

NEW TOOLS AND BEST PRACTICES IN COMMUNICATING RESEARCH RESULTS TO MEDIA AND POLICY AUDIENCES

Wendy Manning Bowling Green State University

Outreach



- Responsibility to share scientific knowledge
 - ▣ Public
 - ▣ Taxpayers
 - ▣ Practionners
 - ▣ Policy
 - ▣ Government representatives

Advantages

- ❑ “Real facts” enter public discourse
- ❑ Reach large and diverse audiences
- ❑ New science and ideas
- ❑ Support research mission organization
- ❑ University recognition for their investment
- ❑ Alumni networks
- ❑ Opportunities engage public venues
- ❑ Funder recognition for their investment

Family Profiles

FAMILY PROFILES

[Bowling Green State University](#) / [NCFMR](#) / [Resources](#) / [Data](#) / [Family Profiles](#)

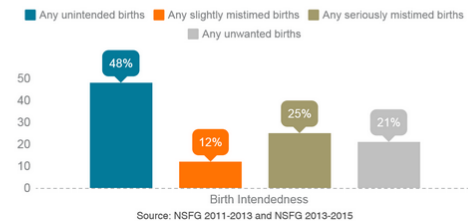
Original reports summarizing and analyzing nationally representative data with the goal to provide the latest analysis of U.S. families. These profiles examine topics related to the NCFMR's core research themes.

TOP 5 FAMILY PROFILES
OF 2016

FAMILY PROFILES
SERIES

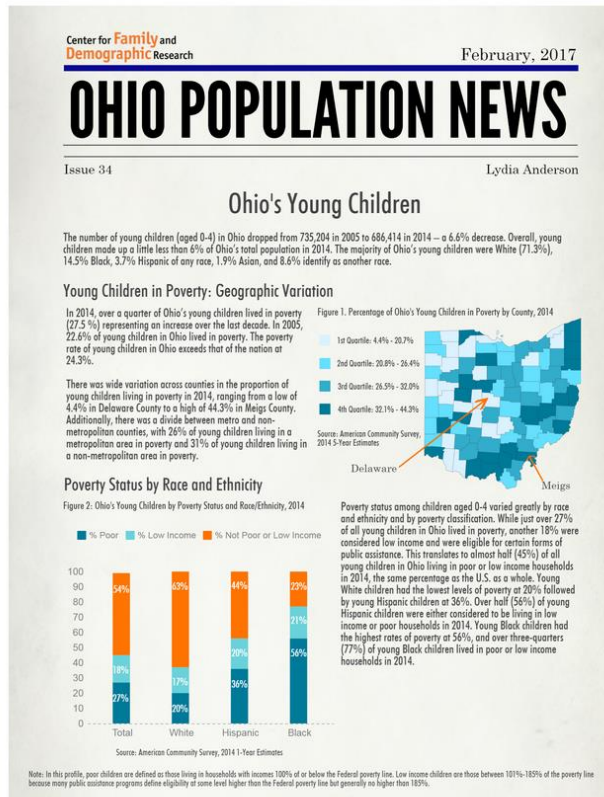
2017

- [FP-17-10](#)
Women's Experiences of Unintended Childbearing
- [FP-17-09](#)
Unintended Births: Variation Across Social and Demographic Characteristics
- [FP-17-08](#)
A Quarter Century of Change in Unintended Births
- [FP-17-07](#)
Generational Differences During Young Adulthood: Families and Households of Baby Boomers and Millennials
- [FP-17-06](#)
Generational Differences During Young Adulthood:



Ohio Population News

February 2017
Ohio's Young Children



CFDR



TWEETS
1,200

FOLLOWING
677

FOLLOWERS
917

LIKES
257

LISTS
3

CFDR

@cfd_r_bgsu

FOLLOWS YOU

The Center for Family and Demographic Research is an NICHD population research center specializing in family demography.

 Bowling Green, Ohio

 bgsu.edu/arts-and-sciences

 Joined October 2012

 Tweet to

 Message

 107 Followers you know





 79 Photos and videos

Tweets

Tweets & replies

Media

 CFDR Retweeted

**BGSUSociology** @BGSU_Sociology · Apr 20
Karen Guzzo receives 2017 Olscamp Research Award for her outstanding research, publishing, & leadership bit.ly/2pVEq0R @cfd_r_bgsu



NCFMR



TWEETS 474 FOLLOWING 152 FOLLOWERS 526 LIKES 107

Following

NCFMR

@NCFMRBGSU FOLLOWS YOU

NCFMR provides scientific leadership and intellectual energy to support interdisciplinary, policy-relevant research on American families.

