

# Team Communications & Marketing – Faculty of Science



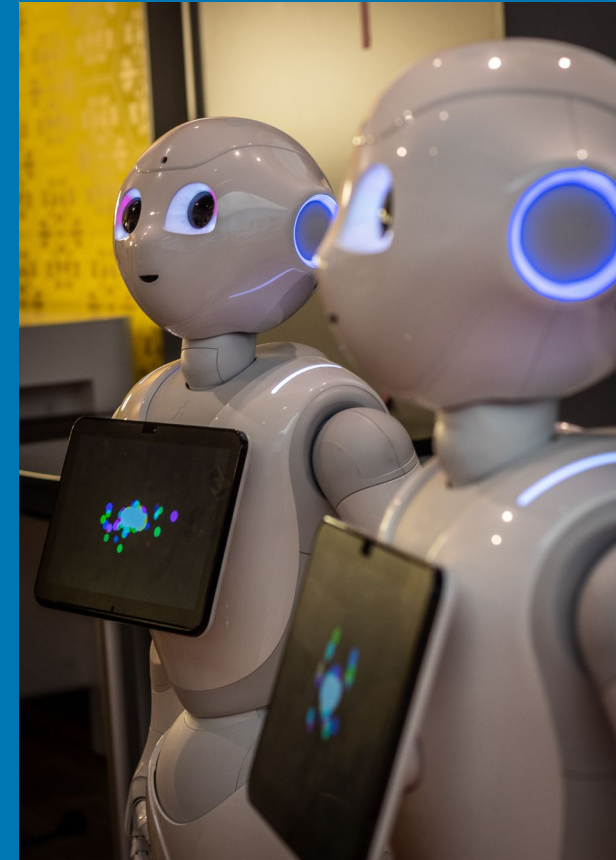
## Who are we?

- 10 communications officers
- 2 communications advisors
- 1 head of communications



## We handle communications for:

- 17 bachelors
- 24 masters
- 27 minors
- 8 pre-masters
- 12 research departments
- 14 institutes
- 14 labs
- Internal stakeholders



## What we do

1. Student recruitment
2. Community building and internal communication
3. Science communication and profiling



# 1. Student recruitment



## Student recruitment: what we do:

- Recruiting and supervising student ambassadors
- Coordination of recruitment activities: Open Days, school information sessions, Student for a Day and Taster Days
- Advice and (co-)creation of information/recruitment presentations
- Optimisation webpages of education programs
- Taking care of communication materials (flyers, (international) brochures, etc.)
- Optimisation of information in study choice portal Hovi
- Optimisation student inflow by data assessment (Google Analytics/enrollment figures/leads)
- Participating in C&M-wide projects on recruitment

## Specials education programs and themes

- Selection of six education programs and/or themes that need special attention
  - In collaboration with the director and portfolio holder education of the faculty
- Various reasons for extra attention
- more students, change of name or language
- Campaign to optimise the student intake of education program(s)
  - For example: attracting students with a specific profile
- Resources are for example: social- or Google Ads campaigns, qualitative and/or quantitative research in collaboration with research agencies.

# 2

## Community building and internal communications





## Community building and internal communications

- Weekly faculty-wide newsletter Bèta-zine
- Co-maintaining VU.nl dashboard (Faculty of Science)
- Supporting colleagues Educational Office VU-web students
- Further developing VU-web for internal audiences
- National Student Survey
- Communications about housing
- Advice and communications on annual new year's reception
- Contact with pre-students via online pre-student environment

