



strategicRESEARCH

research-based knowledge to support society

Guidelines for communicating strategic research

January 2020

Interaction and communication are essential elements in the activities of consortia funded by the Strategic Research Council (SRC). These guidelines describe:

- principles and practices for communicating the activities of SRC-funded programmes and projects
- what SRC-funded projects should consider in their interactions and communications
- what the Division of Strategic Research needs from the funded projects in terms of communications.

What and how we expect SRC-funded projects to tell about the funding

Please use the following texts, logos and other materials to support your project's communications and contacts with the media. By doing so, you will help increase the exposure and impact of both the SRC as a funder and the strategic research funding instrument as a whole.

Acknowledging the funder

“The projects in the strategic research programmes are funded by **the Strategic Research Council (SRC)** established within the Academy of Finland.”

In press releases and other published texts, please indicate the funding source as follows: *“This research/project/study/etc. is/was funded by the Strategic Research Council (SRC).”*

If you also want to mention the Academy of Finland, please use the following standard text: *“This research/project/study/etc. is/was funded by the Strategic Research Council (SRC) established within the Academy of Finland.”*

Correctly acknowledging the funder is particularly important in research articles and other scientific publications so that the publication details are recorded correctly. If you are funded by the SRC, you must mention the SRC as the funder in the acknowledgement section of all your publications. The acknowledgement must also contain the funding decision numbers of the consortium PI and the authors’ subprojects.

Please also note that news items that do not mention the SRC as the funder, the strategic research instrument or the name or abbreviation of the project will not be recorded as hits in the media monitoring carried out by the Division of Strategic Research. Media monitoring allows us to collect data on the exposure and visibility of SRC-funded research. The media monitoring reports are sent for information to key ministry officials, SRC members and programme directors.

About the SRC

*“**The Strategic Research Council (SRC)** exists to provide funding for long-term and programme-based research aimed at finding solutions to the major challenges facing Finnish society.”*

Objectives of strategic research funding

The funding instrument for strategic research is aimed at supporting evidence-based policy, providing solutions to the regeneration of the Finnish society and producing ideas for the future workplace as well as business and industry. At the same time, the funding instrument contributes to developing a method for improved evidence-based policy and for disseminating high-quality research knowledge to users across society.

Communication channels

Project websites

The key content of an SRC-funded project's website should be in Finnish so that policymakers and officials in Finland can easily use it.

The website should have a news page with news and press releases providing information on the launch of the project, its research results, events and other interesting aspects. The information on such a page can provide good material for the SRC website. The news pages are used to produce an RSS feed on the front page of the SRC website (see *Strategic research website* below).

The SRC does not require that the impact stories of the consortia be published but does hope that (if there is no obstacle) at least one impact story would be published on the project website. The impact story on the website should also be updated at the same time as it is reported to the science adviser responsible for the strategic research programme in question.

Press releases

Press releases are mainly used for stakeholder and media communications, but they should also be published on the project's own website, from where an RSS feed extracts them to the strategic research website. Projects shall compile their own distribution lists for journalists and stakeholders.

It is important that the SRC's funding gains media exposure. The funder should be acknowledged immediately in the first paragraph of press releases, so that the funding source will be noticed more easily.

General tips for social media

Please indicate the Strategic Research Council (SRC) as the funder in the bio/profile section of your social media accounts. Also remember to tag the strategic research in relevant posts.

Twitter

The [Twitter account](#) for strategic research is @Akademia_STN. We encourage all SRC-funded projects to add our Twitter username to any tweets that concern strategic research. This ensures that we see them and that we can retweet them.

We also use the hashtags **#strateginentutkimus** and **#strategicresearch** in our communications about SRC funding and programmes. The same hashtags are also used in our events.

For a list of Twitter accounts that concern SRC programmes and projects, please see twitter.com/Akatemia_STN/lists/stn-hankkeet.

