

Connected Knowledge: Communications campaign toolkit

Contents

One. Campaign info – why, what, how

Two. Get involved: social media assets

Section one

Campaign introduction and background

What is Connected Knowledge?

About the campaign

Why and how to get involved

What is Connected Knowledge?

- **Connected Knowledge** is a communications campaign designed to demonstrate and celebrate the power of research – and the people who lead it – in building and shaping the world we all share.
- We believe that **STEM** and **SHAPE** are two sides of the same coin and their combined value – to people and planet, now and in the future – is far greater when they're connected. We need both to make a better world.
- **SHAPE** is a collective term for the **Social Sciences, Humanities and Arts for People and the Economy** – in short, the subjects that are all about understanding the human world.

About the campaign

- From 5 July and throughout the summer, we'll be sharing powerful examples of **Connected Knowledge in action** on our social media channels and website.
- Our stories will touch on **many aspects of society**, from AI to health, the fight against climate change and our understanding of the ancient past. They'll feature a wide range of researchers and research participants, telling their stories and focusing on the **people behind the research**.

Why and how to get involved

- We need your support to **showcase how much exciting and dynamic research** is the result of Connected Knowledge – drawing from both STEM and SHAPE.
- **Help us amplify this message** to those who can make a positive difference to our subjects. From policymakers to schools and all those making decisions about our subjects to students and their families deciding what to study.
- The examples we'll share are just a starter for ten. **Join in the conversation using #ConnectedKnowledge**, sharing examples and initiatives from your research or organisation. Tag us @BritishAcademy_ on Twitter - or see all our handles on our social media slide.

Section two

Get involved: social media assets

Suggested social media posts
Digital assets and handles

Support the campaign

Interested in sharing more about the Connected Knowledge campaign through your own social media channels? Here are a few assets to get you started.

Share these assets which celebrate the importance of Connected Knowledge in action using #ConnectedKnowledge.

Suggested social media posts

Asset 1: Animation video (see next slide)

Connected Knowledge is the term used when STEM and SHAPE subjects come together to impact and improve so many aspects of our world.

This campaign celebrates how #ConnectedKnowledge influences our everyday. Find out more:
<https://www.thebritishacademy.ac.uk/connected-knowledge/>

Asset 2: Static asset (see next slide)

STEM and SHAPE (Social Sciences, Humanities and the Arts for People and the Economy) are two sides of the same coin. #ConnectedKnowledge explores the idea that the blending of minds, skills and fields leads to real, lasting change in the world. Discover more: <https://www.thebritishacademy.ac.uk/connected-knowledge/>

Digital assets and handles

[Click here to download the animation video and social media assets.](#)

Don't forget to use **#ConnectedKnowledge** in all your posts and tag the British Academy.

Our handles are:

Twitter: @BritishAcademy_

Facebook & LinkedIn: @TheBritishAcademy

Instagram: @thebritishacademy

And finally...

- Please help us **spread the word** about Connected Knowledge and the importance of the SHAPE subjects via your work with the **media, public affairs and influential stakeholders**.
- For further information including media key messages, our SHAPE policy asks, or to work with us, please contact:
 - Ash Khan, Deputy Head of Communications & PR: a.khan@thebritishacademy.ac.uk
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