

# KUDOS Pro

Maximize engagement and  
accelerate impact for your research



# KUDOS Pro

Impact is driven by engagement.  
Engagement is driven by communication.  
Communication is driven by Kudos Pro.

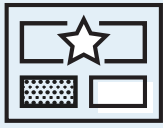
For research to have impact, the people who can apply it need to find it and understand it. This requires effective communication and engagement beyond traditional academic activities and events. But researchers have limited time and skills for reaching broader audiences.

Kudos Pro is a platform for managing research communication, engagement and impact. It helps researchers take a more systematic, professional approach to planning, managing and evaluating communications. It distils a wealth of strategic communications expertise into a simple framework for accelerating and broadening the impact of research.

By centrally capturing and analyzing how researchers around the world are building engagement with their work, Kudos provides academics, universities and funders with the world's first evidence base for driving more effective, efficient research engagement and impact.

- ✔ The only platform that is designed for collaborative communication, supporting teams both within and across organizational boundaries.
- ✔ The only platform that logs, tracks and compares both online and offline communications around research, giving the full picture of which channels and activities are most effective.
- ✔ The only platform that aggregates all key metrics in one place, enabling easy analysis of engagement efficacy, and optimizing of ongoing and future communications.





# Showcase

Quickly and easily create online profiles for projects, publications and other outputs

Use our simple templates to create attractive web pages that both you and Kudos can promote to maximize visibility and engagement.

- ✓ Target specific audiences and shape your briefings to their needs and interests
- ✓ Broaden engagement via Kudos showcases for the public, media, industry, educators and policy makers
- ✓ Leverage your networks to optimize your potential for impact



# Plan

Quickly and easily create professional engagement and impact plans

Formulate ideas and create a to-do list for the pathways that will maximize your impact potential.

- ✓ Define audiences and goals
- ✓ Select activities from our recommendations or add your own
- ✓ Build your plan and adapt at any time
- ✓ Export the plan to submit as an appendix to grant applications



# Action

Allocate tasks, track progress and capture evidence of engagement and impact

Capture information to help you record the audience reached, interest generated or engagement achieved via each activity, to simplify future efforts to track and report impact.

- ✓ Coordinate and manage tasks across collaborators
- ✓ Log, track and tag communications consistently across all channels
- ✓ Generate trackable links to measure online activities (e.g. email, social media, scholarly networks) and offline activities (e.g. posters, workshops, talks)



# Results

Evaluate and report on all your engagement and impact activities from one dashboard

Access a range of metrics relating to the reach, engagement and impact of your work.

- ✓ Analytics including views and visitors both for your project pages, and for individual outputs
- ✓ Communication metrics including clicks on links shared, with granular metadata including channels and labels for unique analysis of effectiveness
- ✓ Publication metrics including citations and Altmetrics
- ✓ Tracking over time and by country

# KUDOS Pro



## Increase reach

by continually evaluating and refining communications activities and channels



## Maximize impact

potential by ensuring that recommendations and findings are found and understood by those who will implement or cite them



## Simplify reporting

with end-to-end, one-stop tracking of communications, responses, engagement and impact



## Save time

by learning which activities and channels can best drive impact and engagement, and tailoring ongoing and future plans accordingly



## Broaden engagement

by using a range of channels and formats to reach stakeholders, advocates, the media and the public



## Target audiences

more effectively, with information tailored to their specific needs and interests



## Track impact

more efficiently - recording the activities on the pathway to impact creates indicators of impact potential that enable impact tracking efforts to be prioritized



## Improve funding success

by creating and submitting more comprehensive, professional communication and engagement plans



Project

# PACE | Physically Active Children in Education

Good For Kids

65





People Reached  
↑ 3% increase  
in last 7 days

29

People Reached  
↑ 10% increase  
in last 7 days

## Activities

### Conferences and Events +

- ✓ SSP in Boston 
- ✓ ALPSP annual meeting 
- ✓ Keynote at STM meeting 
- ✓ Workshop at EARMA (Bologna) 

### Targeted Briefings +

Summary sheet for OAI11  
communicati

## Log Engagement

### Oxford Conference 2019

Capture information to help you record the audience reached, generated, or engagement achieved via this activity, in order to support your future efforts to track and report impact.