# 3

## Science communication and profiling

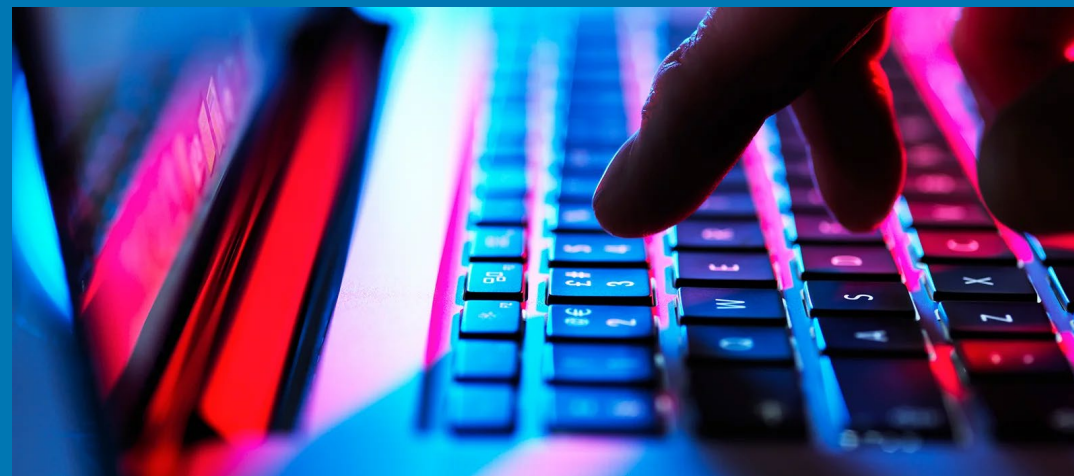


## Why?

- Making scientific knowledge valuable to society
- Broad profile for VU Amsterdam as a knowledge, research and education institute
- Recognition of and for your contribution



# What we do



## Profiling and advice

### Web editors and advisors

- Advising departments
- Working on profiling and supporting development of:
  - Department pages
  - Personal pages

## Press office

### Three press officers

- Writing/editing news and press releases on (a.o.) publications, PhD defenses, awarded grants
- Handling press requests
- Pro-actively signaling opportunities for publicity
- Coaching/advising researchers on media appearances
- Maintaining and expanding media relations
- Giving input for corporate social channels and maintaining faculty social channels

## Web editors

### Whole team of the Faculty of Science

- Maintaining and developing faculty page ([beta.vu.nl](https://beta.vu.nl))
- Maintaining Faculty of Science's research platform ([vu.nl/en/research](https://vu.nl/en/research))
- Posting news items on [vu.nl](https://vu.nl) and [beta.vu.nl](https://beta.vu.nl)

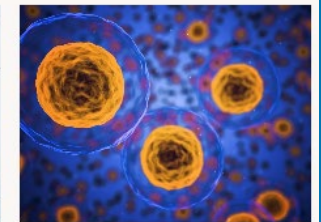
## Science communication and profiling

### What news do we highlight?

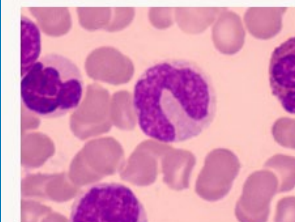
- Groundbreaking research (including work in progress)
- Socially relevant research
- Current news / topical issue
- Urgent
- Fits within the VU themes
- Prestigious grants, awards, appointments



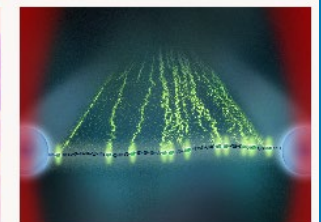
Biologische mechanismen van hersenaandoeningen in kaart gebracht →



Hoeveel hersencellen heb je nodig voor goed stamcelonderzoek? →



Grote erkenning voor onderzoek naar nieuwe behandeling leukemie →



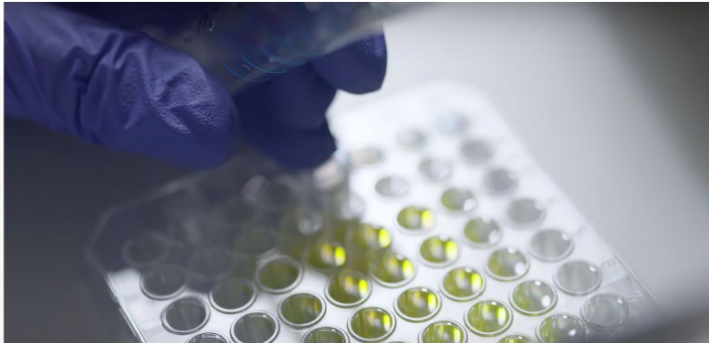
Instrumenten die inzicht geven in hoe leven en ziekte werken →

# Science communication and profiling

## What news do we not highlight? (or less)

- Fundamental research that is difficult to translate to the general public
  - E.g., too specialized, too complex, not much concrete to say about it
- Commercial expenses and products
- Controversial or sensitive topics
  - In consultation with the central press office
    - Matthieu Blondeel CO2 compensation
    - Animal Research Center

## New method measures binding of molecules to pharmacological targets



Share    

18 April 2023

Medicinal chemists at VU Amsterdam have developed a novel technology, in collaboration with University of Nottingham and Dutch antibody company QVQ, to easily assess the binding of ligands, a type of binding molecules, to different drug targets in real time. The coupling of this technology, named NanoB2 (nanobody-NanoBRET), with other binding assays could increase our understanding of ligand pharmacology. In addition, this technology could aid drug development.

