



NECTAR, CA18202

*Network for Equilibria  
and Chemical  
Thermodynamics  
Advanced Research*



# NECTAR communication short guide

Whenever you obtain results of your research performed within NECTAR, please contact Science Communication Manager ([elzbieta.gumienna-kontecka@chem.uni.wroc.pl](mailto:elzbieta.gumienna-kontecka@chem.uni.wroc.pl)) and WG-5 leader ([nbusto@ubu.es](mailto:nbusto@ubu.es)) to communicate your activity.

To help you **communicate** and **advertise** your research **we need**:

- The details of your **scientific paper**
- A **paragraph** (max 2) with a **picture/drawing** as a **press release** (for webpage)
- A **strong, short advertising sentence** (for facebook, twitter) with a **catchy picture** (graphical abstract style for instagram)

All the materials should go together with the release of your paper, so **inform us in advance!**

Additionally **we encourage you to send us**:

- A **video / interview / poster / success story** about your research and STSM
- An **educational video/poster** related to the Nectar topics

Everybody likes a good story to relate to, so our advice is to try not to sound too abstract and avoid scientific jargon as much as possible by using plain, simple language. Cut long phrases into short, clear sentences.

A good story is usually about:

- **Timeliness** – link your story to current events, if you can. e.g. forest fires across Europe;
- **Importance** – your story is of public importance, essential information everyone should know about;
- **Proximity & Identification** – the closer something happens to someone, the more meaningful it is to that person. But “proximity” doesn’t only mean geographical distance. A story is “close” to a viewer or a reader if it has a direct effect on his family, daily life, budget or preoccupations. Give people the chance to identify with your message. Find the “human touch” of your story;
- **‘Conflict’** – provide an alternate or conflicting position to other professional opinions, positions or knowledge?
- **‘Fascination’** – the “wow” factor;
- **‘Myth busting’** – How does my scientific knowledge counter beliefs generally accepted by the public/society?

Remember to follow us at Facebook @CostNectar, Instagram @nectar18202, Twitter @CostNectar, and Linked in Nectar Cost Action!



WG5, NECTAR for the future: new trends and exploitation of results  
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