



Weaving the Story:

A Multimedia Approach to Dissemination

Effectively disseminating evidence-based research to multiple stakeholders is becoming increasingly important. The Florida Center for Reading Research has adopted the following conceptual framework to assist with thinking strategically about how best to disseminate information.

1 Message

Effective communication starts with a simple, strong message. Infographics may be developed around several types of messaging for various audiences. You may want to communicate research findings, but you can also use infographics at the beginning of a project to explain study design or recruit participants.

QUESTIONS TO CONSIDER

- What is the message being communicated? Is it simple and straightforward? Can any language be altered to increase understanding?
- Are there any figures, graphics, or other visuals that may assist comprehension?

2 Format

Dissemination can take many forms; from traditional reports, articles, and publications, to new and emerging technologies such as infographics and podcasts. You'll want to consider your audience as well as your message when selecting dissemination formats. For instance, does your audience have the time and capacity to read multi-page reports? Will your message be easily digested in infographic form, or would a long-form conversation in podcast format better educate your stakeholders.

QUESTIONS TO CONSIDER

- What are the various types of media available to you?
- Which of these align best with your message?
- Which formats resonate with your intended audience?
- Are there any accessibility limitations that need to be addressed?

EXAMPLE FORMATS



Publications



Infographics



Podcasts



Videos

3 Channel

It is important that your formatted product be aligned with the proper communication channel to optimize reach and engagement. There isn't one method or service your stakeholders rely on to learn about new research, so products may be distributed through several different channels. In addition to in-house and readily available methods such as websites, email, and social media, explore partnerships and alliances as a means of communicating valuable information. Engaged colleagues can provide powerful dissemination support.

QUESTIONS TO CONSIDER

- What communication channels exist to deliver your message?
- Are there existing networks you can leverage to disseminate your message?
- Dissemination efforts can be implemented on any scale. Are there individuals or small groups that could potentially influence your intended audience?

EXAMPLE CHANNELS



Websites



Email



Face-to-Face Events



Webinars



Social Media

