

## Executive Summary:

At the Nebraska Center for Research on Children, Youth, Families and Schools (CYFS), the mission is to “impact lives through research that advances learning and development.” This report summarizes how faculty and staff regard the promotions put forth by the CYFS Communications Team (CT).

In general, these researchers are pleased with the content that is produced, as no one recorded any “unsatisfactory” responses. Additionally, researchers find the promotional material is informative.

## Background:

CYFS was founded in 2004 within the College of Education and Human Sciences here at UNL. The Center is supported by the Program of Excellence as well as grants that come from the federal and state levels. There are currently 11 full-time faculty and 14 project personnel on staff at CYFS (including the members of CT).

In 2010, the CT manager was brought on to build out a full staff, which now includes five individuals. There’s a staff writer, two media associates, and a graphic designer to assist the supervisor. The CT also manages various websites, Vimeo and YouTube channels, and other social media pages.

The CT is tasked with generating content that makes research more digestible. When a research project has been funded and housed within CYFS, the CT is then asked to promote the research. It’s incumbent upon the CT to not only understand what outcomes exist, but to simplify that information and share it on various social media channels to meet the CYFS mission.

In the past three months, two promotional videos have contained inaccuracies or missed the mark of the researcher’s outcome, prompting do-overs. To better understand how CYFS faculty and staff feel about the promotional material, they were surveyed.

## Methodology:

Not all of the 25 members of CYFS conduct research. But, it was pertinent to survey all 25 as it’s the entire population of the organization. One could feasibly gather a valid sample size by surveying just three faculty with a 95 percent confidence level.

In total, 15 respondents filled out the survey on Google Forms from November 9 through November 18, 2020. Google Forms was used because it was easily accessible and organized visuals automatically.

The key questions asked in this research are:

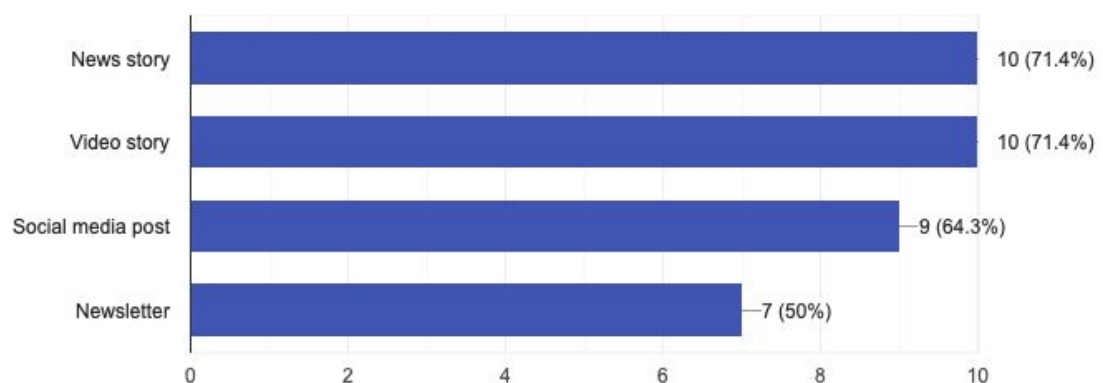
- Which of these methods have been used to promote your research?
  - *News story, video story, social media post, newsletter*
- Do you follow any of these CYFS social media accounts/distribution sites? (select all that apply)
  - *Facebook, Twitter, Instagram, Website, Vimeo, YouTube*
- Please indicate your level of satisfaction with the promotion.
  - *Very dissatisfied, dissatisfied, neutral, satisfied, very satisfied, I didn't see it*
- Please indicate your overall feelings regarding the promotional content the CT produces.
  - *Very dissatisfied, dissatisfied, neutral, satisfied, very satisfied, I haven't seen any promotional content*
- Are there any forms of communication listed above that you feel to be obsolete or ineffective? If so, please indicate why.

## Main Findings:

It's clear from the survey that respondents are aligned with the CT on methods used to promote their research. News and video stories are the most often used means of communication, and those stories are then promoted on social media channels.