## Thawing permafrost will lead to industrial contamination



Share    

18 April 2023

When permafrost thaws, the Arctic could face massive problems from legacy industrial contamination and pollutants. A team of researchers led by Moritz Langer from VU Amsterdam and Guido Grosse from the Alfred Wegener Institute (AWI) in Potsdam investigated the potential scale of this problem. According to their findings, there are at least 13,000 to 20,000 contaminated sites in the Arctic that could pose environmental risks in the future.

## Million grant for early detection and treatment of lung cancer



Share    

28 June 2023

Can you simply take a biopsy from a lung tumour via the trachea, and then treat that tumour locally in the same procedure? According to the IMAGIO research team, including VU professor of Biophotonics & Medical Imaging Marloes Groot, this is getting closer. Additional and new technology is being developed that allows a doctor to find lung cancer earlier, results in better identifying and treat the cancer more vigorously.



# What can we do with news?

- Approach media
- Mentioning it in W-zine (newsletter for press)  
Sent every other week to 700 contacts (media and important press relations).
- Posting on VU web pages
  - Homepage VU.nl > 1,5 million sessions per month
  - Faculty page > 1600 sessions per month
    - Research platform
    - Department- and or institute pages



Klimaatverandering leidt tot meer extreem weer



Hoe gaan we minder vlees eten?



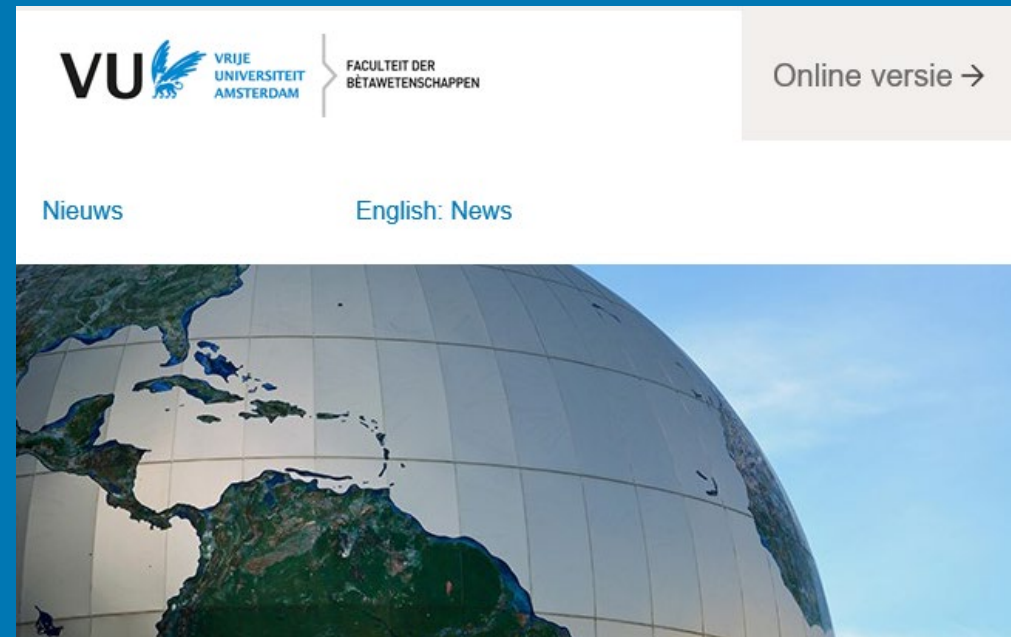
De impact van bosbranden in Siberië op klimaatverandering



Camouflage in de wapenwedloop tussen roof- en prooidieren

## What can we do with news?

- Bèta-zine (faculty newsletter)
  - Input every Monday to Tomer Gal
  - Sent out every Thursday
- VU-zine (internal VU-wide newsletter)
  - Input every Tuesday to [redactieE-zines@vu.nl](mailto:redactieE-zines@vu.nl)
  - Sent out every Monday
- Social media: X (Twitter)
- Only separate press releases for major news with (inter)national reach in collaboration with VU spokesperson



# Researchers in the media

We keep a close eye on our researchers

-> Coosto (social media tool)

- Felienne Hermans on programming languages
- Maartje van Stralen on NOS podcast Kennis & Co about sleeping problems in youth
- Remco Kort on NPO Radio 1 about swallowing capsules containing bacteria
- Thales West in various (inter)national media about carbon compensation



