

# COMMUNICATIONS PLAN

FLEET's communications plan aims to facilitate internal and external communication to support the Centre's strategic goals:

## 6.1 Support Centre strategic priorities through internal communication

FLEET will use internal communication tools such as an internal monthly e-newsletter to reinforce Centre cohesiveness and collaboration between nodes and disciplines.

This will support the following priorities:

- 2.1 Develop world-class training & mentoring programs
- 2.4 Establish a collaborative culture within the Centre
- 4.1 Foster a culture of equity and inclusiveness.

### Target:

- Maintain high member engagement in monthly e-newsletters - measured by number of opens at minimum 50%.

## 6.2 Communication to science/research community

Using stakeholders' newsletter, social media, briefings, research articles on key online science platforms and science media to raise awareness of FLEET research and discoveries, increasing opportunities for collaboration and raising profile of FLEET researchers. This will also include engagement with thought leaders in semiconductors, "beyond CMOS", ICT energy technologies.

The following priorities will be supported:

- 3.1 Establish international partnerships
- 3.2 Establish links to industry and end users

### Targets:

- Number of research stories, to be maintained at 15 for future years
- Grow total newsletter audience to 410 by the end of 2022 and increasing 5% annually.

## 6.3 Promote FLEET research and scientific literacy to the public

Using social media and mainstream media to raise awareness of the background to FLEET research (namely, ICT energy use), societal value, and the research undertaken at FLEET. More widely, reinforcing the value of fundamental and applied science, and increasing science literacy. Supported by accessible content on website, research and other news stories. The following priorities will be supported:

- 5.1 Promote a sustained understanding of FLEET's work
- 5.2 Develop the scientific literacy of Australia

### Targets:

- Increase social media audience on each priority channel: 1440 on Twitter by end of 2022 and increasing 15% annually. 770 on Facebook by end of 2022 and

increasing 10% annually.

- Increase vision of FLEET research in all media channels: at least 300 mentions per year
- Feature FLEET work in mainstream ("old media") channels: at least 10 opportunities per year.

## 6.4 Engage with key partners

FLEET will continually engage with key partners including the ARC, the Government, participating nodes and collaborators through research stories, stakeholders' newsletters and social media. This will include communication of cutting-edge research and scientific/societal discoveries. All communications will demonstrate FLEET's collaborative way of working, and the Centre's commitment to science leadership, including development, equity and STEM literacy to support the following goals:

- 3.2 Establish links to industry and end users
- 5.2 To raise awareness of FLEET research among the general public

### Targets:

- Opportunities for members to give NGO and government briefings: at least 4 annually
- Opportunities for members to present their work at public forums: at least 30 public presentations annually.

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## **6.5 Empower FLEET members to communicate their scientific work**

Provide skills training, incentives, resources in order for FLEET members to communicate their own research, developing future science leaders and improving authenticity of communications to support the goal:

2. Developing next generation of scientific leaders

### **Targets:**

- Publish at least 10 non-peer reviewed articles annually
- Encourage members and affiliates to engage on social media platforms: at least 55 members sharing their science on social media by end of 2022 and increasing by 5% annually
- Encourage participation of ECR and student members in Three-Minute Thesis, FameLab, Science in the Pub and similar: at least 2 annually.

## **6.6 Push the boundaries of what we're doing in communications, seeking and championing communications "best practice"**

FLEET will build centre cohesion to seek and champion "best practice" communications including online communication, webinars, training, community building and collaboration. This will be achieved through researching and investing

in new digital tools and techniques, and engaging with the public, science community and businesses to share communication insights

### **Target:**

- At least 2 new initiatives each year.