UNIT 8 LINKS

Those six little rules, The Economist, 2013

https://www.economist.com/blogs/prospero/2013/07/george-orwell-writing

How to write a communications strategy, ODI, 2005

https://www.odi.org/publications/5186-planning-tools-how-write-communications-strategy

Defying gravity: why the 'submarine strategy' drags you down, WonkComms, 2017

A lot of think tanks and research organisations end up using a submarine strategy. They don't do it deliberately. It's just what happens, by default, in the absence of a communications strategy.

https://wonkcomms.net/2017/08/16/defying-gravity-why-the-submarine-strategy-drags-you-down/

Taking think tank communications to the next level: figuring out where to begin, On Think Tanks, 2013

Brilliant blog series that covers high-level strategic advice and discussions about key research communication issues, with the messy reality of organisational change.

https://onthinktanks.org/articles/taking-think-tank-communications-to-the-next-level-a-preface-to-a-new-series/

From comms chaos to calm: my year-long journey, WonkComms, 2016

Insightful piece on setting up communications functions from scratch.

https://wonkcomms.net/2016/02/11/from-comms-chaos-to-calm-my-year-long-journey/

After Action Reviews: the power of the 'feedback loop', WonkComms, 2016

My favourite kind of meeting is an 'after action review'. It's that meeting when you get the team back together again, once the dust has settled, and you talk about *what* happened, *why* it happened, and *how* it could have gone better.

https://wonkcomms.net/2016/10/30/after-action-reviews-the-power-of-the-feedback-loop/

Four questions to assess your research communications impact, On Think Tanks, 2016

https://onthinktanks.org/articles/four-questions-to-assess-your-research-communications-impact/

Monitoring your communications: try this, On Think Tanks, 2017

By design, public policy research is aimed at change. It is basically unfinished unless key findings are packaged and disseminated so that they have a chance to feed into the policy debate. To influence some sort of positive change. With this in mind, tracking the impact of research, or at the very least understanding *who* is accessing it and *how*, should be a regular part of what thinktankers do.

https://onthinktanks.org/articles/monitoring-your-comms-try-this/

Research uptake: what is it and can it be measured?, On Think Tanks, 2013

What is research uptake anyway?

https://onthinktanks.org/articles/research-uptake-what-is-it-and-can-it-be-measured/

A pragmatic guide to monitoring and evaluating research communications using digital tools, On Think Tanks, 2012

https://onthinktanks.org/resources/a-pragmatic-guide-to-monitoring-and-evaluating-research-communications-using-digital-tools/

Made to stick: why some ideas survive and others die, Brand Genetics, 2014

A great summary of Chip Heath and Dan Heath's book.

https://brandgenetics.com/made-to-stick-why-some-ideas-survive-and-others-die-speed-summary/