

# Research with Impact

Campaign launch pack



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BATH

# Introduction

From June to December, the University will be running its first University-wide, multi-channel communications initiative to celebrate our research and to help build awareness of its breadth and quality with key audiences.

The campaign, which will run across print, the web and social media, will help:

1. Position us as first choice for industry collaboration and academic partnerships
2. Achieve a favourable position for funding
3. Showcase our cross-disciplinary research and innovation to key audiences
4. Demonstrate our commitment to tackling pressing issues and contributing to the public good
5. Attract the best students and staff



# How you can support the campaign

The Communications Department has created case studies to articulate our three priority research areas: **Sustainability, Health & Wellbeing, and Digital.**

This document provides templates for colleagues to support the campaign through email and social media, including:

- Suggested updates to promote the case studies on Twitter, Facebook, and LinkedIn



# Suggested updates



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# Suggested Twitter updates

## General campaign promotion

- Our research is helping to change the world for the better. We work to help create a healthier, more sustainable and connected future for us all. Discover our #ResearchWithImpact <http://www.bath.ac.uk/campaigns/research-with-impact/>
- At the University of Bath, we're working in partnership to support a future that allows our planet, its people and ideas to flourish. Discover our #ResearchWithImpact <https://youtu.be/ZPRGbsHkIIO>
- Our research is helping to change the world for the better. Sign up to our latest research news to find out more. <https://www.bath.ac.uk/forms/receive-our-latest-research-news/>

Find images to [add to these updates](#).

# Suggested LinkedIn updates

- Our Research with Impact is helping to change the world for the better. We work in partnership with businesses and industry to enable innovation and growth. Discover how research into sustainability, health & wellbeing and digitisation at the University of Bath is creating a healthier, more sustainable, more connected future for us all.  
<https://www.bath.ac.uk/campaigns/research-with-impact/>
- We take a creative look at the issues that matter and how our research addresses them. At the University of Bath, we're working in partnership to support a future that allows our planet, its people and ideas to flourish. Discover more about our Research with Impact.  
<https://youtu.be/ZPRGbsHkII0>
- Our research is helping to change the world for the better. Sign up to our latest research news to find out more. <https://www.bath.ac.uk/forms/receive-our-latest-research-news/>

Find photos and images [to add to these updates.](#)

## Suggested case study updates

- Research from the University of Bath is leading to low-carbon living. Discover how we're developing a sustainable alternative to palm oil with Professor Chris Chuck. #ResearchWithImpact <https://stories.bath.ac.uk/developing-a-sustainable-alternative-to-palm-oil/index.html>
- Research from the University of Bath is exploring how we travel, build, manufacture, heat and eat more sustainably. Discover how we're growing cultured meat for sustainable and ethical nutrition with Professor Marianne Ellis. #ResearchWithImpact <https://stories.bath.ac.uk/culturing-meat-for-sustainable-nutrition/index.html>
- Research from the University of Bath is leading to positive digital futures. Discover how Professor Adam Joinson from the School of Management is seeking to understand the effects of our digital world on people. #ResearchWithImpact <https://stories.bath.ac.uk/keeping-us-safe-from-cyber-threats/index.html>

## Suggested case study updates

Research at the University of Bath is leading to improved health and wellbeing. Discover how research from Dr Asel Sartbaeva is creating a new way of storing and transporting vaccines without refrigeration. <https://stories.bath.ac.uk/why-tomorrow-s-vaccines-will-come-with-a-pinch-of-sand/index.html> #ResearchWithImpact

Research at the University of Bath is developing the world's first portable device that detects synthetic drugs to stem the flow of drugs into prisons  
<https://stories.bath.ac.uk/stemming-the-flow-of-drugs-into-prisons/index.html>  
#ResearchWithImpact

Research from the University of Bath is helping to reduce smoking and save lives, from informing public policy, such as the ban on smoking in pubs, to the introduction of standardised packaging for cigarettes. <https://stories.bath.ac.uk/investigating-big-tobacco-s-influence-on-public-health/index.html> #ResearchWithImpact