

How do I share my societal engagement activities?

Building awareness and recognition of your work

1 | Why share your work?

Developing and delivering high-quality engagement activities can take a lot of time and effort so it deserves to be celebrated and shared!

Some of the benefits of sharing your work include:

- Increased awareness of your project or issue
- Exposure that leads to further opportunities, such as being invited to speak, give advice or take part in other projects
- Raising your own profile
- Increased chance of future funding
- Opportunities for others to learn from your experience
- Recruiting people to help to sustain your project or develop future projects

This wide range of benefits is why we encourage you to start sharing your work as soon as possible, whether you're at an early stage or close to the end. Remember to take plenty of pictures, videos and other evidence that can help you share your work in an engaging way!

2 | Decide on a key message or theme

You can start self-promoting what you are doing immediately through both traditional and digital channels. Digital channels (such as social media or blogs) can often be easier and cheaper to manage.

Some tips include:

- Share regular updates about your activities across several social media platforms, even if this is 'behind-the-scenes' progress
- Software such as Hootsuite allows you to post to multiple social media platforms at once.
- Write a blog about your work and keep it updated
- Create a hashtag for your work and use it frequently
- Encourage friends and colleagues to interact with your posts to boost their prominence
- Include plenty of photos, videos and other media to attract interest
- Consider sharing your posts on relevant pages with bigger audiences
- Find opportunities to present your work. Some examples here at Imperial include at events such as [Engagement Day](#)
- Include it in print publications such as [Imperial Magazine](#)



3 | Where else can I share my work at Imperial?

There are number of ways you can share your public engagement work and raise your profile at Imperial:

- Share it within our **Societal Engagement Champions Network**. This network meets regularly to offer support and share updates on the activities happening across the College. If you are interested in becoming a champion for your department, let us know!
- The **Societal Engagement Newsletter** comes out monthly and includes highlights from recent projects. You can subscribe to the mailing list [here](#).
- If your public engagement work involves one or more events, consider listing it on the **Events** section of the website [here](#). This may help boost the numbers attending!
- We update our website with new **Imperial Case Studies in Engagement**. This is an opportunity to celebrate the success of an implemented projects as well as inspire others.
- We are also supporting researchers in writing **Societal Impact Case Studies** for the Research Excellence Framework. Please do get in touch if you would like advice to help you evidence your success.

To get assistance with any of the above, contact the [societal engagement team](#) who will be able to point you in the right direction.

4 | Where can I apply for an award?

There are plenty of opportunities to receive reward and recognition for your engagement work, both here at Imperial and externally.

President's Awards for Excellence in Societal Engagement – These awards sit alongside those for teaching and research and there are five categories for Societal Engagement including for students, leadership and partners. The awards are presented annually and nominations open late in the Autumn term. Click [here](#) to find out more.

NCCPE Engage Competition – The Engage Competition is run by the National Coordinating Centre for Public Engagement and is prestigious in the field.

External Awards – An updated list of external awards can be found within the Societal Engagement website [here](#). These include awards from Research Councils and Learned Societies. If you are aware of an award we haven't listed, do get in touch!



5 | Where can I publish my work in a journal?

If through your societal engagement work you've discovered something new or attempted a new method, it may be worth writing this up and getting it published. Not only will this bring further recognition to you and your work but it will allow others to learn from your experiences.

Societal engagement papers are often social science based.

Below are some journals that you might wish to take a look at:

Research for all – **Research for All** is an open access journal that allows contributions from those inside and outside academia. Its aim is to be an accessible space to share engagement work. They are largely looking for papers that describe, explain and analyse engagement with research.

Public Understanding of Science – The Public Understanding of Science journal is more targeted to academics in the area of science communication and public engagement. It is a fully peer-reviewed international journal that explores all intersections between science and the public.

Is your work patient-related?	Is your work related to science education?
If your work is related to patient and public involvement (PPI), it may be worth speaking to the PERC team to get more specific advice on relevant journals.	Similarly, if your work relates to science education, speak to the outreach team who will be able to advise on what journal may be best.

As always, get in touch with the [societal engagement team](#) if you need some advice publishing your work.

Case study: Dr Sunday Popo-Ola

Dr Sunday Popo-Ola was the 2018 winner of the Achievement Award for Excellence in Societal Engagement for his Creative Futures programme. The programme inspires Black, Asian and Minority Ethnic (BAME) students to enter STEM careers. Sunday regularly travels abroad to places like Nigeria to run workshops and he is a strong advocate of sharing one's engagement work with others.

As a result, Sunday tries to have somebody there with him to take pictures or interview the students to capture something about the workshop. He'll then write it up afterwards to further capture his activities before writing a full report on return to the UK that he distributes widely.

Sunday has been a President of the Engineering Forum of Nigerians (UK) and is now Chairman of the Nigeria Society of Engineers (London Branch), just two of the networks through which he has been able to share his outstanding work.



Further resources – Let us know of others!

See past winners of the NCPPE Engage Competition for an idea of the quality of previous projects: <http://www.publicengagement.ac.uk/nccpe-projects-and-services/engage-competition/past-competitions>

The Patient Experience Research Centre have an array of blogs showcasing examples and case studies of engagement activities: <http://wwwf.imperial.ac.uk/blog/perc/>