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Mongabay Series: [Carbon Offset Markets](#)

## REDD+ projects falling far short of claimed carbon cuts, study finds

by [John Cannon](#) on 25 August 2023



# Opportunities when we are notified on time

## Zombie fires in Siberia

- Actively approaching media
- Extensive news item on website
- Included in W-zine

News > Zombie fires rising in Siberia

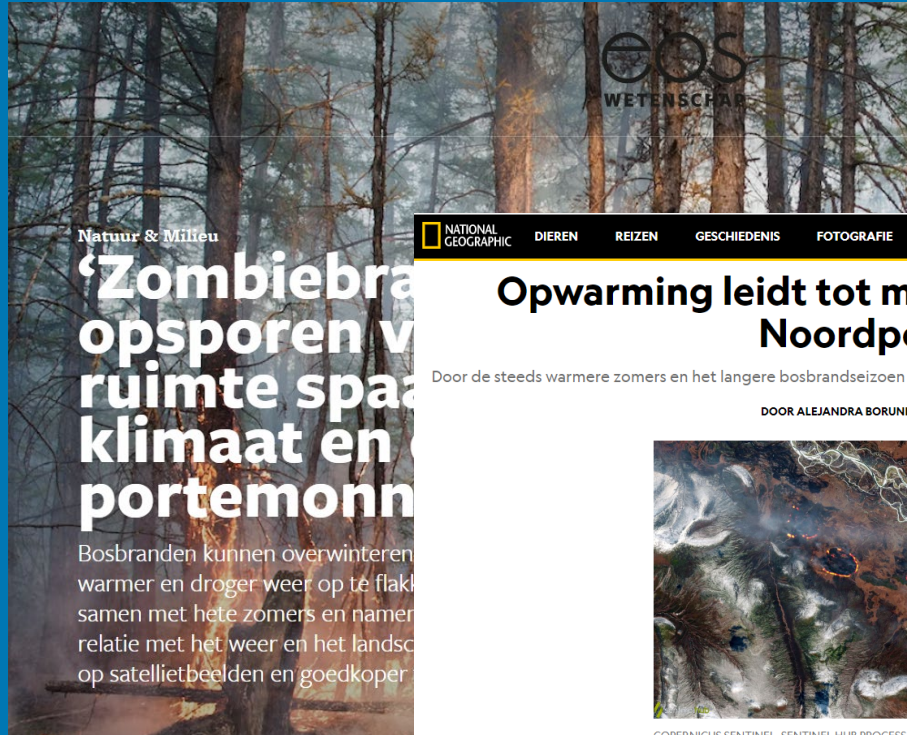
## Zombie fires rising in Siberia



Share 

14 March 2022

After the discovery of overwintering zombie fires in parts of Canada and Alaska, Earth system scientists at VU Amsterdam now, for the first time, quantified the role of overwintering fires in Siberia. In 2020 alone, zombie fires burned seven times as much area as between 2012 and 2019 combined.



NATIONAL GEOGRAPHIC DIEREN REIZEN GESCHIEDENIS FOTOGRAFIE TV-GIDS

## Opwarming leidt tot meer 'zombiebranden' in Noordpoolgebied

Door de steeds warmere zomers en het langere bosbrandseizoen kunnen branden

DOOR ALEJANDRA BORUNDA Laatste Update: 21



COPERNICUS SENTINEL, SENTINEL HUB PROCESSED BY PIERRE MARKUSE

In het hoge noorden begint het bosbrandseizoen g dan in juni, wanneer de meeste sneeuw is gesmolten. Weersbuiten de regio teisteren. Dus wist wetenschapper Veraverbeke niet goed wat hij zag toen hij in mei : satellietbeelden van Alaska en de Northwest Territoir ontwaarde.

WETENSCHAP

## Experts verontrus 'zombiebranden': winterslaap onder weer oplaait

In de naaldbossen van Alaska en N talloze natuurbranden in wintersl Zodra de lente aanbreekt, zullen z ondergrond tevoorschijn komen e lichterlaaie zetten.