Which of these methods have been used to promote your research? (select all that apply)

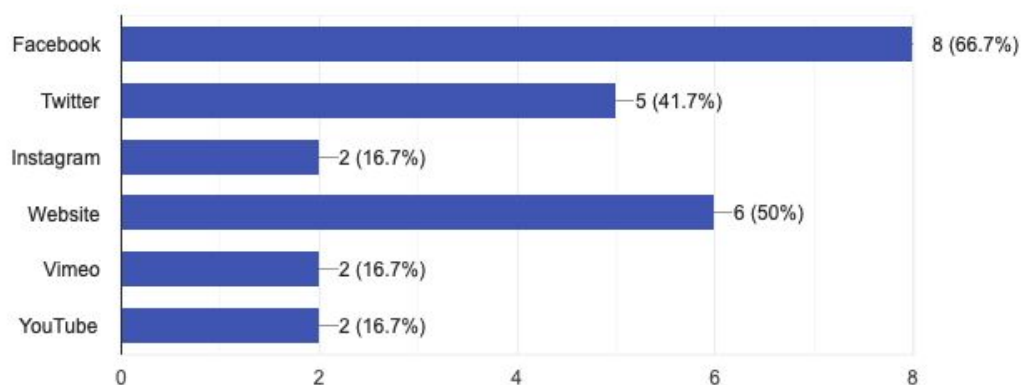
14 responses



One thing that did come as a surprise in terms of social media was the fact that the lowest-ranking channels are the ones with the highest levels of distribution – at least as of late. The CT has been making a concerted effort to promote video stories through Instagram. And, all of the video stories are housed on Vimeo. Facebook ranking the highest isn't a surprise as it's perhaps the most popular form of social media and the CYFS population is more likely to use it for personal and professional reasons.

Do you follow any of these CYFS social media accounts/distribution sites? (select all that apply)

12 responses



A	B
Do you follow any of these CYFS social media accounts?	COUNTA of Please ind
	3
Facebook	3
Facebook, Twitter	1
Facebook, Twitter, Instagram, Website, Vimeo, YouTube	1
Facebook, Twitter, Website	1
Facebook, Vimeo, YouTube	1
Facebook, Website	1
Twitter	1
Twitter, Instagram, Website	1
Website	2
<b>Grand Total</b>	<b>15</b>

Another interesting finding was that, despite following most or all of the social media accounts, the level of satisfaction did not vary much. Respondents were generally very satisfied or satisfied regardless of whether or not they follow social media channels (excluding the two respondents who did not see their research promoted).

In terms of a qualitative question, perhaps the most compelling from the survey regarded improvement.

If you have any suggestions for the CYFS Communications Team, please leave them below.

4 responses

NYU saw the INSIGHTS promotional video and is considering hiring the CYFS team in the future.

I think you guys do a great job!

The CYFS Communications team is full of rock stars who make the rest of us look professional and polished. They are the best investment CYFS makes.

I appreciate the work of the CYFS Communications team

No one suggested anything for the CT to improve on, which is a bit of a disappointment. It's one thing to be doing a good job, but to not have any pointers on how to improve further doesn't help the CT.

### Conclusion:

This was a successful audit of the promotions generated by the CT. It wasn't necessarily warranted, given the overall satisfaction with the content. But, it's important to be in the know with clientele.

It's become clear that the two mishaps in communication earlier in the semester are one-offs. And, the misrepresentation of research was easily correctable within the CT. Moving forward, it's in the CT's best interest to continue to push CYFS personnel to the distribution channels, and to ensure the audience continues to expand.

