



Not just scientific journals please! Creating a bridge between academics and comms

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(Former Advocacy Manager)

Advocacy Manager

What have we done—permanent post, in the Corporate Communications Directorate, 0.2 FTE

Role is for – academics who are good with their public comms

To do what – work with fellow academics and tell them how and why to engage with media and comms stakeholders. Lots of training sessions, one-to-ones, writing retreats

Why did we create this role – too little engagement from Southampton academics with some public sources (e.g. TV and radio media, The Conversation)

Who is in post - previously me, now the brilliant Dr Larisa Yaravoya (UoS Business School)

Taking research and academic expertise beyond journals

Why?

Public funding
(taxpayer)

Charity funding

Public interest

Why?

REF!

University
rankings

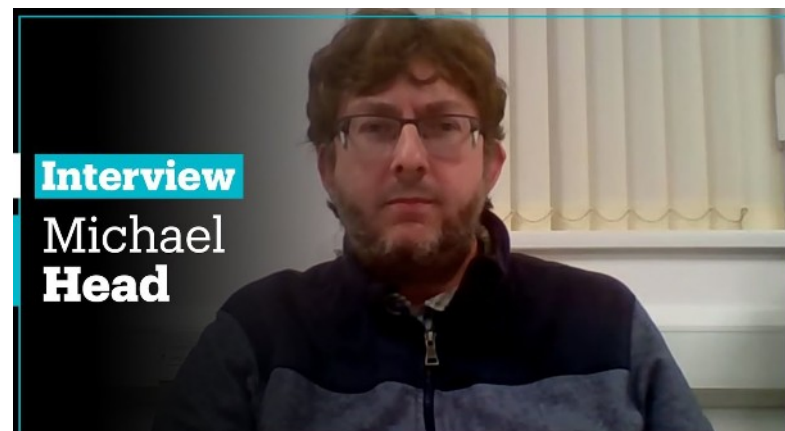
How?

Public
engagement

Outreach/
schools

Media

Infectious diseases were in the news



Bring on the cranks!...

Complicity in 5G AI Genocide Lawsuit -

I understand from your bio on <https://www.southampton.ac.uk/people/5xdyvw/doctor-michael-head> that you must be highly disappointed in the poor ignorant people of Ghana and Togo. They did not go along mRNA Covid vaccine. A vaccine almost no one needed, did not stop transmission, hospitalisation or death but it was a giant medical experiment. Experiments that the good people of West Africa are all to