Marlies ter Voorde 19 mei 2021, 18:21



NOS Nieuws • Woensdag 7 juni, 08:33 • Aangepast woensdag 7 juni, 10:50

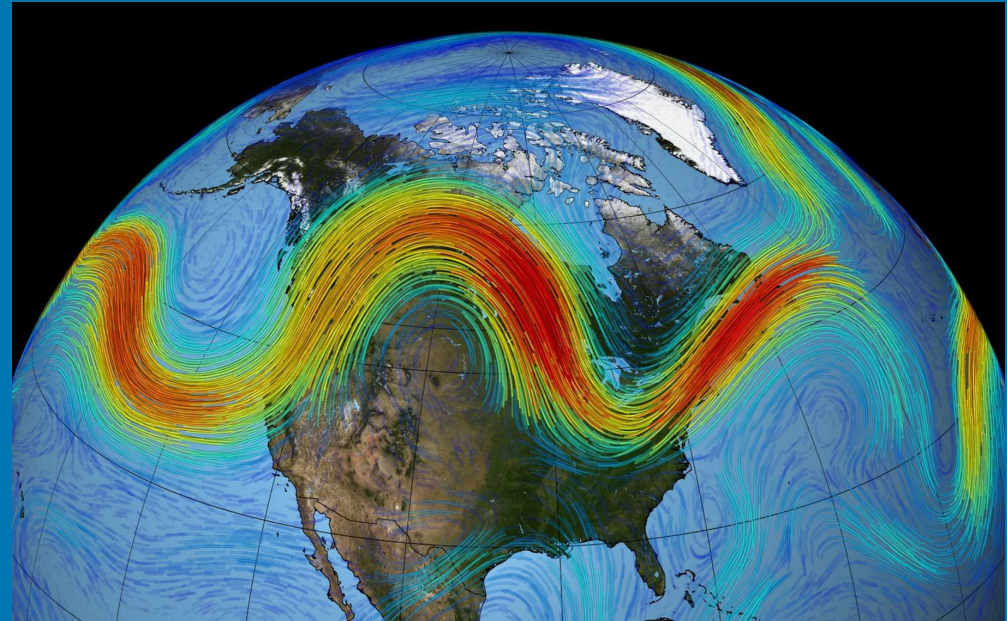
### Hevige rook van extreme bosbranden teistert oostkust VS en Canada

Door de hevige natuurbranden in Canada wordt de oostkust van het land en die van de Verenigde Staten geteisterd door enorme rookwolken. Autoriteiten hebben waarschuwingen afgegeven vanwege de verslechterde luchtkwaliteit.

De rook komt vooral uit de provincie Quebec, waar zo'n 160 bosbranden woeden. Ruim 110 daarvan zijn er volgens de provincie nog niet onder controle.

4

What do we  
need?



# What do we need?

- Notified on time
  - Also, about research that is still in progress
  - As soon as possible, minimum of 3 weeks before publication date
- Warm contact
  - The better we know what is going on in the departments, the better we can provide communication
- Summary / highlights
  - What did you research and why?
  - How did you research this?
  - What is your most important conclusion?
  - How does it benefit society and/or science? (impact)

## What do we need

No

- Papers or substantive pieces of text
- “Write a press release about this”

Yes

- Short, clear summaries and/or a conversation
- “How can we generate attention to this?”

**Together we look at the options that are available (or not)**



5

What do  
you need?



## Contact the Bèta-team

**E-mail: [communicatie.beta@vu.nl](mailto:communicatie.beta@vu.nl)**

Laura van Dijk	06 41557372	<a href="mailto:l.h.m.van.dijk@vu.nl">l.h.m.van.dijk@vu.nl</a>	(absent on Wednesdays)
Jurgen Sijbrandij	06 42714750	<a href="mailto:j.s.sijbrandij@vu.nl">j.s.sijbrandij@vu.nl</a>	(absent on Fridays)
Talissa Willard	06 81388707	<a href="mailto:t.m.willard@vu.nl">t.m.willard@vu.nl</a>	(absent on Fridays)

In the absence of the Science team, email VU central press information and spokesperson: [pers@vu.nl](mailto:pers@vu.nl)

## Publicity for your research

- **Please send us an e-mail with the following information about your research:**
  - What did you research and why?
  - How did you research this?
  - What is your most important conclusion?
  - How does it benefit society and/or science? (impact)
- Form publicity for PhD research  
<https://fd20.formdesk.com/vuamsterdam/dmc-media-aandacht-promotie/~new/?sidn=c4e93dee938a4d2dacf9bb62f3bf241e>
- Form request permission for film and photography on VU Amsterdam(one week before filming)  
<https://fd20.formdesk.com/vuamsterdam/cm-pm-foto-filmopnamen/~new/?sidn=4d8877866e73415f8d113cedee62d6a8>