Last edited by Alex Reid earlier today

### Data

Estimated people reached 300

Main audience Policy makers

They from? Regional

## Audience

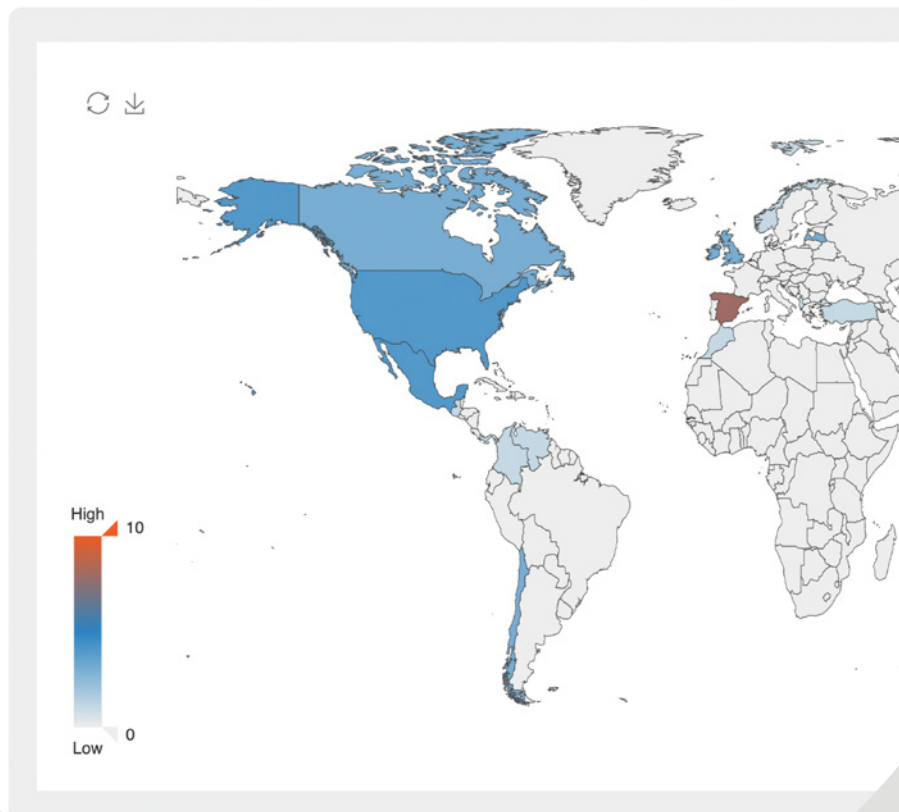
- Peers in our field
- Policy makers
- Journalists
- Industry

## Impact and Engagement Goal

- Changing attitudes or behaviours
- Creating economic benefits

future partner

## Views by Country





300,000+

researchers from all over the world are already using Kudos to improve their visibility and impact

60M+

views of research works driven through Kudos

23%

higher growth in article downloads when authors use Kudos

10,000+

universities and institutions in over 190 countries are already represented on Kudos



“ Valuable insight on how effective a method of communication is, showing where the most return for effort is, freeing up research time. ”

**Sarah Slowe**

*Head of the Office for Scholarly Communication, University of Kent*



“ We have been struggling to share our great work beyond our core stakeholders. Kudos is exactly what we have been asking for. ”

**Ruvimbo Rushwaya**

*Communications Project Manager, University of Witwatersrand*



“ Kudos Pro is a foundational part of our Knowledge Translation Strategy, which addresses the gap between research evidence and practice. ”

**Matthew McLaughlin**

*Knowledge Translation Champion, University of Newcastle / Hunter New England Population Health*



Kudos was founded in 2013, to help maximize reach and impact of research. Its first service focused on building readership of publications; a peer-reviewed study showed that articles for which Kudos had been used had 23% higher growth in downloads.

The Kudos team has since developed Kudos Pro, to help researchers take a more strategic, proactive approach to communication and engagement from early in the research process.

The platform is framed around the Research Mobilization model, which sets out the steps required to progress from research to impact. It is the only platform that has been specifically designed to plan and manage research communications, capturing the wide range of engagement activities, and mapping these against relevant metrics.

[www.growkudos.com](http://www.growkudos.com)

✉ [info@growkudos.com](mailto:info@growkudos.com)

☎ +44 (0) 1865 872527

📍 Kudos Innovations Ltd 3 Ashurst Court  
London Road, Wheatley, Oxford, OX33 1ER, UK.

