

Dissemination channels for popular science

Need help?

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or

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Before you start:

- Write a lay summary of your research [Explain your work the Kudos way](#). (What is your work about? Why is it important/fascinating to non-specialists?)
- Summarise your research in 140 characters.
- Identify or create images that can be used in dissemination activities.

More about profiling your research: <https://nat.medarbejdere.au.dk/en/research-support/profile-your-research>

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1.Social media				
	Procedure	Target group	Level of complexity	Language
Twitter	<ul style="list-style-type: none"> - Write a post from your own profile or contact Maria Blach Nielsen to discuss the possibility to publish on the department's Twitterpage (in English only) - Tag: @BiologyAarhus https://twitter.com/BiologyAarhus - Link to webpage with more information (if available) - Remember an image/photo. - Tag relevant persons and foundations (@) - Consider relevant hashtags to increase your reach 	International research communities, Journalists.	High. You can write to your peers.	English for the department page. Any language from your own profile (English is recommended).
Facebook	<ul style="list-style-type: none"> - Write a post from your own profile or contact Maria Blach Nielsen to discuss the options to publish on the department's Facebook page (in Danish only) - Tag: @Institut for Biologi, Aarhus Universitet https://www.facebook.com/InstitutforBiologi - Link to webpage with more information (if available) - Remember an image/photo. - Tag relevant persons and foundations (@) - Consider relevant hashtags to increase your reach 	Students, parents, the general public.	Low. Understandable for the general public.	Danish for the department page. Any language from your own profile.
LinkedIn	<ul style="list-style-type: none"> - Write a post from your own profile or contact Maria Blach Nielsen to discuss the options to publish on the department's LinkedIn page (in English only) - Tag: @Biology - Aarhus University https://www.linkedin.com/company/department-of-biology-aarhus-university - Link to webpage with more information (if available) - Remember an image/photo. - Tag relevant persons and foundations (@) - Consider relevant hashtags to increase your reach 	Biology alumni, Foundations, Journalists, companies, other researchers	Medium: Understandable for a person with a Master's in Biology.	English for the department page. Any language from your own profile.
Instagram	<ul style="list-style-type: none"> - Write a post from your own profile. The department is not present at Instagram. - Link to webpage with more information (if available) - Remember an image/photo. - Tag relevant persons (@) 		Low/Medium	Optional

2.Web				
	Procedure	Target group	Level of complexity	Language
Bio.au.dk	Contact Maria Blach Nielsen mbn@bio.au.dk	The general public	Low	Danish and English
Videnskab.dk and Forskerzonen	On "Forskerzonen" you can write your own content (in Danish): (https://videnskab.dk/forskerzonens-vision-samt-redaktionelle-retningslinjer9) Or contact Videnskab.dk directly and ask if they would like to write an article (redaktion@videnskab.dk.)	People with a high school degree.	Medium	Danish

3.Traditional media				
General procedure , when contacting the press	<ul style="list-style-type: none"> - Pay attention to the tips and tricks: "Before you start". - Contact a journalist interested in your field directly and pitch your story. - If you don't know any journalists yet, search for stories related to your field and contact the relevant journalist directly. - Consider if the story should be exclusive (for this particular journalist only). Otherwise contact the editors (see below). 	Links:		
		<ul style="list-style-type: none"> - When the journalist calls (in Danish): https://www.epages.dk/aarhusuniversitet/1127/ - Profile your research: https://nat.medarbejdere.au.dk/en/research-support/profile-your-research 		
	Procedure	Target group	Level of complexity	Language
Politiken	See general procedure above. Alternatively, see this overview of editors: https://politiken.dk/om_politiken/art5636597/Kontakt-Politiken	The general public	Low/Medium	Danish
Weekendavisen	See general procedure above. Alternatively, see this overview of editors: https://www.weekendavisen.dk/kontakt-os	People with a high school degree.	Medium	Danish
Information	See general procedure above. Alternatively, see this overview of editors: https://www.information.dk/redaktion	The general public	Low/Medium	Danish

