

# Spreading the Word



SWERUS-C3 is an international research expedition to the East Siberian Arctic Ocean and its adjacent continental slope with the Swedish icebreaker Oden. The expedition will operate in two consecutive legs each approximately 45 days long. Apart from featuring cutting edge science, SWERUS-C3 is a story of human endeavour and collective effort. For these reasons, mobilising resources for communication and outreach is paramount.



We are 10 communication professionals employed by Stockholm University with diverse experience in strategic science communication and public relations. We are organised in different work groups, each dealing with a specific aspect of the outreach effort like university communications, press, events.

We understand how busy it will get on the ship so our job is to ensure that communication and outreach runs smoothly so everyone on the cruise experiences this process positively.

## Our channels



### [www.su.se/swerusc3](http://www.su.se/swerusc3)

- general information, scientific questions, organisation, list of participants, route map and schedule
- an interactive map with the location of the Oden at any time during the cruise → coming soon
- media, press pictures, related articles, reportages...
- blogs from cruise participants → coming soon.
- Updated regularly

## Google tools

### Google Ocean Stories

Your “ocean stories” will come up when visitors “fly around” in Google Earth and can later be searched through: [www.mission-blue.org](http://www.mission-blue.org)

The interface we will use to build a story is accessed: [www.thedeepness.org](http://www.thedeepness.org)

We have already set up an account for SWERUS-C3 and will help you build your stories.

### Google Tour Builder

Here we'll build tours after the expedition and link to or from a website.

[www.google.com/earth/outreach/tutorials/tourbuilder.html](http://www.google.com/earth/outreach/tutorials/tourbuilder.html)



Stockholm  
University



## Video production

Stockholm University has an in-house media production unit. Services on offer include producing, interviewing, filming, scripting and editing. They will make short films and documentaries about SWERUS-C3.

Watch a recent production:

[www.swerus-c3.geo.su.se/index.php/videos](http://www.swerus-c3.geo.su.se/index.php/videos)

# What you can do

## English!

Blog about SWERUS-C3. Tell us your daily lives on the ship, scientific activities, animals you spotted during the cruise etc. Your blog or a link to your blog could appear on the SWERUS-C3 website. Please note that we'll only publish/show links to blogs in English.

Check out blog examples from earlier expeditions:

[www.geo.su.se/index.php/expedition-logs](http://www.geo.su.se/index.php/expedition-logs)

## No bad words!

Tip 1: Please avoid expressing political views, badmouthing colleagues, or disclosing personal information about fellow participants. Apply common sense!

## Address your readers!

Tip 2: Think about your target group. Who are you writing for? Although we will help you adapt the text to your desired group – without changing the tone or personal writing style of the blogger – thinking about your readers during the writing process will help you organise your thoughts better leading to a speedy publication.

## #SWERUSC3

Do you tweet about SWERUS-C3? If so, let us know and we will follow you and retweet your posts. Please use the hashtag #SWERUSC3 if you're tweeting about the expedition.

## Tell your story in pics

Provide us with your best pictures and footage to visually tell us your story. Quality of the material is not always the most important thing if the story is good! Whether you're using a DSLR camera or the camera on your mobile, send us your stories in pictures! FYI: Your pictures will be credited and widely used.

Send your blog entries and pictures to [stella.papadopoulou@itm.su.se](mailto:stella.papadopoulou@itm.su.se), and cc: [ines.jakobsson@geo.su.se](mailto:ines.jakobsson@geo.su.se)

## Be a SWER-ep

Talk about SWERUS-C3 at public outreach events and with the media in your country. Talking to the public directly is an effective way to communicate science whilst inspiring young people to follow in your footsteps!



## Press releases

in Swedish & English

→ Mynewsdesk, Expertsvar, EurekAlert



## Contact

Stella Papadopoulou | [stella.papadopoulou@itm.su.se](mailto:stella.papadopoulou@itm.su.se)  
& cc: Ines Jakobsson | [ines.jakobsson@geo.su.se](mailto:ines.jakobsson@geo.su.se)

→ Proofreading, editing & publishing of blog entries & photos on SWERUS-C3 website & social media

Stockholm University's Press Office may contact you in the future to arrange an interview. If you want to be a spokesperson for SWERUS-C3 you can contact the Press Office by email: [press@su.se](mailto:press@su.se)

## Outreach events

Examples:

### Crosstalks

[www.crosstalks.tv](http://www.crosstalks.tv)

### Researchers' Night (ForskarFredag)

[www.ec.europa.eu/research/researchersnight/index\\_en.htm](http://www.ec.europa.eu/research/researchersnight/index_en.htm)  
[www.forskarfredag.se](http://www.forskarfredag.se)

We need your help to do a good job!

Bon voyage!



Stockholm  
University