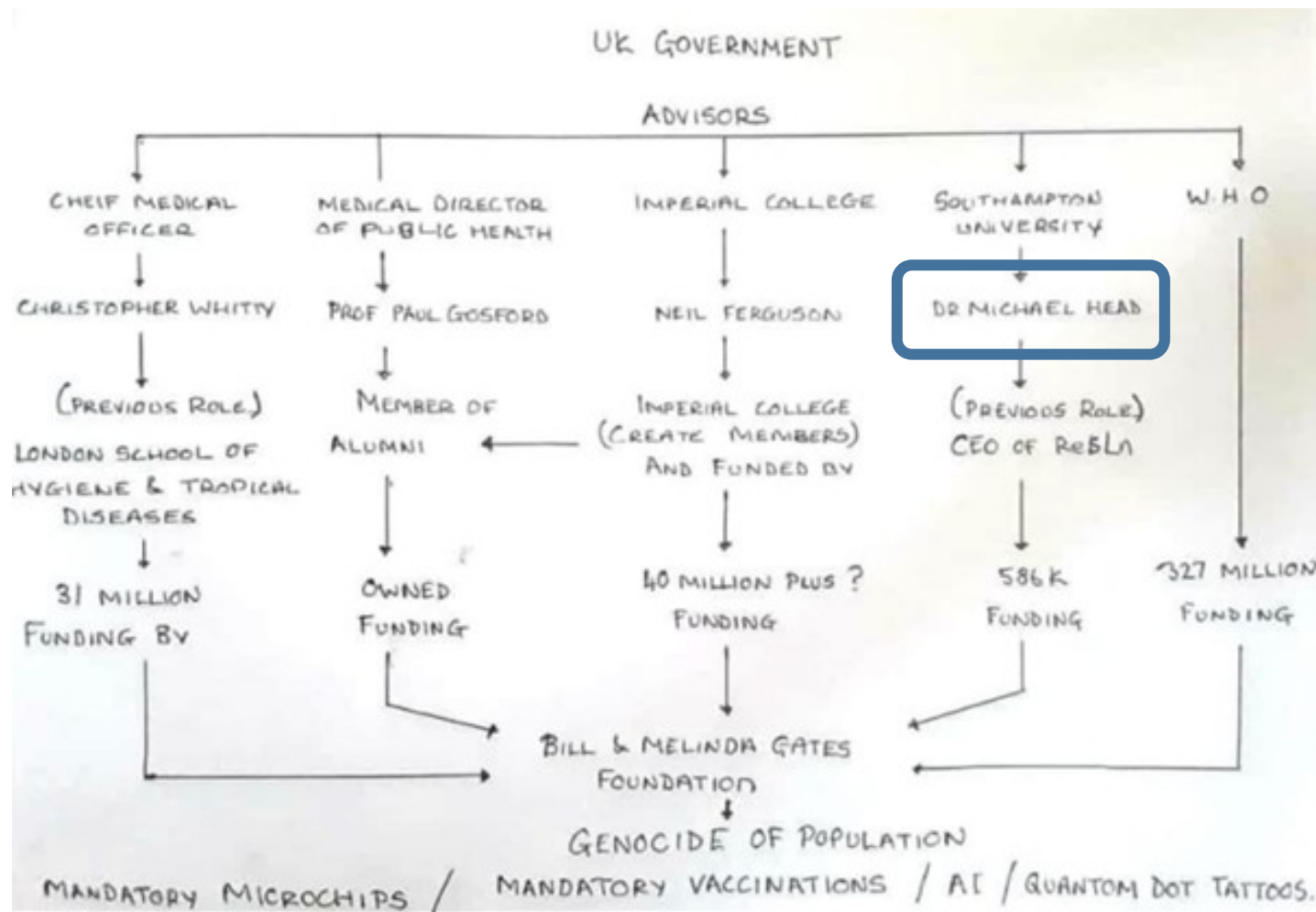
Covid



Matr Oz [redacted]@gmail.com>
To ✓ Michael Head

CAUTION: This e-mail originated outside the University of Southampton.

Go and f--- yourself english ugly f--- face. Give yourself 25 portions of astras sh--- You are a bought f--- face.



Member of the
illuminati?

The more eccentric ones can be genuinely enjoyable

If you are not prepared to respond or correct the offending article I will report you to OFCOM.

Hello there Micheal

I've just read a sky news article in which you criticise Eamonn Holmes

BTW I live in London and just had a discussion with a GP who works in a C-19 Centre ... and who was equally appalled by your statement. It is little wonder that folks are not respecting Social Distancing properly with this kind of misleading information.

Dave

PS: Are *you* a jogger by any chance ? Only *that* could 'explain' it.....

Can be a different way to spend your days



Bookcase Credibility

@BCredibility

What you say is not as important as the bookcase behind you.

Joined April 2020

107 Following

118.9K Followers



Bookcase Credibility

@BCredibility

Michael Head takes the books off-centre to introduce a certificate - his head turns knowledge into attainment - and a mysterious protuberance. It may be the pointy part of a Dalek that Michael bagged on a recent adventure. Is he not a doctor but **the** Doctor? Is the CIRU a cover?



