Questions to answer when planning your communications

Why: What issues do you want to address? (Your objectives)

What: What are you going to do? (The activity)

When: When are you going to do it? (The timing of your activity)

Where: Where do you plan to reach them? (The best communication tools to use)

Why: Why do you want to reach them? (Your Audience)

Who: Who do you want to reach? (The best communication tools to use)

How: How are you going to do it? (The timing of your activity)

Questions to answer when planning your communications

Why: To raise awareness of societal challenges

What: Research results, recommendations, figures

When: Throughout the project in order to

Where: Civil groups, mass media, consumer

Why: To encourage evidence-based policy

What: Policy briefs, fact sheets, research results,

Who: Policymakers, government and public

How: Policy briefs, fact sheets, research results,

Research-to-Policy (RtP)

Research-to-Research (RtR)

Research-to-Society (RtS)

Research-to-Market (RtM)

Events – different types

Social: Presentations, using other events

Charrettes, workshops, and entertaining, useful and

Information: Making live events more meaningful

Research Bodies, universities, science

Industry events, video, webinars, SEED

Research to Policy (RtP)

Research to Research (RtR)

Research to Society (RtS)

Research to Market (RtM)

Information flow

Some communication tools

Mentoring and coaching

Finding knowledge and competencies, collaboration

Packaging information

Community building and sharing knowledge

Video

Games

Approaches

Events – different types

Information

Questions to answer when planning your communications

Why: Why do you want to reach them? (Your Audience)

Who: Who do you want to reach? (The impact you hope

When: When do you plan to reach them? (The best communication

Where: Where do you plan to reach them? (The best communication

How: How are you going to do it? (The timing of your activity)

For more information, read

Packaging information

Community building and sharing knowledge

Finding knowledge and competencies, collaboration

Mentoring and coaching

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How: How are you going to do it? (The timing of your activity)
DANDELION launched two interactive communication guides, available to view online and as a physical version. The two guides are:

1. **Need to disseminate SSH/IIRS research results? Learn how to reach your target groups.**
2. **Guideline of good practices for dissemination and communication managers**

### Why?

The guides are designed to help researchers in the fields of socio-economic sciences and humanities (SSH) and inclusive, innovative and reflective societies (IIRS) improve their communication skills through easy-to-follow support.

By simplifying communication best practices into two clear guides, DANDELION aims not only to make it easier for SSH and IIRS EU-funded projects to improve their dissemination, but also to offer an innovative and creative dissemination tool, with attractive design, as an example of how to improve the visual identity and content of research communication.

### How?

DANDELION project partners have collaborated with external experts, SSH stakeholders and the project’s advisory board to develop the latest insights and best practices of successful dissemination activity.

The guides will be updated regularly to make it easier for projects to stay up-to-date with how best to communicate with their target audiences, whilst the design of the guides acts as a creative guide for projects to see how information can be laid out for both learning purposes and to present results as clearly as possible.

### What?

The guide, "Need to disseminate SSH/IIRS research results? Learn how to reach your target groups", focuses on disseminating information to the target groups: the general public, policymakers, academia, and the media. The handbooks clearly instruct projects how to bridge any communication gaps that exist between them and their relevant target groups in a structured and coherent way.

The "Guideline of good practices for dissemination and communication managers" provides support for the development of strategic dissemination and communication plans for EU-funded projects designed to raise awareness about their work and results. The step-by-step guide will enable projects to make better use of their results, better understand how outcomes are relevant to our everyday lives and contribute to helping society meet many of the challenges it faces today.

### Interactive guides

Interactive version of the communication guides are also available on the DANDELION website. Presenting guides or pieces of information in a different format online brings another dimension to communication and dissemination.

Interactive guides are an excellent way of breaking up larger pieces of information into more manageable, bitesize chunks. Innovative designs and visual content are shown to increase audience engagement by retaining their interest for longer, and act as useful tools to describe potentially more complicated information.

DANDELION’s interactive guides not only engage the brain and explicitly persuade the viewer to take action, but are also more memorable, meaning the viewer will be more likely to retain what is being communicated to them.
**DANDELION**

**Eventful Events**

It is well-known that meeting or events can be tedious, tiring and uninspiring, making them the second possible environment to learn and take action. However, many experts have mentioned that well-designed and -deployed events and conferences can be disintermediaries, making them one of the best possible forms of dissemination for projects or initiatives in your research or field of study.

