Communication at the UB: How to disseminate your research

November 2018
What do we do?

• 14 people working in the unit:

Structure:

• **Press office:** two experts on science topics
  • **External communication:** Managing the relationship with media (press releases and press conferences) and updating the news on the website and agenda.
  • **Internal communication:** Updating intranet and other internal channels (newsletter and Telegram)

• **Social Media:**
  • Managing social media channels of the UB: Twitter, Instagram, Facebook, Telegram, Youtube, LinkedIn and Flikr

• **UCC+i (Scientific Culture and Innovation Unit):**
  • Developing scientific dissemination activities for the general public and pupils.

• **Proofreaders:** one linguist for each language: Catalan, Spanish and English.
What can we offer?

• We are in charge of creating **news and press releases**. Some topics to communicate:
  • Dissemination of the results of research studies: press release or press conference, if we consider we have enough and important information to release to the media.
  • Conferences or international events: depending on the significance, we can cover it in website or in the websites of faculties.
  • Awards or recognitions: depending on the significance, we can publish it on the website or on the websites of the faculties.

• **Press clipping**: The University of Barcelona provides the staff with the chance to check the coverage of the actions in press, radio, TV and online platforms.

• **Expert guide**: Teaching staff can participate actively in the media as experts. We have just launched the second Expert Guide of University of Barcelona. The online version is available [here](#).

• Agreement with The Conversation: the teaching staff can write articles related to their lines of research in the international platform [The Conversation](#).
Release of research results

- **Main criteria** to take into account: whether the research study is led by UB researchers or a multicentric one with international or local impact, and whether it is going to be published in an indexed journal (1st tier): then you can send it to the press office: premsa@ub.edu - 93 403 55 44

- When to send information: after the article has been **accepted** by the journal.

- The press team will evaluate how to manage it according to different criteria: the social significance, topic, media agenda. Also, they will choose a communication strategy in agreement with the researcher.

- Some journals (*Science* and *Nature* group, PLOS ONE…) send alerts to the press office when scheduling an article for publication if one of the signing authors is a UB member. The press staff can reach you directly.

- The staff in the Press Office usually work under embargo journal conditions: you can send us the paper before the embargo lifts.

- **IMPORTANT**: After a press release has been sent, the researcher should be available to attend to the media.

- The press release can be sent to national and international media -using Eurekalert and Alphagalileo platforms-. We have a solid database divided into specializations and sections.
Example of a research communication

The lateral fibulotalocalcaneal ligament complex: an ankle stabilizing isometric structure

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Abstract
Purpose Ankle lateral collateral ligament structure and function. A new. Method The ankle is a major joint with a complex anatomy. The lateral collateral ligaments are crucial for maintaining ankle stability. Results The lateral collateral ligament complex consists of two major ligaments: the anterior talofibular ligament (ATFL) and the calcaneofibular ligament (CFL). The ATFL is the most important ligament in the ankle. Conclusion The lateral collateral ligament complex provides ankle stability and allows for a wide range of motion. Keywords: Ankle, Lateral collateral ligament, Stability, Motion.

University of Barcelona researchers describe a new anatomic structure in the ankle

30/10/2018
Rebeca
According to the guidelines of human anatomy, the ligaments in the ankle are grouped into two ligament complexes: the lateral collateral ligament complex and the anterior tibiofibular ligament complex. In this new study, the UB research team has identified a new anatomic structure in the ankle, the lateral fibulotalocalcaneal ligament complex (LFTC). Describing this anatomic structure is how you can see the results of the ankle joint analysis in the ankle. Also, for the first time, they describe one of the parts in this new structure as intra-articular. These new, unpublished results are published in the scientific journal Knee Surgery, Sports Traumatology, Arthroscopy.

More than 100 press hits
Using different supports and all channels

Video and Infographic in three languages

New anatomic structure in the ankle joint

Nova estructura anatómica al turmell

Els estudis han permès concretar que el que abans tractava d’un sol o dos complexes de fibres per fora de la capsula articular de la zona del turmell lateral; ara són dos fascicles independents: un superior que es situa a l’interior de la capsula articular i l’inferior que treballen conjuntament en la part del ligament lateral del calcànt-fíbular. A més, s’ha pogut concretar, que la part superior al ser una estructura intracapsular, no serà capaç de cicatricització si aquest esdevé en lesió, per tant, podrà ser un gran índic d’aquestes lesions i dolors que acaben tornant-se crònics (entre un 30-40%) entre els pacients.
les xarxes socials
a la Universitat de Barcelona

LinkedIn: 270k
Facebook: 184k
Twitter: 49k
WhatsApp: 0.5k
Instagram: 19k
YouTube: 7k

| Novembre de 2018 |
The Scientific Culture and Innovation Unit (UCC+i) of the University of Barcelona organises and promotes science dissemination activities every year. Since its creation in 2008, its activities have been focused on different subject areas, analysed very different topics and present varied formats. However, they have all been addressed to the general public.
Some projects of La UB Divulga

Camins Infinitis is a project organised together with the Doctoral School of the UB that brings primary and secondary schools closer to PhD students as it enables children and teenagers to know the daily life of a researcher at first hand. The main goals of the activity are to bring research activity closer to young students and to improve communication skills among young researchers.

The Festival brings citizens closer to the research activity developed at the University in an amusing and innovative way.

This year, La UB divulga has participated again in the Espai Ciència of Saló de l’Ensenyament with its own stand. Visitors were able to discover research and innovation activities carried out by some UB research groups on different subject areas. Researchers shared their activities with visitors by means of workshops, experiments, demos, etc.