**WHRI COMMUNICATIONS REQUESTS**

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| The following information is required to promote any studies, research results, or other news through WHRI communications channels.  The completed form and supporting documents should be sent to Melissa at [whri.communications@cw.bc.ca](mailto:whri.communications@cw.bc.ca).  If you have any questions about fields in this form, please direct them to [whri.communications@cw.bc.ca](mailto:whri.communications@cw.bc.ca). |

**Section 1: Type of Promotion**

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| Please indicate the type of promotion or dissemination activities for which you require WHRI assistance.  Recruitment (clinicians, researchers, participants)  Knowledge Translation (research results)  Event, Awareness Day/Week  Resource  Job Other Click here to enter text. |

**Section 2: Post Information (as applicable)**

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| Title: Click here to enter text. | Hashtag: Click here to enter text. |
| Principal Investigator Name: Click here to enter text. | PI Email: Click here to enter text. |
| Primary Contact Name: Click here to enter text. | Primary Contact Email: Click here to enter text. |
| Primary Contact Role:  (E.g., Researcher, learner-student, resident)  Click here to enter text. | Partner institutions/groups:  (E.g., UBC, BCCHRI)  Click here to enter text. |
| Anticipated promotion start date: Click here to enter text. | Anticipated promotion end date: Click here to enter text. |
| Requested post frequency: Click here to enter text. | |
| Summarize the research, including study purpose, study population, and any other important details (please be brief [no more than 100 words] and use lay language):  Click here to enter text. | |

**Section 3: Communications Channels**

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| Please indicate the channels you would like to use for promotion:  Twitter (great for announcements; sharing opportunities; other short messages) Instagram (great for reaching a more ‘public’ audience; more room for writing; requires image)  Facebook (great for reaching a more ‘public’ audience; more room for writing; great for events)  LinkedIn (great for sharing opportunities; publications; awards announcements)  WHRI web story\*  WHRI eBlast\*  \*Please ensure you have attached Web Copy that is ready to post. Your copy should include a clear, plain-language title. The first line of text should not include any hyperlinks so that it can be used as a post preview.  Example post: <http://whri.org/member-spotlight-dr-beth-payne-digital-health-week-2019/>  Example eBlast: <http://whri.org/newsletter/october-2019/> |

**Section 4: Supporting Documents**

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| Supporting Document | Resources/Notes |
| Study Poster | Study Posters often don’t translate well to **social media**. This is because their dimensions are too large to display correctly.  A Study Poster may be appropriate to include on a **website** story/study listing. |
| Stock Photos | Stock Photos can help grab attention as users scroll through social media, if you do not have an appropriate social media graphic to accompany your written content.  For free Stock Photos, visit  <http://pexels.com>  <http://pixabay.com>  <https://t.co/kekHC7ORfd?amp=1> (vaccine-specific) |
| Sample Social/Web Copy | Sample Copy is text that is ready for publication online.  Please note that content prepared for Twitter cannot exceed 280 characters, including hashtags, spaces, links, and mentions. |
| Social Graphic | A Social Graphic is usually a text-based image intended to grab users’ attention as they scroll through social media.  Free software is available to create your own Social Graphics:  <http://canva.com>  <http://spark.adobe.com>  **Please note:** It is important that you keep the text included in your Social Graphic to a minimum. A good rule of thumb is to include your call-to-action here, or a perk of participation if you are recruiting (e.g., Take this survey to receive a $5 Starbucks card!; If you’re a pregnant person over the age of 18, help researchers understand \_\_\_\_\_).  You have the entire body of your post to include other important details, and you will have to link away to full study details. Screen readers cannot read an image, which means the information you put in your graphic should not be critical, or those who require the use of a screen reader will miss out. |
| Communications Toolkit | If you have already prepared Sample Copy, graphics, images, and other materials necessary for your communications, chances are you have the foundation for a Communications Toolkit.  You may want to consider creating a toolkit that can easily be sent to your partners for easier promotion/dissemination. |