What does research impact mean to you?

Improved lives
Learning
Policy and practice changes
Positive difference
The magnitude of research contribution
Making a difference
Action
The product I am working on is changing/improving
Should funding for tackling social challenges be based on impact?

Yes: 17%
No: 17%
Depends on the funder: 17%
Depends on the subject area: 50%
How can we best measure or track real-world impact over time?

Statistics, stakeholder/community feedback, policy change/implementation

Citation metrics

Social media

Depends on what you are trying to measure
**Breakout Room 1**

**Question 1:**
What would make an impactful policy brief for your research?
What would that look like? What would the goal of this document be? Where would you disseminate it? What images might accompany it? How would you know it was effective?

- Executive summary
- Press release
- Blog
- Timescale
- Images: infographic? Things that can be shared in social media
- Working placement at the public/third sectors

**Question 2:**
What would constitute impactful social media coverage of your research?
What form would this output take? Content and target audience? Where would you disseminate it? How would you know it was effective?

- A good image
- A hashtag that draws people in
- Write to the public sectors (e.g. DfE?)
- Use e.g. targeted advertisement?
- Click through (blogs, videos)
- Engagement, retweets, etc
- Succinct summary
- Pretty Branding

**Stakeholders**
**When goals can be achieved**
**Research applications can be summarised efficiently**
**Pretty Branding**
**Question 1:** What would make an impactful policy brief for your research?

- What would that look like?
- What would the goal of this document be?
- Where would you disseminate it?
- What images might accompany it?
- How would you know it was effective?

**Key Points:**
- **Relevance:** To be impactful, it needs to be actionable within structures.
- **Engage:** with all stakeholders.
- **Conflict:** between 'new' findings and what people want to hear.
- **Present:** to laypeople in an approachable format - fit in relevant stories.
- **Robust:** and updated quantitative data - e.g., attrition rates for LGBT+ students.
- **Stakeholders:** engaged in challenging structures, challenge thinking.
- **Engage stakeholders:** in challenging structures, challenge thinking.
- **Quantitative data:** supplemented by qualitative data - e.g., narratives from LGBT+ students.
- **Goal of policy brief:** to highlight disparate outcomes for LGBT+ students in HE and socio-economic costs of these.
- **Go slow and steady:** think about vocab.
- **Be stories and numbers:** go slow and steady, think about vocab.

**Youtube?** Most used social media.

**Twitter?** Does social media actually work?

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**Key Points:**
- **Youtube?** Most used social media.
- **Twitter?** Does social media actually work?