Instagram

In late 2019, strategic research opened an [Instagram account](#). You can find us by searching for 'strateginen tutkimus' or by account name @stn_akademia. We currently have a few dozen followers, and we are actively trying to get more. Our Instagram account is where we, for example, post photos from events and behind-the-scenes material of work at the Division of Strategic Research. We also repost content from SRC-funded projects. If your project has an active Instagram account, remember to tag relevant posts with @stn_akademia, #strateginentutkimus or #strategicresearch.

LinkedIn

The LinkedIn group for strategic research (Strateginen tutkimus) can be found at www.linkedin.com/groups/6708048/profile.

Facebook

The Division of Strategic Research or the SRC do not have Facebook pages, but several SRC-funded projects do.

Our communication services

Events calendar

The website for strategic research includes an events calendar where we publish information on both our own events and events organised by SRC-funded projects. If you want your project's events to appear in the calendar, please send their details by email to strateginentutkimus@aka.fi.

Newsletter

The Finnish-language strategic research newsletter has some 2,000 subscribers, including ministers, members of the Finnish Parliament, ministerial advisers and key officials and experts. The most common email address among the subscribers is @eduskunta.fi (Finnish Parliament).

The newsletter contains news, blogs and project news on strategic research. Each newsletter has a specific theme on the basis of which we ask projects to submit texts to the newsletter. The thematic newsletter is published each month and usually in the middle of the month. The newsletter can be read and subscribed to on our website.

The Division of Strategic Research will contact relevant SRC-funded projects when compiling thematic content for newsletters. Project blogs and articles included in the newsletters can be hosted on the projects' own websites or posted on the strategic research website.

The newsletter also includes an events calendar that extracts event details straight from the calendar on the strategic research website. Content tips and links can also be sent directly by email to strateginentutkimus@aka.fi.

Strategic research website

Our website is available at www.aka.fi/src. The web pages are available in Finnish, English and Swedish, and they are maintained by the project officer at the Division of Strategic Research.

The website has a dedicated section for [policy briefs](#) (*Politiikkasuositus* in Finnish). The policy briefs are 1–4-page proposals on policy recommendations based on the research carried out by SRC-funded projects. They are aimed at supporting the work of policymakers and rapporteurs. Policy briefs should mention the funder (in text or with logo) as well as the project or projects that have prepared the brief. Policy briefs prepared by SRC-funded projects shall be sent by email to strateginentutkimus@aka.fi.

Our website also includes **blogs and news items** written by SRC-funded projects and programme directors. The project blog posts cover topical issues, results and activities of SRC-funded projects. The posts by programme directors often deal with strategic research at greater length.

Blogs and news items are usually published on our website in connection with the compilation of newsletter material (see *Newsletter*), but also at other times. The projects no longer have their own slots in the blog post rotation, but topical posts may be proposed for publication by sending an email to strateginentutkimus@aka.fi. Recent blog texts are shown on the front page of our website, so it is a good idea to make the title as concise and intriguing as possible. The communications team at the Division of Strategic Research reserves the right to decide which contributions are published.

We can provide visibility to [project news](#) in a specific section on the front page of the strategic research website. The news items are gathered using an automatic RSS feed, so we hope that all projects will add the RSS function to their own websites. Please send the address of your news page to us at strateginentutkimus@aka.fi, so that we can add it to our feed.

The SRC website will be revamped in 2020. As a result of the new website, **the SRC Channel**, used by the projects will be terminated. The guidelines that were available in the SRC Channel have been transferred to our public website under the **Materials** section. The SRC Channel will no longer be updated. One of the objectives of the website overhaul is to find a better and more interactive solution to facilitate interactions between SRC-funded projects.

Other instructions

Logos and presentation templates

The Academy of Finland's visual identity materials are available at aka.logodomain.com. To log in, use the username and password shown on the login page. The logo for strategic research is free to use (in three language versions) and can be found under Strateginen tutkimus. The logo may be used in all references to SRC-funded research. The materials also include PowerPoint templates that use the visual identity of the strategic funding instrument. SRC-funded projects are free to use the templates in their communications.

If you have any questions, please contact us by email:

strateginentutkimus@aka.fi