📍 Bowling Green State University

🌐 ncfmr.bgsu.edu/index.html

📅 Joined December 2010

🐦 Tweet to

✉ Message

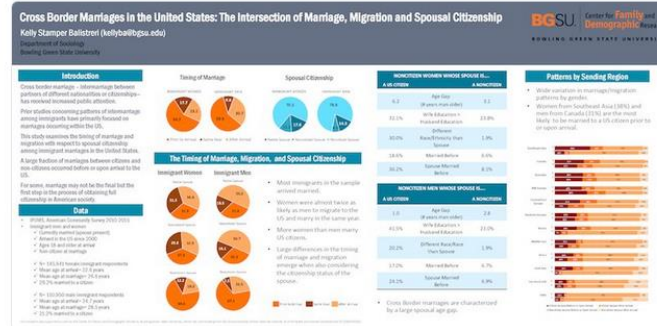
👤 83 Followers you know



Tweets Tweets & replies Media



NCFMR @NCFMRBGSU · Apr 28
Kelly Balistreri presents analysis of cross-border marriages in the US-Sat. 11am
#50 SalonD bit.ly/2qgWRyd @Kellyba_BGSU @cfd_r_bgsu



🔄 4 ❤️ 6

NCFMR Retweeted

Who to follow · Refresh · View all



Al Franken @alfranken

Follow



Sen. Patrick Leahy @S...

Follow



Jenjira Yahirun @Jenjira...

Follow

Find friends

Trends · Change

#ElectionDay

#tonyawards2017

A look at the 71st annual Tony Award nominees

#TuesdayMotivation



MPC

@minnpop

The Minnesota Population Center (MPC) is a University-wide interdisciplinary cooperative for demographic research.

📅 Joined August 2014

 Tweet to MPC


👤 61 Followers you know



📷 31 Photos and videos

TWEETS 626 FOLLOWING 512 FOLLOWERS 776 LIKES 540

Tweets Tweets & replies Media

 MPC @minnpop · 6h
Who is going to #PAA2017? Still have a few spots in our @ipums workshop on Thursday.



Minnesota Population Center - Introduction to IPUMS

Free Data Training from the Minnesota Population Center! Register here for

Centers with twitter accounts

<u>Harvard Center for Population and Development Studies</u>	https://twitter.com/HarvardPopCtr?lang=en	Harvard University
<u>Inter-University Consortium for Political and Social Research</u>	https://twitter.com/icpsr	University of Michigan
<u>Population Studies Center, Institute for Social Research</u>	https://twitter.com/um_psc?lang=en	University of Michigan
<u>Minnesota Population Center</u>	https://twitter.com/minnpop	University of Minnesota
<u>Center for Social and Demographic Analysis</u>	https://twitter.com/csda_albany	University of Albany SUNY
<u>Columbia Population Research Center</u>	https://twitter.com/columbiacprc	Columbia University
<u>Cornell Population Center</u>	https://twitter.com/populationcu	Cornell University
<u>Guttmacher Institute</u>	https://twitter.com/Guttmacher	Guttmacher Institute
<u>Population Council</u>	https://twitter.com/pop_council	Population Council
<u>Duke Population Research Institute</u>	https://twitter.com/DukeSSRI	Duke University
<u>UNC Carolina Population Center</u>	https://twitter.com/CPCLibrary	University of North Carolina at Chapel Hill
<u>Center for Family and Demographic Research</u>	https://twitter.com/cfdr_bgsu	Bowling Green State University
<u>Institute for Population Research</u>	https://twitter.com/OSUPopCenter	Ohio State University
<u>Population Research Institute</u>	https://twitter.com/psupopresearch	Pennsylvania State University
<u>Population Studies Center</u>	https://twitter.com/pennpsc	University of Pennsylvania
<u>Population Research Center</u>	https://twitter.com/UTPopCenter	University of Texas at Austin
<u>Center for Studies in Demography and Ecology</u>	https://twitter.com/CSDE_UW	University of Washington
<u>Center for Public Information On Population Research</u>	https://twitter.com/PRBdata	Population Reference Bureau
<u>Center on Labor, Human Services and Population</u>	https://twitter.com/urbaninstitute	Urban Institute
<u>Center for Demography and Ecology</u>	https://twitter.com/uw_cde?lang=en	University of Wisconsin-Madison

If you follow ... you will be followed



Wendy D. Manning,
You have a new follower on Twitter.



PennPSC

@PennPSC

*The Population Studies Center of the University of
Pennsylvania has fostered research and training in
population since its founding in 1962.*

Philadelphia, PA • <https://www.penn.psc.upenn.edu/>



Wendy D. Manning

@wmannin

Professor Wendy Manning studies family formation and stability. She has a soft spot for french bulldogs, especially her adorable Blasko.