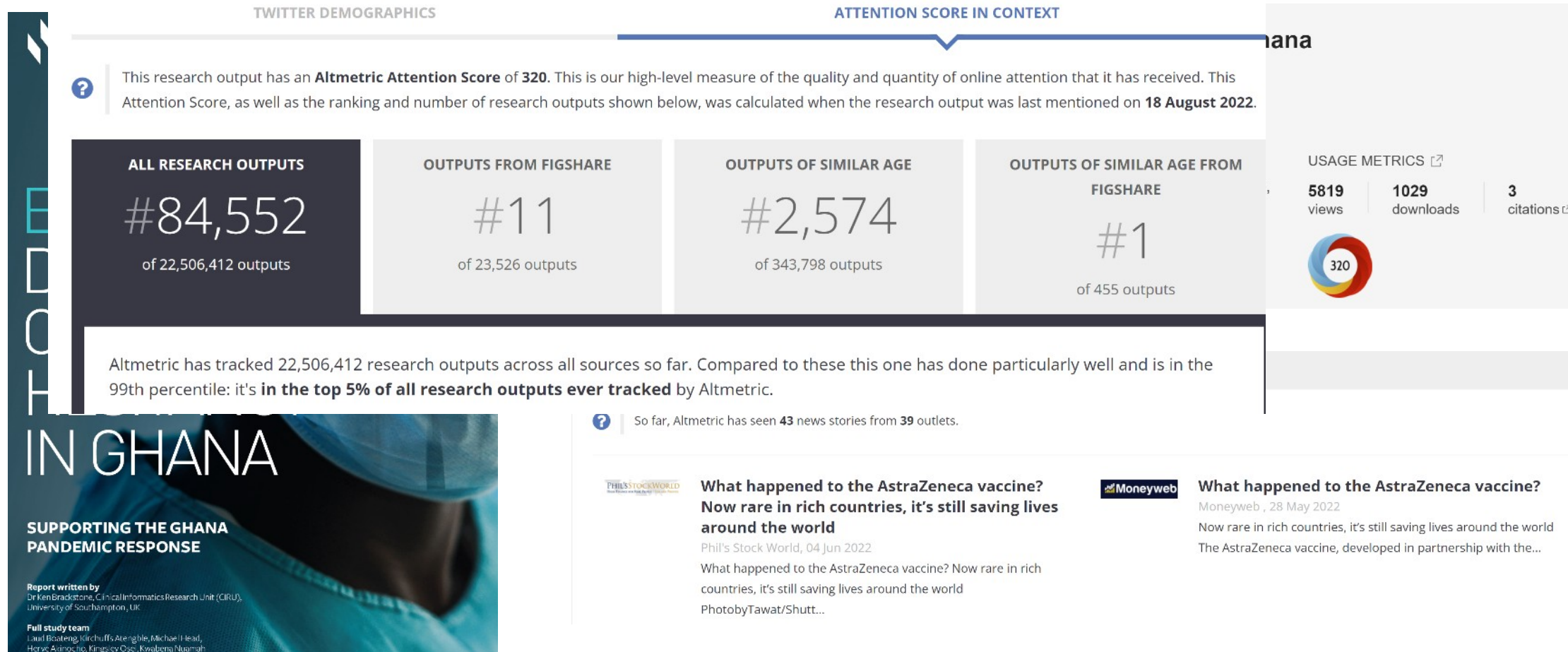
Dr Michael Head
University of Southampton

16, 2021 · Twitter for Android

Reasons to work with the media

- Raises your academic/public profile
- Increases chances of policy/real-world impact from your research or expertise
- Increases academic citations
- Good for self-confidence and to impress your friends and relatives
- The University likes you being in the news (having the words 'University of Southampton' on the BBC or in the major newspapers is really good publicity)

Altmetrics – quantifying impact of media citations



https://figshare.com/articles/thesis/Examining_drivers_of_COVID-19_vaccine_hesitancy_in_Ghana/14494851