They are an excellent place to meet like-minded peers and connect with old friends, that leads you to put a face to a name in an email or a voice on the phone. If executed correctly, events have great communication and key building relationships.

Events come in all shapes and sizes and can be easily adapted for different purposes and audiences alike. The following is a guide through some of the common and effective event types that can help gain ground on your project.

**Thematic workshops**

There are a range of events that can be found throughout at different stages of your project, where Thematic workshops are generally used in that they focus on a single topic, making discussions monodisciplinary.

For example, you can create a "Dedicated Space" or "Focus Room" where a particular topic is highlighted and discussed in depth by experts, practitioners and stakeholders.

Workshops are usually based on one or more large “challenges” that require solution and are designed to create, enhance, or modify existing knowledge. They are an excellent place to meet like-minded peers and connect with old friends, that leads you to put a face to a name in an email or a voice on the phone. If executed correctly, events have great communication and key building relationships.

**Networking events**

Networking events are an excellent opportunity for you to engage with your network on a more intensive level and to make value connections.

By networking with colleagues, you can learn about new ideas, learn about new tools and techniques, build support networks, and grow your personal network.

Networking is vital, and you need to be well-organized and prepared. By planning your networking goals, setting your budget, and planning your schedule, you can maximize your networking opportunities.

Networking is an excellent way to expand your network, meet new people, and learn about new ideas.

You can make the most of your networking events by being well-prepared, staying focused, and following up with your new contacts.

**Charrettes**

Charrettes are a group building team exercises which are usually held in an informal and relaxed atmosphere.

Charrettes have mainly been created to provide a platform for the exchange of ideas and opinions.

Charrettes are usually composed of individuals who are experts in a particular field, such as technology, science, or communication.

Charrettes work as a team, providing feedback to each other. This feedback helps them to understand each other's perspectives, and helps them to identify areas for improvement.

The feedback is often facilitated by a facilitator, who helps to guide the conversation and keep the team on track.

**Barcamps**

Barcamps are informal and self-organized events that are organized purely by interested people.

Barcamps are typically organized by a small group of people who are passionate about a particular topic.

Barcamps are a great opportunity to meet new people and learn about new ideas.

Barcamps are usually organized around a particular topic, such as technology, science, or communication.

Barcamps provide a space for people to learn and share their knowledge.

**eConference**

The eConference is a virtual conference using a social network, where interested participants can log in and read posts, answer questions, and discuss ideas. They can also share their own ideas and invite others to participate.

The eConference is typically organized by a small group of people who are passionate about a particular topic.

The eConference provides a space for people to learn and share their knowledge.

Attending an eConference is a great opportunity to learn about new ideas and connect with other people.

Remember that although networking events can be a great way to meet new people, you need to make some time to meet new people informally. If you do, always take note of people and try to remember them.

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Examples of types of video

<table>
<thead>
<tr>
<th>Project round table</th>
<th>Project workshop</th>
</tr>
</thead>
</table>

Quick guide to making a research video

1. Project interviews
   - Interview the experts about the project
   - Ask them to explain the project and how it is relevant

2. Project round table
   - Organise a round table discussion about the project
   - Get different people to discuss the project

3. Project workshop
   - Conduct a workshop on the project
   - Get people to work together on the project

4. Project demonstrations
   - Show how the project works
   - Demonstrate the project in action

5. Brand awareness
   - Promote the brand of the project
   - Increase the brand's visibility

6. Commentary
   - Add commentary to the video
   - Explain the project in detail

- Always make sure the video is well-edited
- Avoid using too many cuts or sudden changes
- Keep the video engaging and entertaining
- Make sure the video is accessible to everyone
- Always get permission to use music and other media
- Make sure the video is available online
- Use social media to promote the video

Remember, the key to making a successful video is to keep it simple and engaging.

For more information, visit the project website.
Why target younger people?

Younger audiences are, for a good reason, the future, and because of this, they are an important group for SSH projects to communicate with as they can make informed decisions about their future lives. They reflect some of the most easily influential and opinionated groups in society and most likely to take action when they are given a reason to. This makes them an important group for SSH researchers.