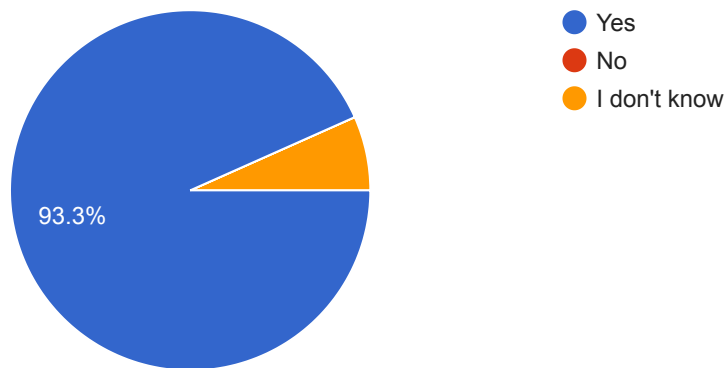
# CYFS Content - Austin Druse, ADPR 881

15 responses

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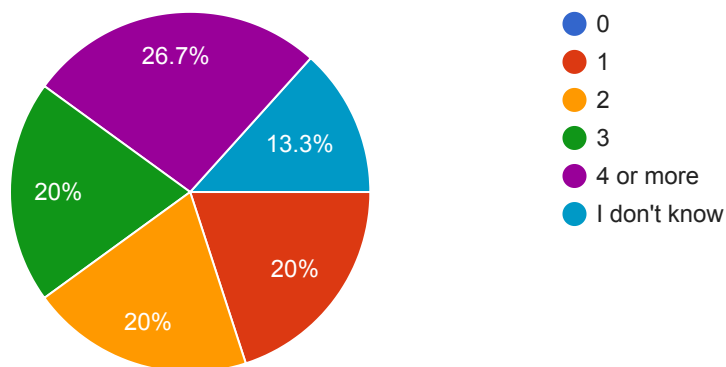
Has your research or a project been promoted by the Communications team at CYFS?

15 responses



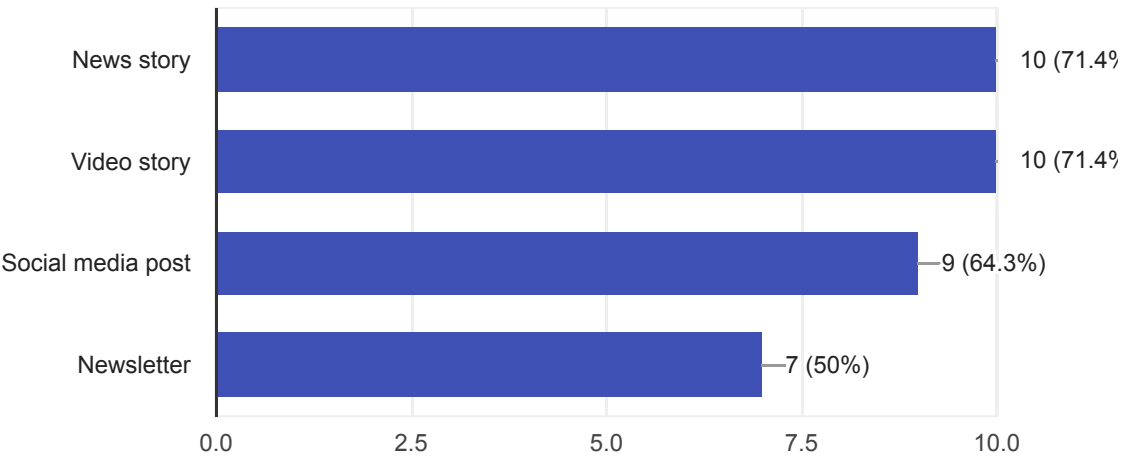
Please indicate how many projects you've had promoted by the CYFS Communications Team.

15 responses



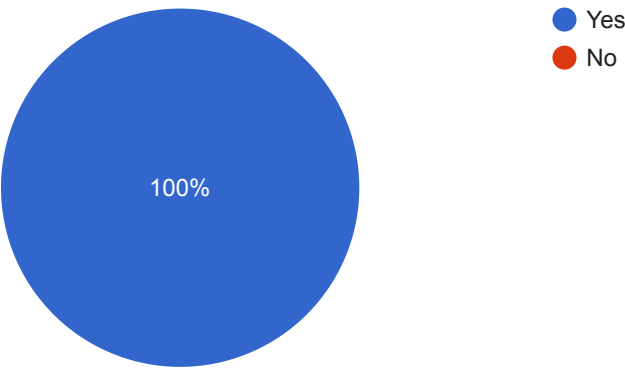
Which of these methods have been used to promote your research?  
(select all that apply)