📍 Bowling Green State University

📅 Joined January 2011

📷 39 Photos and videos



TWEETS
413

FOLLOWING
433

FOLLOWERS
770

LIKES
400

MOMENTS
2

Tweets

Tweets & replies

Media

🔄 You Retweeted



Mary Jo Hoeksema @PAAGPac · Apr 22

@PopAssocAmerica Pro Demography, Pro Democracy! #marchforscience



Ripple Networks

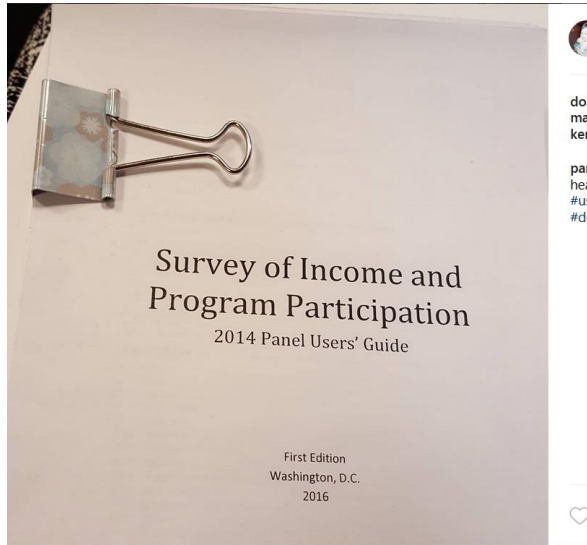
- Faculty: 20 on Twitter and 2,796 Followers
Students: 17 on Twitter and 681 Followers



Keep pace with new platforms

- Snapchat
- Instagram

Instagram



 **parttimephdmom** Following

doingdata, kaseyjae, maiautumn, marshalneal, raenicole04, kerrie.p.turner and shonis09 like this

parttimephdmom Long awaited and heavily anticipated! #sipp2014 #uscensusbureau #datagirl #datageek #demographytotherescue

BOWLING GREEN STATE UNIVERSITY

NATIONAL CENTER FOR FAMILY & MARRIAGE RESEARCH

News and Notes
Winter 2017

Marriage-to-Divorce Ratio in the U.S.

In 2015, there were about two marriages for every divorce in the United States (marriage-to-divorce ratio). As shown in the NCFMR profile, *Marriage-to-Divorce Ratio in the U.S.: Geographic Variation, 2015 (FP-17-01)*, the ratio ranges from a high of 3.9 (Hawaii) to a low of 1.4 (Wyoming).

2,298,977 : 1,110,579
NUMBER of MARRIAGES NUMBER of DIVORCES

2 Marriages per every 1 Divorce

New at the NCFMR

 **parttimephdmom** Following

paisley_wilhelm, herbies_humans, marshalneal and raenicole04 like this

parttimephdmom The latest NCFMR News & Notes is out! #ncfmr #demographytotherescue #datagirl #datageek #marriageandfamily #parttimephdmom

delphine_mariecamille_agathe Its the same sad ratio in France

 Add a comment...

Not for everyone ...



blasko_the_frenchie

Edit Profile



153 posts

2,356 followers

4,530 following

Blasko Blasko loves rides in the car, swimming, eating, napping, and everyone he meets.



Journalists

- Follow twitter
- Return emails and/or phone calls
- Exclusives
 - ▣ Bloomberg News

University

Raymond Craig (@DeanRayCraig) liked one of your Tweets!



Raymond Craig (via Twitter) <notify@twitter.com>

Today, 10:41 AM

Wendy Diane Manning ✕

Blocked content will be shown while this message is open.



Raymond Craig
liked your Tweet.

View



Wendy D. Manning @wmannin

Great new work on unintended fertility -
Karen Guzzo finds that almost half of
mothers have had at least one unintended
birth. @kbguzzo
twitter.com/NCFMRBGSU/stat...

University Media Relations

- Forward queries from reporters
- Help release research findings
- Develop relationship let them know when you speak to reporters

Funders

- Check with Program Officers
- NSF
 - @NSF_SBE
- NIH
 - @NICHD_NEWS
 - @NIA_DEMOGRAPHY

Policy



- Access best science
- Challenge draw a direct line linking a specific publication to a new policy

PAA

- Advocacy days
 - ▣ Does population research matter ?

Our goal is ensure our outstanding research reaches broad audiences

Share your research via traditional venues and extend the audience by using social media and interacting with reporters

Thank you!



Ideas for new ways to connect?

Consider starting a twitter account and follow me
@wmannin and all your favorite demographers !

Check out our centers:

<http://www.bgsu.edu/arts-and-sciences/center-for-family-demographic-research.html>

<http://www.bgsu.edu/ncfmr.html>