Why target younger people?

Younger people are particularly challenging and yet they are often the most important target audience for SSH researchers. Why target younger people?

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Gamification works well with younger generations as they have grown up in an environment where video games are the norm. They are familiar with gaming but incredibly world and engaging an admired role. By giving them the freedom to explore, projects in the future can make some players be more excited and enthusiastically more likely to communicate their message more effectively.

Games also play a critical role; they can become addicted to. If done correctly, games can also take care of younger audiences, making it easier for them to inform them about the importance of the information they are receiving both personally and for the world as a whole, and this can encourage them to set the steps that have to be taken.

DANDELION's examples were based on two Q&A type games that were engaging and simple, and many of the young people had fun playing them. However, gamification incorporates a host of other types of games that can be adapted to be more suitable for specific younger age groups whilst still applying game design principles to motivate and inspire learners.

Games can also be used by teachers or presenters as a platform to reach out to younger audiences and to develop their understanding of the information they are receiving. Distilling information into a shorter, concise, and creative way of explaining important information can help to ensure that younger audiences take more seriously the information they are receiving.

The general public represents a diverse audience that SSH research can have a huge impact on. Many people want to be made aware of the latest results, research findings and solutions offered by EU-funded projects, while most will certainly benefit if those results lead to positive action in terms of social policy or commercial innovation.

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Mentoring and coaching are used mainly for professional development and to encourage the transfer of knowledge from coach to the individual. Coaching and mentoring between EU-funded projects are highly beneficial ways to promote the success and growth of each project individually as well as together in the EU.

Skills that help to improve performance and gain reach can be taken away by project leaders so that they can more effectively develop and transfer knowledge. However, it is not simply for individual gain that sharing skills is important. Appropriate coaching and mentoring schemes create good working relationships between other project leaders and amongst those working on a project through improved communication that leads to more personal collaboration.

One excellent example of how to communicate through mentoring and coaching is through webinars. They are a great way to make audiences feel inspired and ready to act on what has been presented.

Why?

Webinars are services that allow real-time, multicast video conferencing or audio conferencing to occur when participants are coming from different, widely dispersed locations. They offer real-time connectivity and interaction between presenter, guests and audience.

Picking the right webinar format is important. As an example, DANDELION used a video studio setup hosted by a single presenter, with a Q&A section for audience members to get involved. However, other formats could be an interview Q&A-style with two speakers, or a panel discussion with numerous guests and a moderator, or even just an audio webinar with slides.

The benefit of DANDELION’s webinar being video-based was that the audience was directly face-to-face with the presenter, who was shown to be the expert. Seeing the presenter makes a webinar seem more personal than many other forms of static or online communication. Audience participants also had the option to interact in real-time by offering feedback live and asking questions. This immediate interaction and reaction is good for both the audience members, who get the information they want, and the experts, who get instant feedback on their work at the same time as becoming a more trusted source of information.

Webinars should be engaging, short, interesting and to the point, meaning presenters should avoid using overly-complicated explanations about their work. They are extremely convenient, too, as they can be shared with hundreds of people across the world, including experts, providing a sense of community that is vital for successful, long-lasting communication.

Webinars can help projects build a bigger audience and contact database as every webinar made attracts new delegates and each one registers their details. Guests can also serve as new contacts that can bring in new audiences, especially if they have their own followers.

Webinars can keep audiences engaged long after the end of live streaming if they are repeatedly posted and promoted online. This affords the webinar greater reach as it allows those who couldn’t attend live to watch as well.

How?

Webinars are an extremely cost-effective mentoring and coaching solution. Prices are low, with some DIY approaches completely free. In most cases, all you need is an internet connection.

Remember, when people are watching your webinar, they are at their desks in front of a computer so may be tempted to open other websites, check emails or continue with other work while you are speaking. To keep people engaged, use poll questions, slide decks, and images to enable your audience to regularly interact. Creative designs can also help to foster better engagement.

Webinars can include how-to videos that showcase training in various fields of study. This is essentially coaching that can be done online in real-time – and returned to later – that offers immediate feedback to improve learning. On-the-spot communications help audiences understand information quicker and allow them to bounce off other audience-members and learn from what others are asking.
What is a SEED?

