

# 2<sup>nd</sup> Annual Meeting

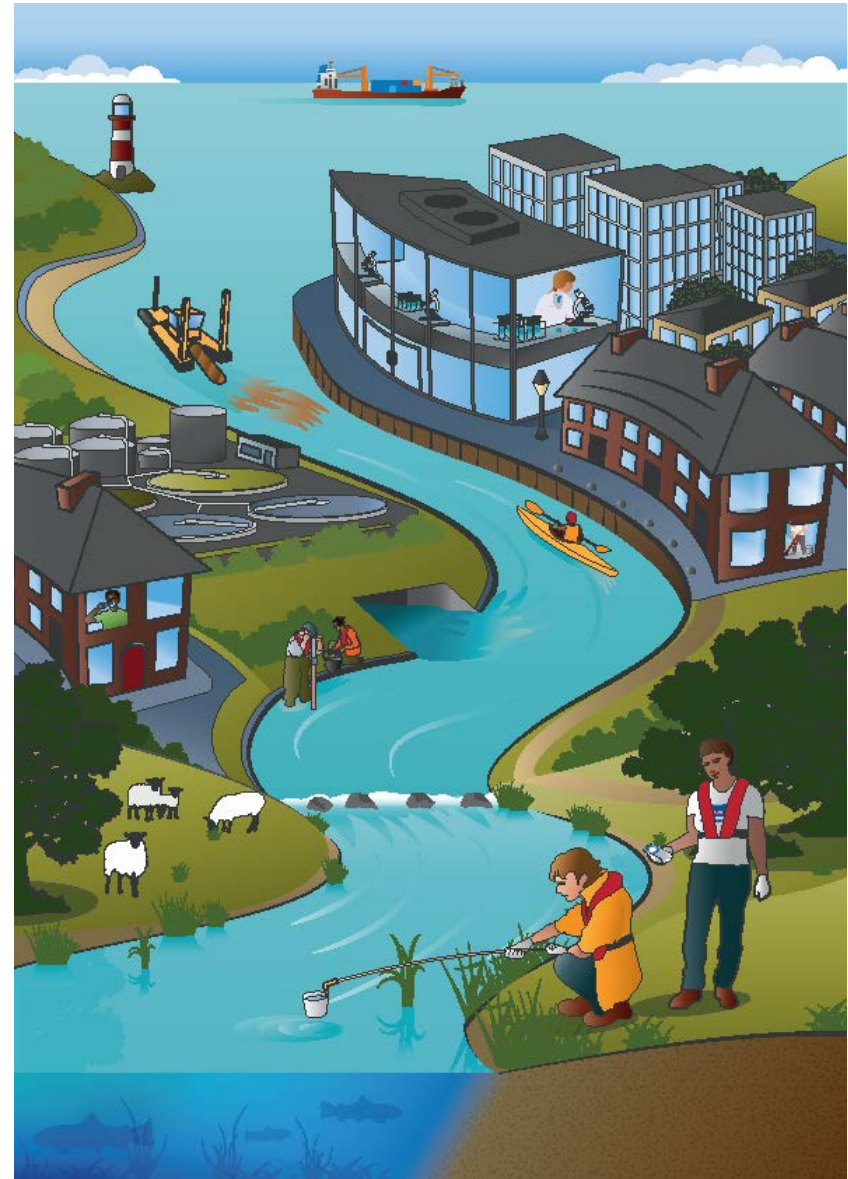
## Work Package 2: Communications

***Annabel Hanson, Sullied Sediments Project Coordinator***

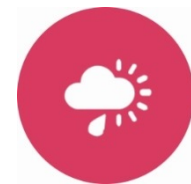


## New communication tools for you to use:

- Brandscape / Illustration
- Pop-up banners
- Leaflets
- Conference folders
- Map of sampling locations
- Work package flow diagram
- Template for presentations and newsletter



# Communication Channels



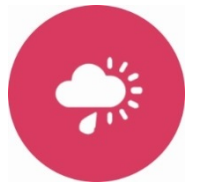
**Web space**      <http://northsearegion.eu/sullied-sediments>

