offices or town halls.

To create a flyer that includes your recruitment deadlines and contact details, please download and use the [ethics-approved volunteer flyer template](#).

Unpaid volunteer recruitment activities

There are several self-organised opportunities to promote your research study (please ensure you have included relevant advertising approvals in your Human Research Ethics application).

Various options are available, depending on your target audience:

- **Reach out to relevant networks** by email or social media to share information about your research trial to recruit volunteers (refer to Appendix 2 for email template)
- **Contact community and industry groups** and ask them to share the information with their audiences (for example, Diabetes Australia, Diabetes SA, SA Health etc for a diabetes study).
- **Post flyers around UniSA campuses** and at on-campus clinics if applicable. If collaborating with another university, request them to post flyers as well.
- **Cold call people** if you have a contact list available to you.

Possible ways to reach community and industry groups for support:

- Send a branded email (Outlook email templates)
- Share your ethics approved flyer
- Direct messaging via email, website, phone or social media to ask if they can display your study's details to their members.

Paid advertising

After you have pursued unpaid recruitment activities and are still considering paid advertising, please contact CMK-CEA-Marketing@unisa.edu.au to submit a request.

Please consider:

- Why you want to advertise
- Who you are talking to
- Where you want to advertise
- What you want to communicate
- Your deadline for recruitment
- Your budget
- If there are eligibility criteria that participants need to meet
- If you have ethics approval to advertise on these platforms

After discussions with CMK, please ensure you have included relevant advertising approvals in your [Human Research Ethics application](#).

All paid advertising for UniSA is organised through CMK to ensure placements are high quality and appropriately represent the UniSA brand.

Advertising options

The following examples outline some common advertising channels used for research recruitment, although we can also explore other channels.

Lead times indicate approximately how long it will take to see an advertisement live from the time you first engage with CMK. Please note that all costs are indicative and are subject to regular changes.

Meta advertising

Disclaimer: Meta ads must be booked in advance to avoid disappointment and ensure that a spot for your research study can be secured.

Audience: Opportunities to target by age, gender, location, and interest

Campaign duration: Two weeks (recommended)

Approx. lead time: Four weeks

Reach: Reach will vary depending on your budget

Approx. cost: \$250 (recommended minimum) for a two-week duration

Important note: The UniSA Meta account services all areas of the University, and we must avoid multiple ads running during the same period if they have overlapping target audiences. This is because UniSA ads start to compete against each other to reach the same people. Therefore, Meta ads are booked in based on availability.

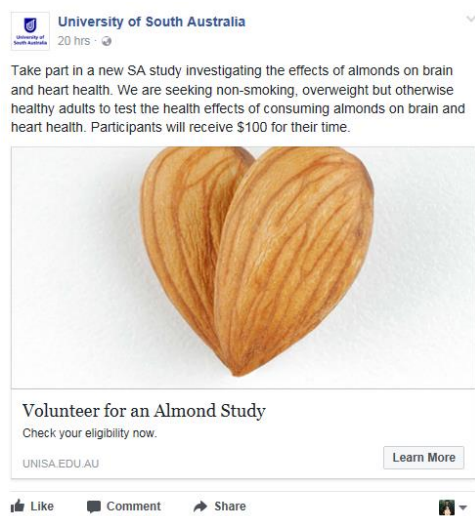
Meta offers highly targeted advertising called ‘Sponsored ads’, which only appear in the Meta newsfeeds of the selected target audience. These ads can be tracked throughout the advertising period and once complete, we can provide you with analytics on how your ad performed.

What you will need to provide to your marketing contact:

- A confirmation that you have ethics approval to advertise on social media.
- One landscape/horizontal image which represents your research study/advertisement.
- CMK can assist in sourcing an accompanying image for the ad, which can either be a University-owned image or a suitable stock image that is purchased with correct licenses.
- University-owned images are stored on Asset Bank, UniSA’s central repository of photo and video assets that can be browsed and accessed by staff.
- The content that you would like the ad to contain.
- CMK will assist by crafting the content you have provided to fit the Meta ad template and can provide advice on language style. This content should closely match your ethics-approved content.
- Include information about honorarium if applicable.
- The Research Volunteers webpage listing, which we will need to link your ad to, which will provide more detailed information about your study.

Meta advertising examples:

Desktop newsfeed appearance



Mobile newsfeed appearance




University of South Australia
 Sponsored · 

Come along to a free public event and hear about available supports and local research for men living with prostate cancer. On Wednesday 23 November from 6.30-9.00pm at Pavilion on the Park, Adelaide.



Free public event: Prostate Cancer
 Hear from guest speakers Les Burdett OAM (pictured), Associate Professor Caroline Miller, and a panel of healthcare experts.