14 responses



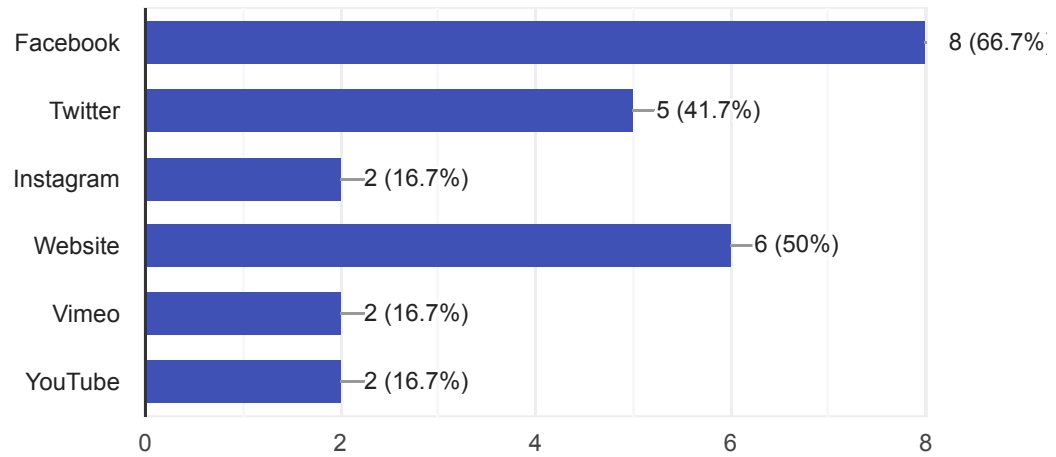
Have you viewed the published content regarding your project(s)?

14 responses



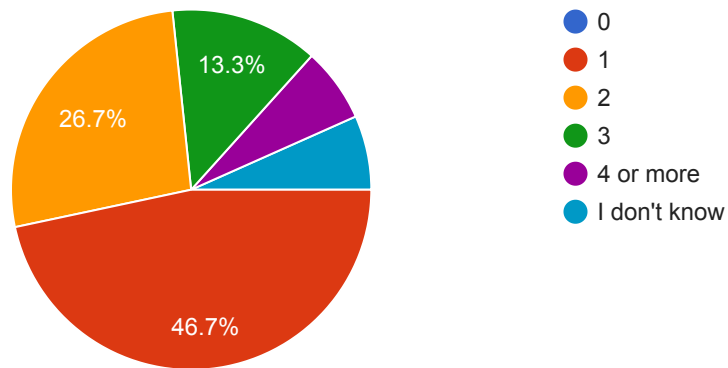
Do you follow any of these CYFS social media accounts/distribution sites?  
(select all that apply)

12 responses



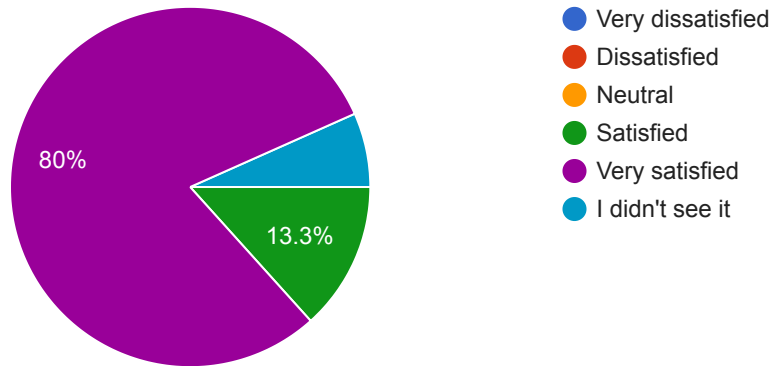
How many projects have you had promoted within the last academic year?

15 responses



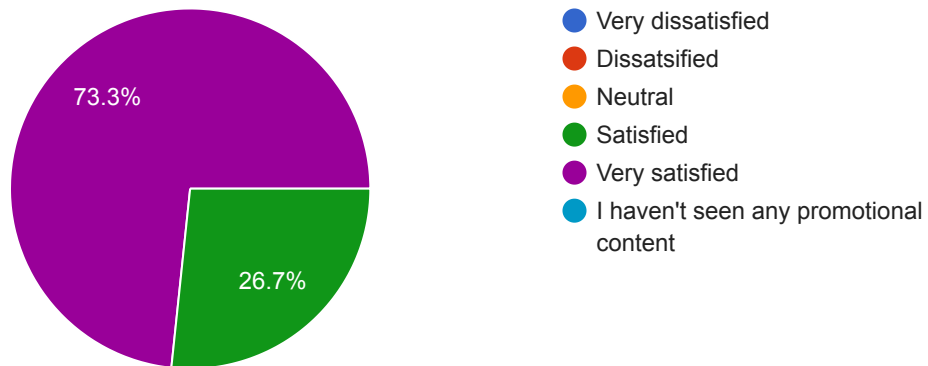
Please indicate your level of satisfaction with the promotion.

