COMMUNICATIONS TOOLKIT FOR PARTNERS

This document explains how you can work with the communications team and which channels Research4Life uses. There are also templates for social media posts and short articles about Research4Life that partners can use in their own communications. Questions? Contact the communications team at communications@research4life.org!

Working with the communications team

We are always happy to help you spread the word about your organization's involvement with Research4Life, or to help you promote a Research4Life-related event. If you have something to share, or would like support with promotion, please reach out to us. We can help with:

- A story on the Research4Life website about your organization's involvement in the partnership
- Promoting your organization's involvement with Research4Life on social media
- Support with creating a presentation about Research4Life for internal or external meetings
- Organizing a Research4Life webinar about your organization's offering or resources
- Finding a Research4Life representative to speak at a meeting or event
Communications channels

Listed below is an overview of Research4Life’s communications channels, with additional information on the audiences that use them. Data included is from March 2021.

WEBSITE | RESEARCH4LIFE.ORG

Our website has a news section that is regularly updated with news about the partnership. The website has over 95,000 pageviews per month, divided over an average of 20,000 users. Most visitors are based in the India, followed by the United States, Nigeria, Bangladesh and Ethiopia.

The website is the main source for information about our partnership. Under ‘News’, you can find all the latest announcements. ‘Training’ hosts several training modules for users, and ‘Marketing material’ a set of downloadable files that may be of use for registered institutions or partners.

NEWSFLASH | RESEARCH4LIFE.ORG/NEWSLETTER

Every month, the Communications team sends out a Newsflash with news and important messages from the partners, targeted primarily at users. There are over 2300 subscribers.

FACEBOOK | FACEBOOK.COM/R4LPARTNERSHIP

Our Facebook channel has over 12,000 followers, many of them users of Research4Life. Most of our followers on Facebook are based in Nepal (20%), followed by Bangladesh (15%), Myanmar (5%), Ethiopia (4%) and India (4%).

TWITTER | TWITTER.COM/R4LPARTNERSHIP

On Twitter, we have over 3600 followers, many of whom work for partners or other organizations in the field. The majority of followers is based in the United Kingdom (13%), followed by the United States (12%), Nigeria (8%), Kenya (5%) and India (4%).

You can tag @R4Lpartnership in your tweets about Research4Life.

DGROUPS | DGROUPS.ORG/FAO/RESEARCH4LIFE

Dgroups is a platform by international development organisations working together towards a common vision. It is designed for low-bandwidth users and works mostly via email. The Research4Life community has over 16,000 followers on Dgroups, mostly users of the database. Most users are based in Nigeria, Ethiopia, Ghana, Kenya and Tanzania.
Branding

When developing visual material, you can use fonts and colours listed below, in line with the Research4Life brand. The communications team can also help you with this.

FONT

- Sans serif font (general purpose, body text): Open Sans
- Sans serif font (headers in social media cards etc.): Bebas
- Serif font (headers, quotes): Source Serif Pro

COLORS

Primary colors (leaves in the Research4Life logo):

- Blue: R0, G72, B144 or HEX #004890
- Green: R81, G185, B72 or HEX #51B948
- Orange: R248, G152, B29 or HEX #F8981D

Secondary colors:

- Green: R60, G161, B107 or HEX #3CA16B
- Red: R241, G92, B34 or HEX #F15C22
- Grey: R88, G121, B124 or HEX #58797C