A SEED is a digital repository for SSH research projects. It contains project information, research outputs and networking resources. SEEDs can contain traditional project information, but also deliverables, recommendations and outcomes. This will ensure valuable work is not lost when projects come to an end, that future research efforts can learn from past endeavours and that SSH research will be acknowledged and made more widely available.

Benefits of the Dandelion SEED Research Library

Find out more about what gives the SEED

For General Visitors

- Find out more about what goes into a SEED field of research.
- Browse for free
- Unrestricted access to the SEED Research Library
- Receive push notifications when one of the projects in which you have an interest is hosting/attending.
- Follow selected projects
- Receive instant notifications about interested parties
- Share the same benefits as Members

For Members

- Find out more about how to become a member of the Dandelion SEED Research Library
- Customize your library
- Follow extended projects
- Receive extended notifications about new developments
- Communicate directly with researchers
- Receive instant notifications about interested parties
- Take part in upcoming events of extended projects
- Suggest Projects to Follow
- Large user database, and access to the SEED quick and easy
- Event Calendar
- Essential Resources
- Project cards
- Search for free
- Unrestricted access to the SEED Research Library
- Receive push notifications when one of the projects in which you have an interest is hosting/attending.
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Who will use the Dandelion SEED Research Library?

- Policy makers
- Industry stakeholders
- The media
- Researchers
- Members of the SSH community
- General public etc.

Long-term VISION of the Dandelion SEED Research Library

The long-term vision is to create a collaborative platform for SSH research projects. The platform is being designed for a whole range of users including researchers, policy makers, industry stakeholders and the general public. People who are interested in SSH research - policy makers, industry stakeholders, the media, researchers and the general public - will be able to share their interests and experiences and network with other people who have similar interests.

The platform will be the single most valuable resource for communicating research, results and recommendations in the SSH research community and wider society.
Whilst the Dandelion SEED Research Library is free to use for all, by signing-up and becoming a member you will gain many additional benefits and access to useful resources which will enhance your experience of learning about and using SSH research. Use this guide to help you register for the Dandelion SEED Research Library, and how to utilise all SEED features to get the most out of this valuable information resource.

**Find out more about how to build your SEED here**

**Becoming a member of the Dandelion SEED Research Library**
- **Sign-up online**
- **Complete the Membership Form** with your contact details and areas of interest
- **Once registered as a member**, you will be asked to create a profile. Your profile will be visible to all other Library users.
- **You are now a member** of the Library, with free access to communicate with all SSH research projects

**Using the Dandelion SEED Research Library**

The Library has several interactive features, allowing you to communicate directly and easily with projects and other members:
- **Customise your Library**
  - Customise your homepage, if you wish, so only the thematic areas in which you have a particular interest are displayed
- **Follow selected projects**
  - Follow projects in which you have a particular interest by clicking on the “star” on the front of SEEDs.

You have now become a follower of this project, and will have access to the features below when viewing their SEED:

- **SEED Wall**
  - Similar to instant messaging, read and respond to comments from the project and other “followers” of the project instantly by clicking on the “speech bubble” icon at the top of a SEED.
  - You will receive an alert if another Library user replies to your comment to help increase dialogue in the SSH community.

- **News FEED**
  - You will receive a push notification when one of your “followed” projects has updated their SEED with a new development or added a new document.

- **Events Calendar**
  - View a project’s Event Calendar to see which events they are attending/hosting, and also which other Library users are attending by clicking on the “calendar” icon at the top of a SEED.
  - The Events Calendar has 3 tiers:
    - **Tier 1: Individual Calendar**
      - This is a project’s personal Calendar – ONLY displaying that project’s events.
    - **Tier 2: Thematic Calendar**
      - Each thematic area has an Events Calendar which displays ALL events from projects in that thematic focus.
      - If you are following a specific thematic area, but not all projects within that area, you will still be able to see which events all projects are hosting/attending.
    - **Tier 3: SSH Calendar**
      - This is the overall SSH Calendar – displaying ALL events from ALL projects located in the Dandelion SEED Research Library. It is visible to ALL Library users.
      - When a project uploads an event to their Individual Calendar, it is automatically uploaded to the appropriate Thematic Calendar(s) and the SSH Calendar too.