15 responses



Please indicate your overall feelings regarding the promotional content the CYFS Communications Team produces.

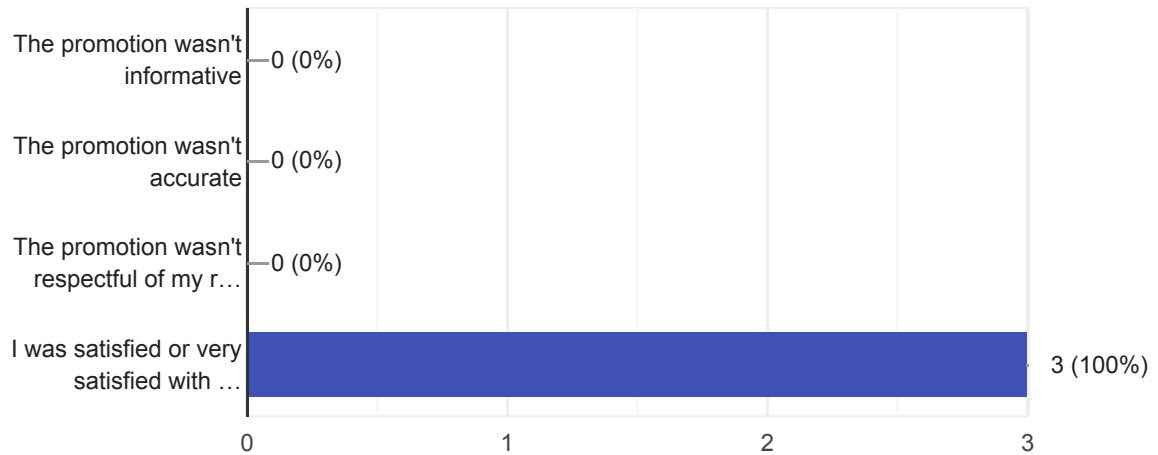
15 responses





If you were dissatisfied or very dissatisfied with the promotional content, please indicate why.

3 responses



Please rank 1-4 (1 being your favorite), which method you find to be the most useful for promoting research: news story, video story, social media post, newsletter.

14 responses

1. Video story 2. Newsletter 3. Social media post 4. News story

video story- 1, news story 2, social media 3, newsletter 4

News story, video story, social post, newsletter

1. social media, 2.video story, 3.newsletter, 4. news story

1 Video story;2 News story; 3 Social media post; 4 Newsletter

News story, social media post, video story, newsletter

1- Video story, 2 - News story, 3 - Social media, 4 - Newsletter

3, 1, 2, 4

2 1 3 4



Are there any forms of communication listed above that you feel to be obsolete or ineffective? If so, please indicate why.

6 responses

no

Nope

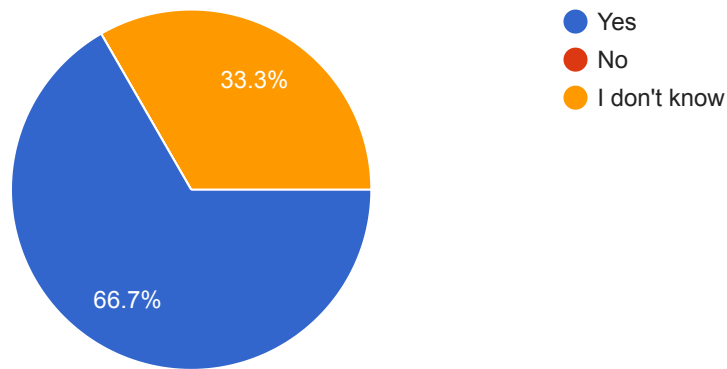
News-type stories

No

Newsletter; not sure who it goes to, who sees it, how it adds value beyond others

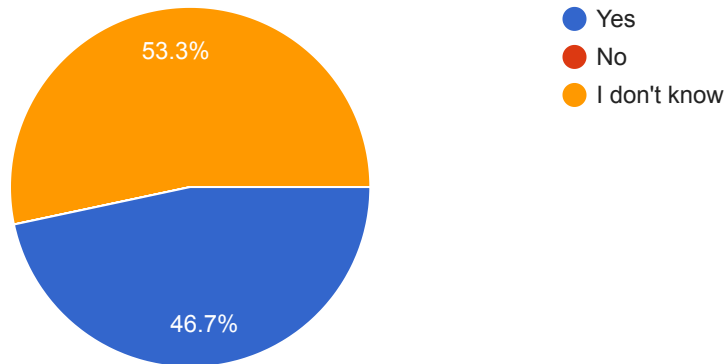
Do you feel there is an adequate amount of promotion for each researcher under the CYFS umbrella?

