

# Guidelines for communication on strategic research

November 2022

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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 communicate 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 is/was funded by the Strategic Research Council (SRC)."*

If you also want to mention the Academy of Finland, please use the following text:

*"This research is/was funded by the Strategic Research Council (SRC) established within the Academy of Finland."*

*"Forskningen finansieras av rådet för strategisk forskning (RSF), som verkar i anslutning till Finlands Akademi."*

*"Tutkimusta rahoittaa/rahoitti strategisen tutkimuksen neuvosto, joka toimii Suomen Akatemian yhteydessä."*

Correctly acknowledging the funder is particularly important in research articles and other scientific publications so that the publication details are recorded correctly. Information on project publications will be used in final evaluations of SRC programmes. If you are funded by the SRC, you must mention the SRC as the funder in the acknowledgement section of all publications. The acknowledgement must also contain the funding decision numbers of the consortium PI and the authors' subprojects. The publications must always include the decision numbers of the latest funding decision. In other words, if the publication has been produced during second funding period (follow-up funding period), use the funding decision number of that funding period.

Media monitoring allows us to collect data on the exposure and visibility of SRC-funded research. 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.

### **About strategic research**

**The Strategic Research Council (SRC)** established within the Academy of Finland funds high-quality research with great societal relevance and impact. SRC-funded research seeks concrete solutions to grand challenges that require multidisciplinary approaches. An important element of the research is active and ongoing collaboration between knowledge producers and knowledge users.

### **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 of work as well as business and industry. At the same time, the funding instrument contributes to developing methods 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.

We recommend that the website have a news page with news and press releases providing information on the launch of the project, its research results, events and other interesting points. We use an RSS feed to post such information on the SRC website, so please add RSS feed data to the news pages of your project's website. Please send the address of your news page to us at [strateginentutkimus@aka.fi](mailto:strateginentutkimus@aka.fi), so that we can add it to our feed (see also 'Strategic research website').

The SRC does not require that the impact stories of the consortia be published but does hope that at least one Finnish-language impact story would be published on the project website. The impact story should also be updated at the same time as it is saved in the online services (SARA); see [instructions on reporting](#).

### Press releases

SRC projects use press releases mainly used for stakeholder and media communications, but they should also be published on the project's website, from where an RSS feed extracts them to the strategic research website.

Projects shall compile their own distribution lists for journalists and stakeholders. The projects may also cooperate at programme level with the programme director by compiling their joint press and stakeholder distribution lists for the programme.

The funder should be acknowledged immediately in the first paragraph of press releases, so that the funding source will be noticed more easily. It is important to ensure the media visibility of SRC funding, so make sure to acknowledge the funder correctly in press releases.

## 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 SRC in relevant posts. If you wish, you may use the abbreviations STN or SRC as part of your handles on social media.

### Twitter

The SRC's Twitter account is [@Akademia\\_STN](#). We encourage all SRC-funded projects to add our Twitter account 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, SRC programmes and our events. Another hashtag we use in Finnish is **#RatkaisujaTieteestä**. You can use these hashtags in your own tweets.

Some SRC programmes have their own hashtags that make use of the programme name, such as #STN\_CLIMATE. If you decide to use a programme hashtag, please also include the handle @Akademia\_STN or the hashtag #strateginentutkimus/#StrategicResearch, so that we notice the tweets and can retweet them.

For a list of Twitter accounts that concern SRC programmes and projects, please see: [twitter.com/Akademia\\_STN/lists/stn-hankkeet](https://twitter.com/Akademia_STN/lists/stn-hankkeet).

We will monitor the development of Twitter as a medium and, if necessary, reorient our social media channel strategy.

### Instagram

You can [find us on Instagram](#) by searching for 'strateginen tutkimus' or with our handle @stn\_akademia. We currently have some 500 Instagram followers. 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](http://www.linkedin.com/groups/6708048/profile).

## Our communication services

### 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 newsletter is published once a month. The newsletter can be read and subscribed to on the [SRC 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 are primarily hosted on the projects' own websites, but they can also be posted on the strategic research website, if necessary (e.g. new projects and joint pieces between several projects). Content tips and links can also be sent directly by email to [strateginentutkimus@aka.fi](mailto:strateginentutkimus@aka.fi).

