

CANCON TOOLS: WEB, SOCIAL MEDIA, NEWSLETTER

Cancer Control Joint Action WP2 Dissemination

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@2014Cancon #2014Cancon



Satu Lipponen | Brussels | 18 November, 2014



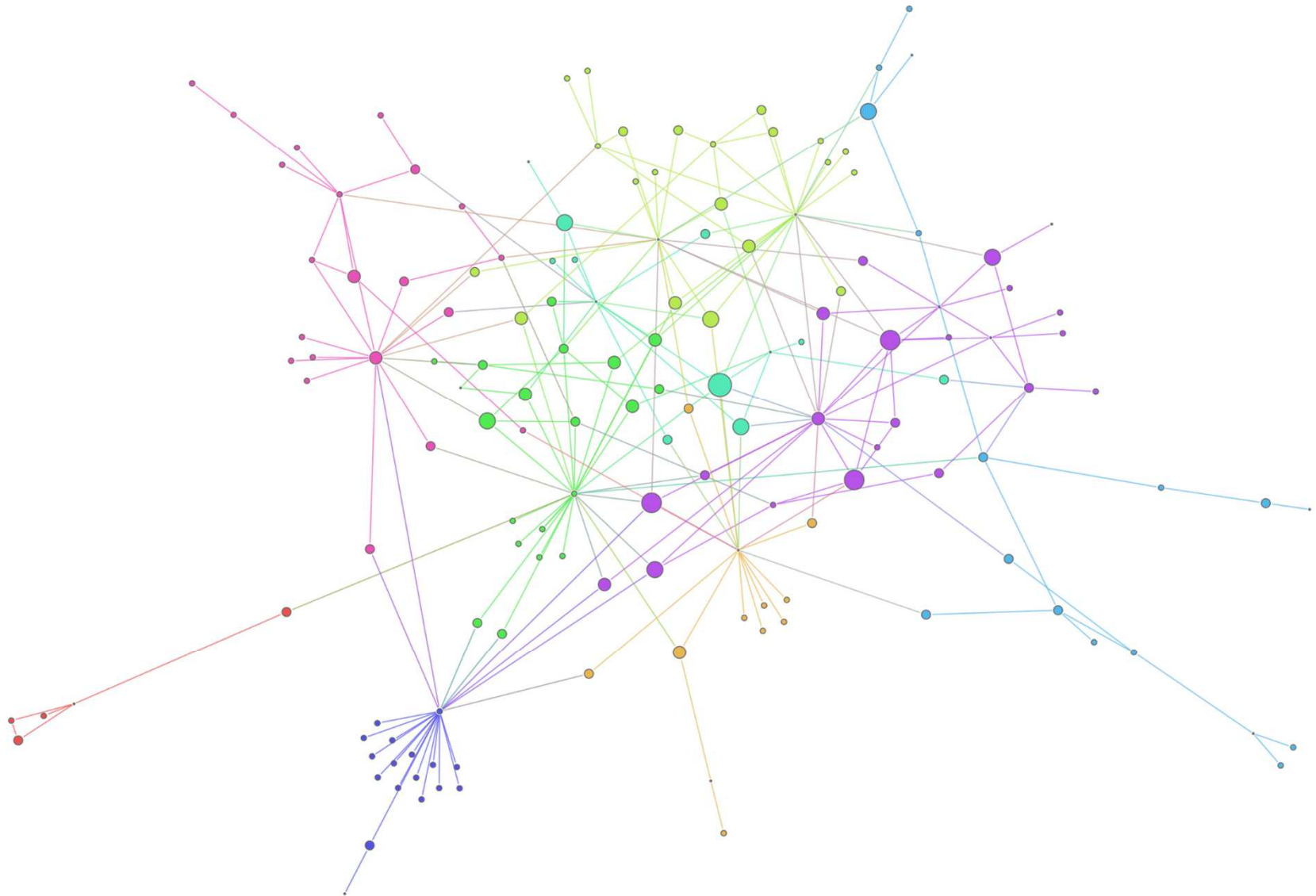
Homebase: website

- Want to keep it simple
- Useful tools
- Basic info
- Presentations, work group activities
- Solid, not changing much in structure
- Activities/ daily, weekly, monthly by social media (Twitter and Facebook)
- Newsletter on a slower pace for those who want to be updated

Four stages of science communication

- Among specialists: science conference interaction (intraspecialist)
- Among experts from different fields of science (interspecialists)
- Pedagogy: science communications to students
- Popularisation: science communications to audiences
- (Massimiano Bucchi Science and the media, 1998)
- Science communication 2.0. : engagement, dialogue, sharing, community, citizen involvement, participatory approaches
- Aim: science and common knowledge should not drift apart

