

TIPS FOR COMMUNICATING YOUR RESEARCH

Feed the Future, the U.S. government's global hunger and food security initiative, supports research that is critical to meeting the goals of producing more food with less land and water, improving nutrition, and increasing the resilience of families who rely on agriculture for a living. The USAID Bureau for Food Security is a donor agency in this initiative and relies heavily on Feed the Future research partners to strengthen the connection between their research and the goals of Feed the Future.

In order for research to yield the greatest possible benefits, research results must be taken up and utilized. Research programs are encouraged to actively undertake social media content marketing and thought leadership to increase the visibility of Feed the Future research findings and ensure the findings reach the right audiences. Below are some tips for Feed the Future research partners to CITE, PROMOTE, and TRACK research.

CITE

GRANT ACKNOWLEDGEMENTS IN PUBLICATIONS

USAID funding should be acknowledged in publications supported by Bureau for Food Security grants and cooperative agreements according to the terms of your award.

Recommendation: Use the following text for publication acknowledgement sections when publishing USAID-funded research: "This work was funded in whole or part by the United States Agency for International Development (USAID) Bureau for Food Security under Agreement # **xxxxxxxxxxx** as part of Feed the Future Innovation Lab for **Program Name**. Any opinions, findings, conclusions, or recommendations expressed here are those of the authors alone." Please insert your award number and research program name in the highlighted locations.

Benefit: With proper acknowledgement of funding, USAID and its research partners can identify and track the fate of their publications, as well as promote their work.

PROMOTE

PUBLICATIONS IN SOCIAL MEDIA

Promoting your peer-reviewed publications across social media can increase uptake and help disseminate your findings to news media, policy-makers, and other non-academic platforms.

Recommendation: Use a direct link to your paper when promoting it on any platform. On Twitter, tag @USAID, @FeedtheFuture, and @Agrilinks so that USAID can help promote your work!

Benefit: USAID and its partners can see who is talking about your research and further promote it on their social media accounts to increase exposure to a wider audience.

Example Tweet:



Additionally: We are also interested in other mentions of your USAID-supported research on social media, radio, television, newspaper, even if it does not mention a specific peer-reviewed publication! Please forward links or copies of materials to your USAID program manager and include them in your regular reports.

TRACK

ALTMETRIC

By providing the DOI URL (as in the example Tweet above) or another direct link to your paper in your promotion efforts, you can track the conversations around your paper. One example of a free tool you can use is Altmetric's bookmarklet that tracks mentions of a paper (with a direct link) across social media, news, policy, and other non-academic platforms. *USAID does not endorse Altmetric.* <https://www.altmetric.com/products/free-tools/bookmarklet/>.

OPEN RESEARCHER AND CONTRIBUTOR IDENTIFIER (ORCID)

An ORCID is an easy way to track your peer reviewed publications, funding, and more. An ORCID allows you to verify that publications are accurately attributed to you, and add any new, unidentified publications and information. Signing up for an account is free at <https://orcid.org/register>, however, if you do not want to open an account, check if your partners and co-authors have accounts. *USAID does not endorse ORCID.*

Recommendation: If you have an ORCID, send it to your USAID program manager.

Benefit: Some journals require an ORCID account for submission of a manuscript. ORCID provides a centralized digital footprint for your research and associated materials, which can be critical when applying for grants. You can easily copy material from your ORCID into your annual report, keeping information consistent across databases.