The newsletter also includes a list of links to current events organised by the projects. If you want to include your project's events in the list, please send the latest events with the corresponding links (to your own or some other organiser's webpage) to us by email at [strateginentutkimus@aka.fi](mailto:strateginentutkimus@aka.fi).

### Strategic research website

The SRC website is available at [www.strategicresearch.fi](http://www.strategicresearch.fi). The web pages are available in Finnish, English and Swedish, and they are maintained by the Division of Strategic Research.

The website has a dedicated section for [policy briefs](#) produced by the projects. The policy briefs are 1–4-page presentations of policy recommendations based on the research carried out by SRC-

funded projects. They are aimed at providing research-based knowledge for decision-makers and 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 shall be sent by email to [strateginentutkimus@aka.fi](mailto:strateginentutkimus@aka.fi). Make sure the files are in an **accessible format**. Attach five keywords to the policy brief; we recommend that you use words from the [General Finnish Ontology YSO](#).

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 (see section 'Project websites').

### **Ratkaisuja tieteestä website**

The [Ratkaisujatieteesta.fi](http://Ratkaisujatieteesta.fi) website (in Finnish), launched in 2021, provides phenomenon-based information on and research-based solutions to the major challenges facing our society. The aim is to help policymakers and those preparing decisions find the latest research information, recommendations and experts, to provide an overall picture of the range of strategic research and to raise awareness of strategic research. In addition to decision-makers and officials, the website is intended for teachers and students and for all those interested in societal issues.

The website provides a channel for strategic research programmes and projects to communicate their key research results to policymakers and helps to crystallise the core messages in relation to the societal challenge.

The website is built around the so-called solution cards, which are produced according to our separate guidelines. However, we hope that the projects will take their own solutions cards and the [ratkaisujatieteesta.fi](http://ratkaisujatieteesta.fi) website into account in their communications and, for example, reserve a place for them on the project website, promote them at events and on social media. We also recommend that you add a link to the website to the email signatures of project members.

## Other instructions

### Materials Bank

All visual materials on strategic research are available in the Academy of Finland's Materials Bank at [media.aka.fi](https://media.aka.fi).

The public section of the Materials Bank does not require user IDs and contains, for example, the logos of strategic research and general brochures that can be downloaded freely. There is also a mini guide on the visual identity of strategic research.

Materials intended for strategic research projects are available in a section of the Materials Bank that requires the registration. To access the materials, use the username [strateginentutkimus@aka.fi](mailto:strateginentutkimus@aka.fi) and the password StrateginenTutkimus. The materials are available under Rahoitusmuodot → Strateginen tutkimus → Materiaalit hankkeille ja ohjelmille. The category contains materials intended for SRC projects, such as PowerPoint templates, guidelines, and training and event presentations. The service also allows users to store programme-specific materials.

### Logos and presentation templates

The logo for strategic research is free to use (in three language versions) and can be found in the Materials Bank in the public category 'strateginen tutkimus'. The logo may be used in all references to SRC-funded research. By signing in to the Materials Bank with the user ID mentioned above, you will also have access to PowerPoint templates that use the visual identity of the strategic funding instrument. The templates should be used in all situations where the projects represent strategic research, such as [the Saumakohtia dialogues](#).

### Accessibility

We do not require the communication materials or channels of SRC-funded projects to meet accessibility requirements, but we strongly recommend this from an equality perspective. For example, we recommend that the project website be designed so that it meets accessibility requirements. It is also a good idea to consider accessibility issues regarding events.



As a rule, all materials to be added to the website of strategic research and uploaded to the Materials Bank of the Academy of Finland, such as PowerPoint presentations, PDF files and video recordings, should be made accessible. In practice, this means that, for example, PowerPoint presentations should be checked using the Accessibility Checker in PowerPoint before saving, and all video recordings should have subtitles.

Instructions and tips in Finnish on how to produce accessible websites and materials can be found at [www.saavutettavasti.fi](http://www.saavutettavasti.fi), a website maintained by [Celia](#).

**Communication is an essential part of strategic research. We are happy to help if you have any questions about communications. Please contact us primarily by email:**

**[strateginentutkimus\(at\)aka.fi](mailto:strateginentutkimus(at)aka.fi)**