- **Notes**
  - Use the Notepad function to record your thoughts about projects.
  - Your notes about a project remain attached to the project’s SEED, and are only visible to you. You can also view all the notes you take on all SEEDs you are following in one Super Notepad.

- **Social Media links**
  - View a project’s Facebook, Twitter and LinkedIn account in one, single location.

- **Document Repository**
  - You have unlimited access to the Library’s large Document Repository containing project’s Fact Sheets, Policy Briefs, Project Deliverables etc.
  - The Document Repository is searchable across many parameters - type of document, topic, publication year etc. so searching for a specific item is quick and easy.

- **Large User database**
  - it’s not all about the SEEDs. Communicate with other Library members in the database to discuss new developments, ideas about future collaborations etc.
01 Build your SEED – Initial set-up

A SEED is an attractive and easy-to-use multi-media digital brochure that displays information about your project in the Dandelion SEED Research Library.

**Project Details**
- Provide the title of your project – This will be used in the search engine to find your SEED.
- Provide the main category – this should be approximately 70 characters.
- Provide a short description of your project.
- Provide the main contact email address (preferably the project's email).
- Add company/organisation phone number (optional)
- Add company/organisation website URL
- Add the name of the project partner in the Title field
- Include the legal EU accreditation for your project.

**Introduction**
- Include the project's background.
- Introduce the project's objectives.
- Describe how your SEED will be displayed in the Library.

**Meta Keywords**
- Provide as many words or phrases as you wish.
- Tip: This should only be two/three words.

**Meta Description**
- Provide a description of your project.
- The Meta Description is used in the back-end code of your SEED so that it can be Search Engine Optimised.

**Menu Buttons**
- Add the title of the Menu Button
- Add the name of the project partner in the Title field
- Include the legal EU accreditation for your project.

02 Add content to your SEED

A SEED has several interactive features, allowing you to share your project's progress and attract followers.

**Calendar**
- This is the overall SSH Calendar – displaying ALL projects in that thematic focus.
- If a Library user is following your thematic area, they will see the projects in that thematic focus.
- Use the Notepad function to record your thoughts and ideas.
- You can also upload a photo of your event.
- Send mass communication to targeted users.

**Events Calendar**
- A 3-tier Events Calendar is available to let all Library users follow your project’s updates.
- You can have three STORY Buttons (Press Release, Reports etc.)
- Press Release, Reports etc.
- Upload a thumbnail image
- Provide an image relevant to your project
- Provide an image relevant to your project
- Provide an image relevant to your project
- Upload a thumbnail image
- Provide an image relevant to your project
- Provide an image relevant to your project

**PARTNERS**
- Button containing information about team members.
- Upload an image of the team member
- Add their Email address
- Explain their role within the project
- Add Content paragraphs

**TEAM**
- Button containing information about team members.
- Upload an image of the team member
- Add their Email address
- Explain their role within the project
- Add Content paragraphs

**FILES**
- Button containing any downloads: Leaflets, Presentations, Press Releases, Reports, Photos etc.
- Add the name of the file in the Title field
- Include the legal EU accreditation for your project.
- Provide a download link.
- The image must be:
  - 100 pixels wide by 100 pixels high
  - -100 pixels wide by 100 pixels high
- Add company/organisation Email address
- Add company/organisation Phone number (optional)
- Add company/organisation website URL

**NEWS FEED**
- Similar to Instant Messaging, read and respond to comments from “followers” instantly.
- Provide as many words or phrases as you wish.
- Tip: This is usually: This project has received... benefits the community.
- Provide an image relevant to your project
- Provide an image relevant to your project
- Provide an image relevant to your project

**SEED Wall**
- See a list of all SEEDS in the Library. The Wall displays all SEEDS.
- You can select a SEED to view full details.

**Library Text**
- The Library Text is shown underneath the SEED.
- It includes the project details, introduction, and main sections.

**Additional Information**
- A further 15 buttons are available to attract more followers.
- The image must be:
  - -100 pixels wide by 100 pixels high
  - -100 pixels wide by 100 pixels high
- Add company/organisation Email address
- Add company/organisation Phone number (optional)
- Add company/organisation website URL

**STEP-BY-STEP GUIDE:**
- How to build, add content and use your SEED

03 Using your SEED once it's built

Once registered, you will receive a Verification email from the Dandelion SEED Research Library administrator using the email address provided in your SEED.