EVENTBRITE.COM.AU [Learn More](#)

32 Likes 2 Shares

 Like  Comment  Share


University of South Australia
 Sponsored ·  

Come along to a free public event and hear about available supports and local research for men living with prostate cancer. On Wednesday 23 November from 6.30-9.00pm at Pavilion on the Park, Adelaide.



Free public event: Prostate Cancer
 eventbrite.com.au [Learn More](#)

 32  2 Shares

 Like  Comment  Share

Newspapers

Sunday Mail

Frequency: Sundays

Region: South Australia

Lead time: Four weeks

Print Reach: 581,000 people per month

Approx. cost: \$1,480 for a small (7cmx8.5cm) colour ad in the Early General News section (EGN) at the front of the newspaper. (Pricing accurate June 2023)

The Advertiser

Frequency: Monday-Saturday

Region: South Australia

Lead time: Four weeks

Print Reach: 752,000 people per month

Approx. cost: \$1,408.87 for a small strip (7cmx8.5cm) colour ad in the Early General News section (EGN) at the front of the newspaper. (Pricing accurate June 2023)

The Australian

Frequency: Monday-Saturday

Region: Australia wide

Lead time: Four weeks

Readership: 1.9 million people per month

Approx. cost: Dependent upon request

Weekly sections focus on areas based on each day of the week: Media on Monday, Technology and Wealth on Tuesday, Higher Education on Wednesday, Aviation and Legal on Friday. The *Weekend Australian* is the weekend's leading national newspaper with editorial focused upon shaping public opinion on the issues that affect Australia.

Newspaper advertisement examples:



Mediterranean and Low-Fat Diet study
VOLUNTEERS REQUIRED

The University of South Australia is seeking adults who have one or a combination of the following criteria: high blood pressure, high cholesterol, high blood glucose (but not diabetes), a family history of heart disease or diabetes and being overweight. Researchers will compare the cardiovascular health benefits of a low-fat diet and Mediterranean diet.

Eligible participants will consume both dietary patterns for 8-weeks each, separated by an 8-week break period. Participants will undergo a comprehensive health assessment at baseline and after each dietary phase. Some key foods and a Mediterranean cookbook will be provided.

For more information please phone **8302 1365** or email sansom.researchvolunteers@unisa.edu.au

This project has been approved by the University of South Australia's Human Research Ethics Committee.


University of South Australia



VOLUNTEERS NEEDED
CHOLESTEROL STUDY

Are you an adult who does not take cholesterol lowering medication? UniSA researchers are investigating if plant sterols, which are a natural plant extract, can lower cholesterol when added to breakfast cereal.

You will need to attend consultations at UniSA's City East campus and will receive \$200 upon completion of the study.

For more information phone **8302 1365** or email sansom.researchvolunteers@unisa.edu.au

This study is approved by the University of South Australia Human Research Ethics Committee.


University of South Australia

Radio advertising

Audience: Tailored to your needs

Lead time: Four – six weeks

Approx. cost: \$3,000

Radio advertising opportunities exist with commercial stations and local community stations including Fresh FM. Depending on your audience, our media agency will recommend suitable stations and propose a media schedule. They will also assist with the creative development of the advertisement.

Niche advertising examples:

Niche print publications provide another option to reach more specific groups and audiences.

Examples of niche advertising opportunities:

Childmags.com.au

Audience: Parents in South Australia

Region: Australia-wide

Lead time: Four weeks

Approx. cost: Dependent upon request

[The Senior \(South Australia\)](#)

Audience: People aged over 50 in Australia

Frequency: Monthly

Region: Australia-wide, with targeting options per State

Lead time: Eight weeks, depending on publication dates

Reach: 715,000 per month

Approx. cost: \$90 – \$2880 [Rate card](#)

Other services and support

Events

If you're managing a small event, please see the [Event Management Toolkit](#)

Banners/materials for loan

If you'd like to showcase the UniSA brand at events, there are a selection of materials you can loan, please click [here](#).

Printed material

CMK have a range of branded templates available that you can edit, or that CMK need to edit on your behalf. These include certificates, event invitations and PowerPoint presentations, please click [here](#).

To maintain quality and consistency of the UniSA brand, it's important that marketing materials are professionally printed through one of our preferred suppliers. CMK can assist with sourcing print quotes, and will ask for a cost centre during this process.

Logo use

Use of the UniSA logo requires approval from a Marketing Manager within the CMK unit, *each time* it is used, unless it is already featured on a UniSA template found here: [Document templates](#).

Research conference posters

Research posters are used in the academic community at events such as conferences, seminars, and UniSA research events. Guidelines have been developed to assist you, as it's important to maintain the quality and consistency of the University brand when creating your poster (see Appendix 3).

