CU-CSU Summit

Enhancing the Impact of Clinical and Translational Research Through Dissemination and Implementation Science

CCTSI Communications Resources
TRAINING

Communicating Your Science to the Public
Storytelling

Press Release – talk to a communicator
Work with media relations on your campus to pitch the story to the media
Make use of CU newsrooms
Share the news:
  - CU Campus newsletters
  - Department/Division newsletters
  - CU Connections

User Generated Content

Do you have an academic insight on current affairs or trends? Write a piece for the Conversation – work with your communicator…

Blogs
Podcasts
Videos (of your one-minute elevator speech)
Getting the Word Out

Social Media

Talk to @CCTSI about sharing the news of your study on LinkedIn or Twitter

Create your own posts and ask partners to amplify

Start building a community online around your discipline/colleagues/academic interest

Tag important and relevant contacts

Amplify the work of others, especially those in your community