

Links to watch webinar YouTube content again:

[Top 5 tips](#) – ‘Understanding and involving your audience’ Five top tips from Australia’s award winning National Science Reporter Liam Mannix.

[Full version of the interview](#) – Top tips on science communication for the Cochrane community. Shauna Hurley interviews Liam Mannix.

[Summary video of the Cochrane review Behavioural activation therapy for depression in adults](#)

[What is behavioural activation \(BA\)? - Psychological therapy for depression explainer](#)

Interesting recent case studies - reaching culturally and linguistically diverse (CALD) communities:

[Information to culturally and linguistically diverse communities: insights from a participatory research collaboration](#)

Some interesting reading:

[What it means to know your audience when communicating about science](#)

[PLOS blogs: three reasons to use social media for scientific self-promotion](#)

[Why you should communicate your science through comics and how to get started - a comic](#)

[From academia to science media](#)

[Effective Communication, Better Science](#)

[Are you only writing for the conscientious reader?](#)

Bit more traditional - some practical guides and theory:

[Overall primer on the things to consider when first starting out with dissemination](#)

[A knowledge transfer planning guide](#)

[Quick guide to science communication](#)

[Different KT strategies are better for some audiences than others](#)

More specific practical resources:

Newsletters, imagery and design

Newsletters are a great way to get the word out to assorted audiences. [Campaign Monitor](#) is a particularly user-friendly online system that makes designing and sending accessible and attractive e-newsletters very easy. Campaign Monitor is ideal for newsletters media releases as you can track who opens and clicks on links in each release – giving you a picture over time of particular journalists or funders interests and engagement. There's also a very useful webpage with helpful resources on design and imagery at www.campaignmonitor.com/resources/

Images and design

Sometimes stock photo library images look too staged or corporate, or are very expensive. There are now many great free photo services online with an amazing range of images. Here are some particularly useful ones:

- [Unsplash](#) – offers high quality photographs of all kinds of subjects from photographers all round the world that are free to download and use as often as you like
- [Canva](#) – this a great website that contains thousands of beautiful stock images which you can easily add other elements to, such as text, banners, frames, and buttons. You can also sign up for a Canva account and design social media posts, presentations and online materials which are very easy to create and publish – this is a great alternative if you don't have or know how to use Adobe InDesign or PhotoShop.
- [Placelt](#) – allows you to create screenshots of your website or app. You simply type in a URL, and Placelt automatically generates a screenshot and places it inside a device in a particular context, such as an iPad sitting on a desk or a MacBook Pro sitting on a park bench. Quite handy.
- [The Noun Project](#) – need an icon? The Noun Project is like a 'Google for Icons'. You simply search for the type of icon you need and the site will return hundreds of options.

Infographics

- Information graphics or infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. There are various handy online tools for creating and sharing infographics and digital presentations, including: [Piktochart](#), [Infogram](#) and [Easel.ly](#). There are various levels of accounts, with free basic versions that are good to begin with. Piktochart and Infogram have helpful introductory videos that illustrate how you can create your own infographics and either download them or publish them online. One golden rule to bear in mind is that infographics are most commonly made to share online, so make sure the width of your infographic is 800 or 1000 pixels – as this is the average width of a page online. They can be any height, depending on the amount of content you have.

- [Information is beautiful](#) is an amazing website with all sorts of infographics (including [this one on supplements](#) based on Cochrane evidence), resources, training and information visual design.

Analytics & digital marketing

- Interested in learning more about analytics. [Udemy](#) has some great online training courses, as does [Google Digital Garage](#).