Berlingske	See general procedure above. Alternatively, see this overview of editors: https://www.berlingske.dk/kontakt	The general public	Low/Medium	Danish
Jyllandsposten	See general procedure above. Alternatively, see this overview of editors: https://jyllands-posten.dk/kontakt	The general public	Low/Medium	Danish
Local news papers	See general procedure above. Find the local news paper: https://www.danske-lokalaviser.dk/	The general public	Low/Medium	Danish

4.Specialized media

	Procedure	Target group	Level of complexity	Language
Aktuel Naturvidenskab	A national magazine covering natural and technical sciences. Write your own story. " https://aktuelnaturvidenskab.dk/om-os	High school students within science	Medium	Danish
Podcast: Kraniebrud	Podcast covering various scientific areas https://www.radio4.dk/program/kraniebrud/ If you have any ideas, contact kraniebrud@radio4.dk	The general public	Low	Danish
Podcast: Vildt naturligt	Podcast covering various biological themes: https://www.dr.dk/lyd/p1/vildt-naturligt If you have any ideas, write to vildtnaturligt@dr.dk	The general public	Low	Danish
Vid&Sans	A national webmagazine communicating research to the general public. Overview of editors: https://vidogsans.dk/kontakt/	The general public with a high school degree.	Medium	Danish
Tænkepauser / Reflections	Explain your research in 60 reader-friendly pages. Contact: https://en.unipress.dk About: Reflections (EN) or Tænkepauser (DA)	The general public	Low/Medium	Danish or English
Ingeniøren	A printed an online media covering technology and science. If you have any ideas, find a journalist/editor: https://ing.dk/redaktion	Tech-interested people	Medium	Danish

5.Databases for journalists

Ritzau	Ritzau is a news database bureau where journalists from the Danish media get alerted on news that could be relevant to write an extended story about (or simply copy the article to their newspaper or news site). News articles on	Journalists	Low/Medium	Danish
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	bio.au.dk can be evaluated for their relevance on Ritzau and if yes, Maria Blach Nielsen will publish them there.			
EurekAlert!	Eurekalert is a news database bureau where journalists from the International media get alerted on news that could be relevant to write an extended story about. News articles on bio.au.dk can be evaluated for their relevance on Eurekalert and if yes, Maria Blach Nielsen will submit them. https://www.eurekalert.org/releaseguidelines	Journalists	Low/Medium	English
Science Daily	ScienceDaily features breaking news about the latest discoveries in science, health, the environment, technology, and more -- from leading universities, scientific journals, and research organizations. News published on bio.au.dk can be evaluated for their relevance on Science Daily and if yes, Maria Blach Nielsen will publish them there. https://www.sciencedaily.com/contribute.htm	Journalists	Low/Medium	English

Events				
	Procedure	Target group	Level of complexity	Language
Naturmødet	The department participates each year with several activities/presentations. Contact a member from the Dissemination committee for more information. https://naturmoedet.dk/	The general public	Low	Danish / English
Folkemødet	Some years the department participates. Contact a member from the Dissemination committee for more information. https://folkemoedet.dk/	The general public	Low	Danish / English
Forskningens døgn	The festival is comprised of more than 700 lectures and events around the country. https://forsk.dk/ Besides the events you can participate in “Bestil en forsker” and present your research to new target groups: https://forsk.dk/bestil-en-forsker/del-din-viden	The general public	Low	Danish / English
Offentlige foredrag i naturvidenskab	Ongoing lecture series in person and online for the general public. https://ofn.au.dk/	The general public	Low	Danish
Big Bang konference	Science conference. Share your knowledge with science teachers (Spor 8: Ny naturvidenskab). https://bigbangkonferencen.dk/praktisk_info/	Science teachers	Medium/high	Danish
Naturvidenskabsfestival	Share your passion with children and young people. https://naturvidenskabsfestival.dk/videnskab-paa-besog/bliv-oplaegholder/	School kids	Low	Danish
Talks in community halls, churches, local associations		The general public	Low	Danish / English
Recruitment activities	The department organizes several activities targeted schools and high schools: https://bio.au.dk/samarbejde/til-gymnasier-og-folkeskolen	School students and high school students	Low	Danish