Outputs from the Advocacy Manager activity

The Conversation

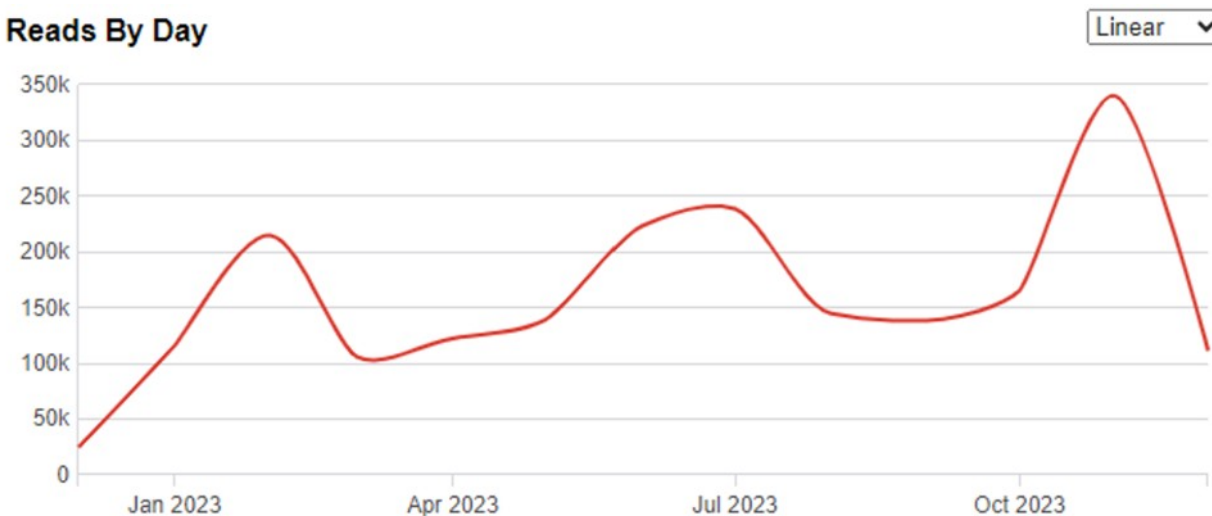
Dec 2021 to Nov 2022



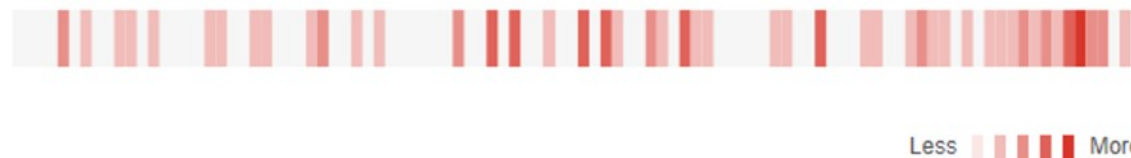
Dec 2022 to Nov 2023



Reads By Day



Articles Published





Dealing with abuse after public commentary

Communicating to the public can result in abuse of academics. Here, University of Southampton staff describe their experiences and provide tips on anticipating and dealing with trolling

Online safeguarding

Outreach and communication

Feature article

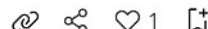
Europe



Michael Head, Larisa Yarovaya
, Ashton Kingdon,
Millie Downer

University of Southampton

🕒 25 Oct 2023



Communications

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A⁹ Immersive reader



How to handle criticism and abuse on social media

- ✓ What to do when it goes wrong
- ✓ Positives of social media

<https://www.timeshighereducation.com/campus/dealing-abuse-after-public-commentary>



In conclusion

Build the bridge

Build the bridge between 'centre of the university' and the academics.

A formal position, with allocated person-time, is helpful. If you want to engage academics, it needs to be an academic in post.

We have reinforced to the academic what they get out of it (improved individual and institutional reputation)

It's timely, as e.g. funders are increasingly desiring real world impact from their research investments, not just a shiny paper in Nature or The Lancet

And there's the REF and world rankings etc. So academics have to consider something along these lines, whether they like it or not 😊

Read all about it!



A bridge between academics and communications staff

Science communication in a post-Covid world calls for a new way to span the gap between researchers and university comms teams – and a new skill set, as Michael Head explains

Outreach and communication

Writing tips

Feature article

Europe



Michael Head

University of Southampton

🕒 30 Jun 2023



<https://www.timeshighereducation.com/campus/bridge-between-academics-and-communications-staff>



Thank you

Email: m.head@soton.ac.uk

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