**Register to the Dandelion SEED Research Library**
- Click the blue “Add a SEED” button
- Enter your project details and content
- Review and submit your SEED

**DANDELION**
- News
- Library
- Events
- SEED Wall
- Calendar too
- USER GUIDES
- FAQ

**Contact**
- Dandelion SEED Research Library, c/o Dandelion
- UKSEU, 151 Great Portland Street, London, W1, United Kingdom
Dandelion’s SSH Research map

Interactive online maps are a great way of displaying useful information and visualising a research community online. They are both engaging and attractive and give the viewer control over the what information they want to extract and use.

The Dandelion project has created just that – a map of the EU pinpointing where projects, experts and consultancies, involved in Socio-economic Sciences and Humanities (SSH) and Innovative, Inclusive and Reflective Societies (IIRS) research, are located.

The projects included in the map to date are working in the six areas of IIRS and SSH research that have been the focus of the Dandelion project, which are:

- Migration
- Reversing inequalities
- Cultures and citizenship
- Global justice and stability
- Integration and communication of SSH
- Employment and new growth

Information and collaboration

Information is available about ongoing work as well as on projects which have finished. The consultancies included in the map are those working on or with projects in these sectors, providing valuable support and expertise for many research activities as well as communication, exploitation and business planning. These experts include those who can act in an advisory capacity for your project, such as agreeing to participate on an advisory board or attend events as experts and speakers.

This makes the map a valuable resource for researchers looking to leverage and valorise previous study, find collaborative synergies with existing projects or seeking support for some of its activities within a specific thematic area or geographical location.

The map will continue to be available to use within the Dandelion SEED Research Library, with more information being added to it as the Library grows. See the Guide to the Dandelion SEED Library.

Using the Dandelion interactive map

The Dandelion Interactive map is a valuable resource for SSH and IIRS projects to use now. Visitors to the page are able to target their search depending on whether they are looking for projects or experts, as well as refining their search to one of the thematic focuses. The map shows colour-coded pins representing experts (green) and projects (yellow) and numbered markers that represent how many experts and/or projects are available in each area. The coloured pins are expandable, providing a short, but detailed brief on either the project or the expert, with relevant contact details and links to websites.

The simplicity of the interactive map, coupled with its effectiveness in providing valuable information in an accessible format, makes it an extremely useful and powerful tool for projects looking to build contacts and share their research. All the information is in one place and with the addition of layers, zoom functions and links to external supporting pages users are easily able to navigate the page, either spending time to browse or quickly finding what they are after through the accurate search functionality.

A useful methodology

As well as providing useful information for projects, by communicating reliable data in such an innovative format, DANDELION has demonstrated that a feature like an interactive map is an effective way to attract viewers further into its website to see what else the project has to offer. This is a useful technique to use when considering ways to make your project website attractive and accessible to your audience.
What is a policy brief?

Policy briefs are a useful way of summarising and presenting research findings. They are usually targeted at the general public, stakeholders, policy makers in particular and media. Usually up to only 20 pages long, policy briefs do not provide a simple overview of important information about a project or a specific issue or problem. They are excellent for turning complex figures and facts into easily digestible and clear, concise and readable information. They are excellent for keeping your readers interested and focused on your main points of discussion.

What is a factsheet?

Factsheets are a lot shorter than policy briefs and provide a standard documents, files or emails. Having captured the reader’s attention through innovative and accessible and user-friendly documents for non-academics. They are excellent for turning complex figures and facts into easily digestible, clear and concise information. They are excellent for keeping your readers interested and focused on your main points of discussion.

How to write and present a factsheet

For your factsheet to be successful, you need to think about how you will present your factsheet to your audience. This will depend on the audience you are targeting. A good factsheet is short and easy to read. It should be no more than one page long and it should not contain any unbroken text.

- Use catchy and eye-catching headlines to lead your reader around the page
- Graphics, charts, backgrounds and colour keep your reader engaged and provide information at a glance
- Use stylish branding to promote your project
- Leave a lot of white space
- Make it easy for the audience to skim through the factsheet
- Use clear and concise language
- Make sure the factsheet is easy to read and understand
- Make sure your factsheet is accessible and user-friendly documents for non-academics.