CANCON NETWORK

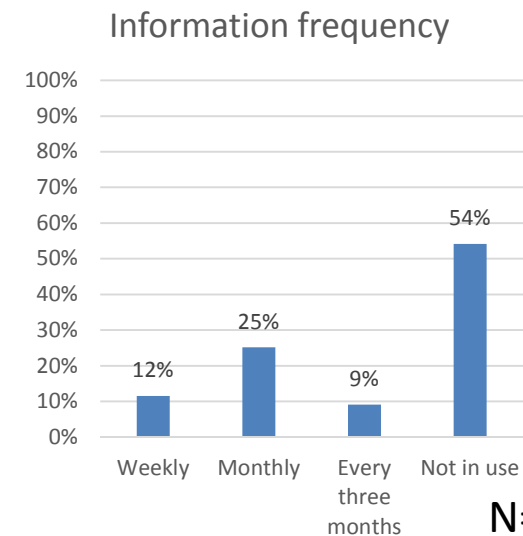
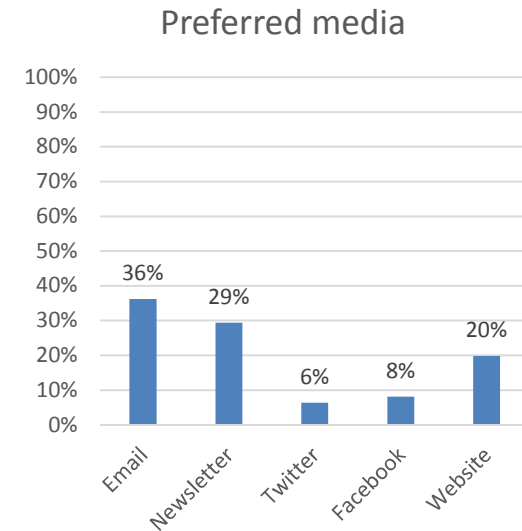
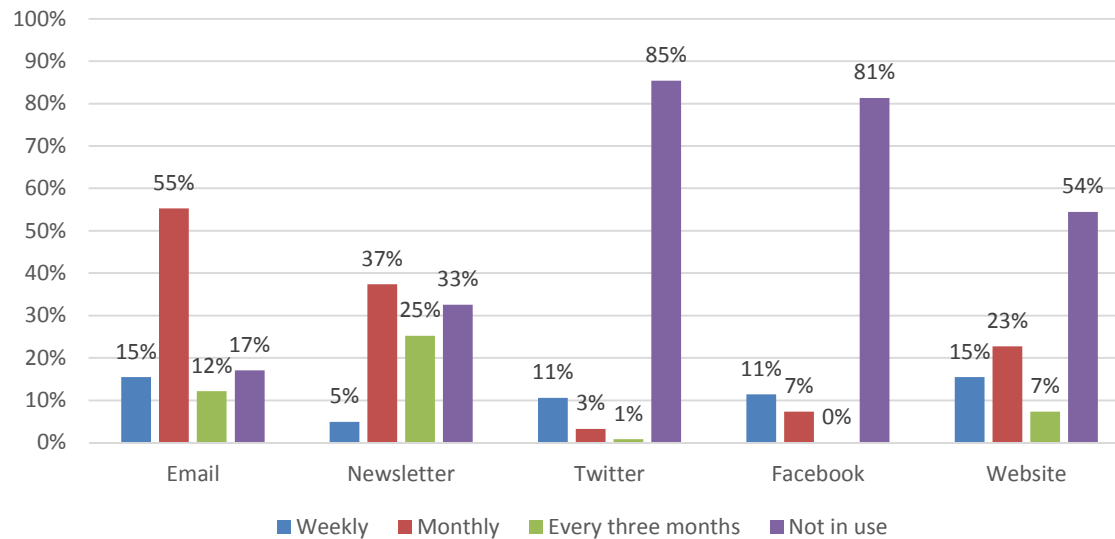


We asked for a wish list

- How would you like to be contacted? How often?
- Information should spread evenly, otherwise there is a bottleneck
- Knowledge brokers under pressure on very hierarchical structure
- On average, respondents want more contact with the same people with they are currently in contact

“How would you prefer to receive information regarding the Work Package 2?”

- Email and newsletter are the most preferred media
- Preferred information frequency is between monthly and weekly
- Twitter and Facebook are not popular



N=123

NETWORK POSITIONS

- Overall, there is a correlation between the better positions in both networks and the willingness to receive information through various media.
- Those at the center know already: there is perhaps an information overflow?

OUTREACH VIA SOCIAL MEDIA

- There is a correlation between the peripheral network position and the need for more **frequent** information on the WP2, especially with Twitter and Facebook.
- This suggests that those who feel that they need more frequent official information, are those who lack direct person to person contacts.

SOME FIGURES

- 6 newsletters, bi-monthly, 7th newsletter in December
- Facebook pages (72 followers)
- Twitter (120 followers)
- 1st Google analytics report on website in December 2014

How can you contribute?

- Sharing: tweets and Facebook, newsletters (with source credit)
- Give feedback from good/bad cases
- Think who might be interested? Help us grow the network
- Links
- Join the network, give your input – newsletters good way to inform about your activities to Cancon community

SHORT STYLEGUIDE

- Unofficial contexts
- Cancon, lower cases in work packages, associated partners and job titles
- Be concise and specific
- Opt for bullet points instead of long sentences
- Long paragraphs in smaller units
- The same with the sentences



Thank You