Grants and award applications

Together with a summary of your own media impact, UniSA recommends including a statement on the University's media and social media capacity in grant applications. This supports your application by articulating the University's capacity to promote the activities and impact related to your research, and can be seen as favourable by the funding body because media exposure will also assist in promoting their mission.

UniSA's media impact statement (2023/24)

The University of South Australia's media and social media teams are experienced in sharing research outcomes and obtaining widespread national and international coverage. UniSA reaches a potential annual audience of approximately 1 billion through more than 20,000 media mentions, of which more than 85% relate to research. Research outcomes are promoted via media releases through the key national and international news distribution platforms. The media team prioritises media relationships and has strong relationships with the Australian Science Media Centre, which help to amplify the University's research outcomes, including their partners and funding bodies. International coverage is received across the globe, with UK, USA and Indian audiences leading the university's global media engagement.

The University provides extensive training opportunities for researchers on social media and media to instil confidence and capability in sharing research, and encourages them to amplify its impact through these channels. Research stories are shared with UniSA's 240,000+ alumni around the world, together with myriad external academic and industry stakeholders, through the University's regular publications.

UniSA has social media accounts on Facebook (more than 240K followers), Instagram (37K followers), X (twitter) (214K followers) and LinkedIn (173K), and shares approximately 2,000 posts per annum, realising approximately 8.1m impressions.

Other Resources

UniSA Research Office: [Internal research pages for UniSA staff and students.](#)

[Altmetric Explorer](#): These are sometimes used in conjunction with citation and journal metrics.

Altmetrics indicate online usage and impact and measure the number of times a resource such as such as books, book chapters, blog posts, data sets, journal articles, presentation slides, posters and reports are mentioned, shared, downloaded or viewed. Find out more at:

[https://guides.library.unisa.edu.au/citation_journal_metrics/altmetrics.](https://guides.library.unisa.edu.au/citation_journal_metrics/altmetrics)

Appendices

Appendix 1: Webpage content template

Webpage content required

To develop a webpage for your study, please provide:

1. Title of study

Eg. The effect of almonds on brain function study

2. About the study

Eg: There is an association between consumption of artificial sweeteners and type 2 diabetes, but no definitive investigations have shown a clear elevation of blood glucose after use of artificial sweeteners. The aim of this study is to look at the effects of including artificial sweeteners on blood glucose when consumed for 2 weeks. You will be asked to consume soft drink with and without artificial sweeteners for 2 weeks each with a 4-week period on no soft drinks.

3. Eligibility Requirements

Gender:

Age:

Location:

Other criteria:

4. Benefits

Eg. Any honorariums or outcomes from the study

5. Contact details for more information or to register your interest

For example:

Professor Smith on (08) 8302 1365 or email unisa.researchvolunteers@unisa.edu.au

Your own contact information

A SurveyMonkey link

Appendix 2: Email template

Email content required

To develop an email for your study, please include the following information:

1. Title of study or call to action phrase

Eg. We are looking to improve the lives of people living with Type 2 Diabetes

2. About the study

Eg: Do you, or does someone you know have Type 2 Diabetes?

The University of South Australia is looking at the association between consumption of artificial sweetened beverages and blood glucose response in adults with Type 2 Diabetes.

3. Eligibility Requirements

Gender:

Age:

Other criteria:

E.g. are willing to wear a continuous glucose monitoring system for two weeks at the start and end of the study.

4. Requirements & benefits of the study

Eg. Participants will be required to ... (list requirements)

Participants will receive ... (list any honorariums or outcomes from the study)

5. Contact details for more information or to register your interest

For example:

Professor Smith on (08) 8302 1365 or email unisa.researchvolunteers@unisa.edu.au

Your own contact information

Link to webpage URL

Appendix 3: Research Conference posters

Research posters are used in the academic community at events such as conferences, seminars, and UniSA research events.

The following guidelines have been developed to assist you, as it's important to maintain the quality and consistency of the University brand when creating your poster.

Top tips:

- Avoid colours that are difficult to read eg. Black with red, and yellow with purple are harsh on the eye
- The title should be large enough to view from a few feet away and be interesting enough to catch attention
- Use fonts and sizes that are easy to read such as Calibri and Arial
- Break down your information into easy-to-read sections, do not cram information or have large blocks of text as these can be difficult to read. Instead, use bullet points, numbering and clear headings
- Keep things visually interesting with images and graphs if appropriate.

Logo: Please include the correct UniSA logo, email your local CMK team and we will send you the file within 48 hours.

Printing: It is recommended that you organise professional printing for your poster. You can contact [UniPrint](#), who work with some of our preferred print suppliers and can also assist with graphic design jobs.