15 responses



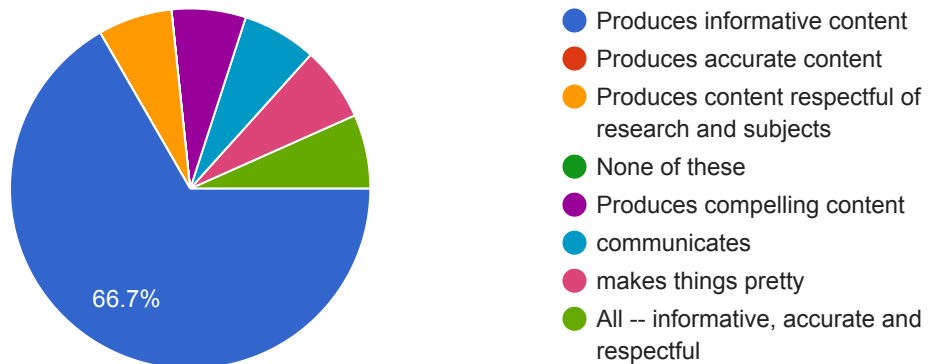
Do you feel that the CYFS Communications Team dedicates enough time recruiting new investigators/projects?

15 responses



What do you feel the CYFS Communications Team does best?

15 responses



If you have any suggestions for the CYFS Communications Team, please leave them below.

4 responses

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The CYFS Communications team is full of rock stars who make the rest of us look professional and polished. They are the best investment CYFS makes.

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Google Forms



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1. Has your research or a project been promoted by the Communications team at CYFS?

- Yes, 1
- No, 2

2. Please indicate how many projects you've had promoted by the CYFS Communications Team.

- 0, 1
- 1, 2
- 2, 3
- 3, 4
- 4 or more, 5
- I don't know, 6

3. Which of these methods have been used to promote your research? (select all that apply)

- News story, 1
- Video story, 2
- Social media post, 3
- Newsletter, 4

4. Have you viewed the published content regarding your project(s)?

- Yes, 1
- No, 2

5. Do you follow any of these CYFS social media accounts/distribution sites? (select all that apply)

- Facebook, 1
- Twitter, 2
- Instagram, 3
- Website, 4
- Vimeo, 5
- YouTube, 6

6. How many projects have you had promoted within the last academic year?

- 0, 1
- 1, 2
- 2, 3
- 3, 4
- 4 or more, 5
- I don't know, 6

7. Please indicate your level of satisfaction with the promotion.

- Very dissatisfied, 1
- Dissatisfied, 2
- Neutral, 3
- Satisfied, 4
- Very satisfied, 5
- I didn't see it, 6

8. Please indicate your overall feelings regarding the promotional content the CYFS Communications Team produces.

- Very dissatisfied, 1
- Dissatisfied, 2
- Neutral, 3
- Satisfied, 4
- Very satisfied, 5
- I didn't see it, 6

9. If you were dissatisfied or very dissatisfied with the promotional content, please indicate why.

- The promotion wasn't informative, 1
- The promotion wasn't accurate, 2
- The promotion wasn't respectful of my research, 3
- I was satisfied or very satisfied with the promotion, 4

10. Please rank 1-4 (1 being your favorite), which method you find to be the most useful for promoting research: news story, video story, social media post, newsletter.

- No code

11. Are there any forms of communication listed above that you feel to be obsolete or ineffective? If so, please indicate why.

- No code

12. Do you feel there is an adequate amount of promotion for each researcher under the CYFS umbrella?

- Yes, 1
- No, 2
- I don't know, 3

13. Do you feel that the CYFS Communications Team dedicates enough time recruiting new investigators/projects?

- Yes, 1
- No, 2
- I don't know, 3

14. What do you feel the CYFS Communications Team does best?

- No code

15. If you have any suggestions for the CYFS Communications Team, please leave them below.

- No code