

Promotional Activity Calendar

Helping institutions internally promote their subscription to the *Nature Masterclasses* course in Scientific Writing and Publishing

BEFORE YOUR SUBSCRIPTION STARTS...

Please tell your Communications Team, Department Heads, and teaching staff about your upcoming subscription to *Nature Masterclasses* ([here's a template email](#) you may wish to use). It can be helpful to recruit 'Champions' to promote your subscription and put these Champions in touch with your *Nature Masterclasses* contact. You can also encourage teaching staff to bring the course 'into the classroom' and incorporate videos and exercises into the curriculum.



MONTH 1

Launch presentation

Email your students, researchers and staff to announce your subscription and ask that they attend the **launch presentation** (if organised with *Nature Masterclasses*).



MONTH 2

Website

Announce your subscription on your institution's website. Use **this text** to create a web page - you can even **embed a video**.



MONTH 3

Banners

Run **banner adverts** on your institution's website. The banners could direct researchers to your new web page (see Month 2).



MONTH 4

Posters

Place **posters** about the course around your campus and ask teaching staff to hand them out in seminars.



MONTH 5

Email

It's been several months since your launch presentation email (Month 1) so send **a reminder email** to your researchers. Include a reminder about their access method: IP range or single sign-on/SAML.



MONTH 6

PowerPoint

Hosting a campus event for your researchers in the near future? Make time in the agenda to talk about the course using this **PowerPoint presentation**.



MONTH 7

Blog

If your institution's website features a Blog or News section, use **this text** to blog about the course.



MONTH 8

Tweet

Tweet about your course subscription from your institution's Twitter account.



MONTH 9

Email

Ask Faculty members to promote the course in their next email newsletter or event - making use of these **promotional resources**.



MONTH 10

Video

Running an event or webinar at your institution? Remind your researchers about the course using this **short video**. Teaching staff can also play the video in the classroom.



MONTH 11

Facebook post

Get social and **post** about your course access on your institution's Facebook page!



MONTH 12

Launch presentation

Renewing your subscription? Speak to *Nature Masterclasses* about running a **launch presentation** - particularly if your institution has welcomed a new cohort of researchers since your subscription started.



Why we created this calendar: Researchers will be at varying stages of the writing and publication processes, and subsequently will benefit from different parts of the Scientific Writing and Publishing course, over a 12 month period. Thus, it's important to engage researchers with the course throughout their subscription. This calendar provides useful materials such as email templates and presentations to help institutions maintain high levels of engagement all year long.