

PROMOTIONAL SUPPORT

The CO Research Trust is committed to supporting every piece of research that we fund, by working in partnership with you to promote the project together.

We strongly believe that funding CO research will make the greatest difference to everyone exposed to CO poisoning, now and in the future. To achieve the greatest impact from this research, we need to raise awareness of the ground-breaking work you are carrying out.

We publicise research projects in the following ways.

Website

We publish all research projects on the CO Research Trust website - www.coresearchtrust.org

Social Media

We are very active on Twitter and LinkedIn to promote details of research projects we have funded and other activities that we are carrying out.

LinkedIn - www.linkedin.com/company/the-co-research-trust @COResearchTrust

Twitter - www.facebook.com/COResearchTrust

Media Relations

We issue press releases to the relevant media at the start and completion of each project.

Blogs

We write blog articles which are published on our website, and shared in emails, online in our monthly newsletter and across our social media platforms.

Events

We encourage researchers to talk about their work at events and workshops. We run a monthly Lecture Series throughout the Autumn, where researchers are invited to come and present to the CO community.

Please complete the following form so that we can work together to increase awareness of your project.

Name of the grant recipient	
Contact details - email and telephone	
Name of project	
Summary of project	
Estimated date of completion	
Website address	
Social media handles - Twitter, LinkedIn, Facebook, Instagram, Blog, Other	

<p>Do you have a designated PR or Marketing contact for your organisation? If so, can you please provide their contact details?</p>	
<p>Please provide the name and contact details of the right person to be quoted in a press release, including their job title.</p>	
<p>We welcome guest bloggers on our website. Is this something you would be happy to do?</p>	
<p>Are you willing to take part in future events, such as workshops, webinars, and presentations?</p>	
<p>Are you comfortable speaking with the media?</p>	
<p>To share research findings as widely as possible we endeavour to publish all CO Research Trust reports on credible open-access research websites.</p> <p>To avoid duplication, please let us know if you intend to list the project on any of these sites, please list sites.</p>	

<p>When publishing your final report, which key stakeholders would benefit from learning about the output? Please list all the key stakeholders.</p>	
<p>To help us talk about your project to a wide range of audiences, please provide a lay summary of your findings, no more than 300 words.</p>	
<p>Please add any other information that you feel might be useful.</p>	

We are always keen to have images and photographs of research projects, throughout the various stages of the project. These will be used on our website, in our newsletters and across our social media platforms. It would also be useful if you could provide any infographics or diagrams, you have that help to illustrate your project. If you have headshots and biographies of all key members of the team, then please share these with us too.

Please send all information and images to natalie@coresearchtrust.org.

We look forward to working in partnership with you to help raise awareness of your research.