**Twitter**              **@SulliedSediment**

**Blog**                      <https://sulliedsediments.wordpress.com/>

**Newsletter**      Email [sullied.sediments@eastriding.gov.uk](mailto:sullied.sediments@eastriding.gov.uk)  
to subscribe

# Outreach Activities



## **Blog (21 posts so far)**

- PhD student profiles, research descriptions and papers at conferences e.g. SETAC and RSC Twitter Poster Conference

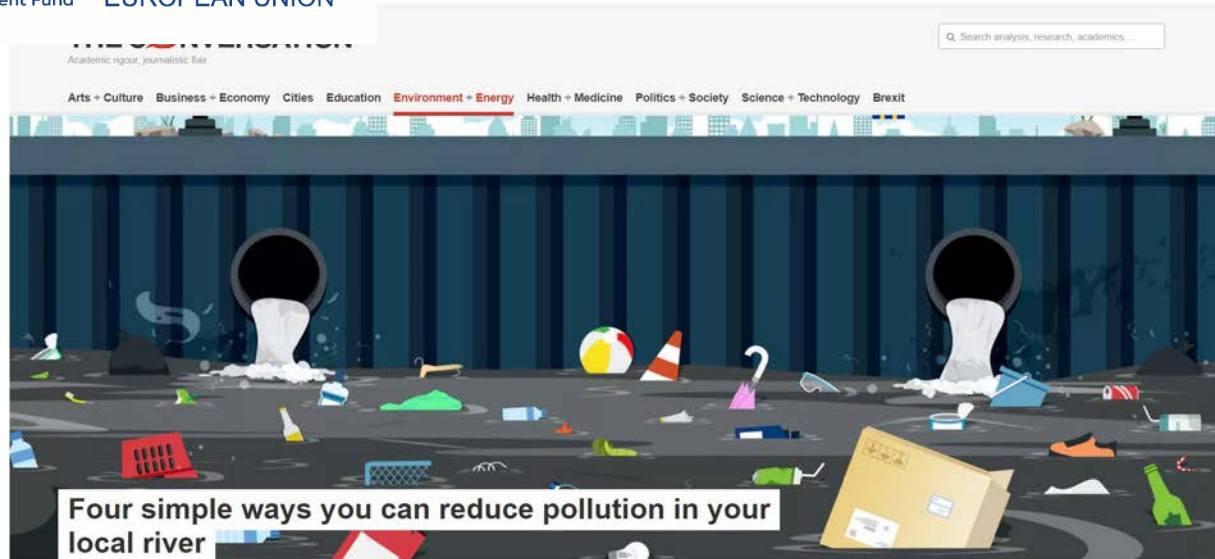
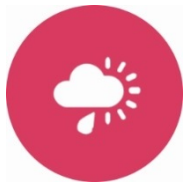
## **Twitter (59 tweets so far)**

- Development of the dipstick and volunteer sampling programme
- PhD activities
- Sampling campaign

## **External / Outreach Events (over 21 and counting)**

- Academic conferences, e.g. University of Antwerp Biology Research Day and Workshop on Pathogen Point-of-Care Analysis
- Public events, e.g. Freedom Festival, British and Hull Science Festivals
- End-user meetings, e.g. Catchment Partnerships, Waterways Partnership Conference

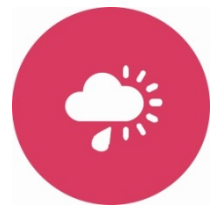
# The Conversation



**Total Number of Reads: 4918**

*(48% in the UK, 22% other, 13% USA, 12% Ireland, 5% Australia)*

**Article picked up by *The Independent* and read by 1606 viewers**



## Call to Action



Please send us news of your activities and progress so we can share it and keep our communications channels active. Email photos, news and links to Annabel: [annabel.hanson@eastriding.gov.uk](mailto:annabel.hanson@eastriding.gov.uk)

**Thank you!**