How to Distribute Research to Global Audience:
A Practical Workflow

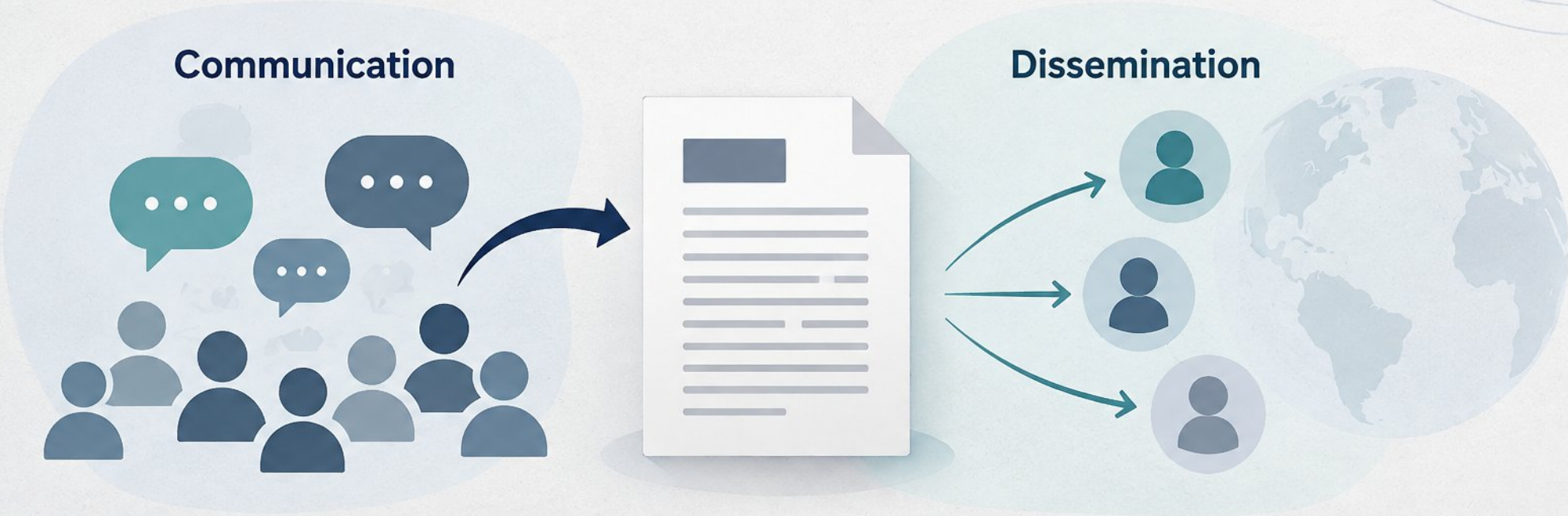


- Plan global distribution from proposal stage, not after publication
- Workflow: objectives → audiences → localization → packaging → channels → launch → partners → measurement → governance



- Success means the right audiences reach, uptake, and use — not just visibility
- Avoid English-only launches, late translation, and time-zone embargo failures

Why Global Distribution Matters Now



- Communication engages broadly; dissemination targets specific users and uptake (EIT RawMaterials)
- Publishing is not the endpoint: work must be seen, discussed, and used (Academic Medicine 2026)
- Funders treat dissemination as part of research governance (UKHSA 2026; Research Policy 2026)
- English-only communication excludes key actors; language should follow audience needs (IDS)

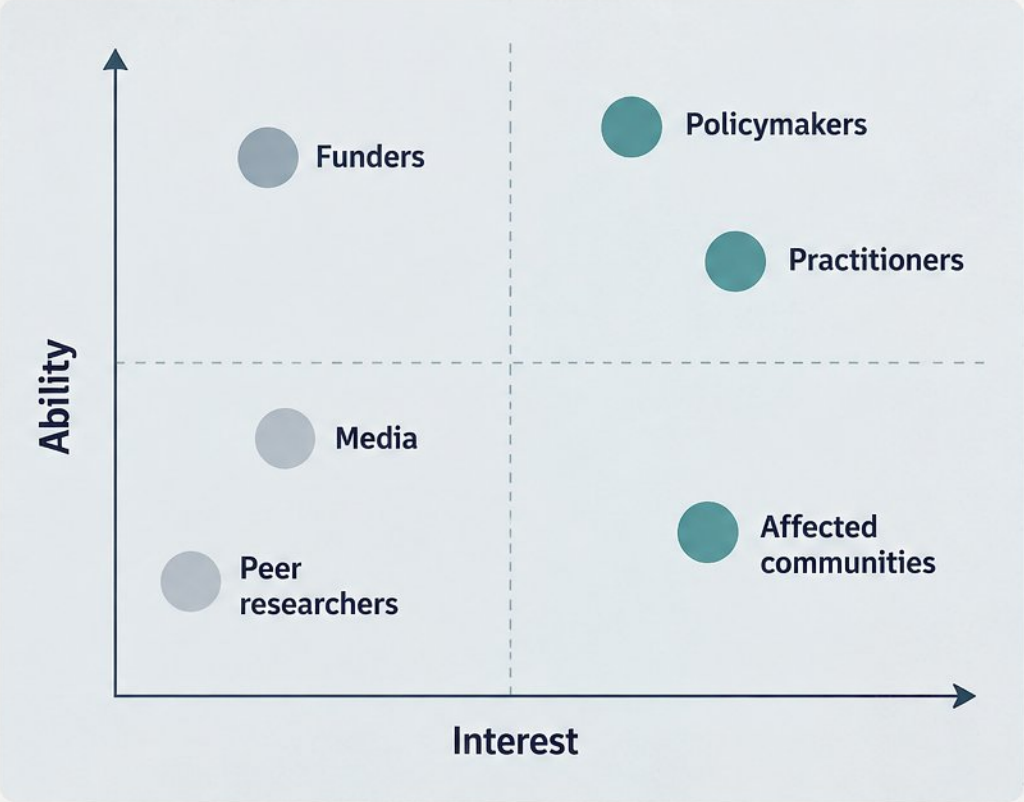
The Seven-Step Dissemination Backbone



- JBI's seven steps: objectives, audiences, messages, products, platforms, resources, evaluate
- Each step produces a decision you can record and review, keeping the workflow auditable
- Iterative by design: road-test parts of the plan before publication (online-first versions, seminars)
- Role mapping: communicators own messages and channels; content teams own products
- Program leads own resources; publishers and partners own distribution rights

Audience and Market Prioritization

- Segment: policymakers, practitioners, media, funders, peer researchers, affected communities
- Use an interest–ability matrix; target four to six priority audiences only
- Score markets on relevance, reach, readiness, and access before ranking
- Tier audiences so effort matches impact; keep lower tiers informed cheaply
- Build lightweight personas and a one-page distribution brief per priority audience



Market scoring criteria

Relevance | Reach | Readiness | Access

Localization Beyond Translation

Translation: text accuracy;
Localization: adapt dates, units, currency, imagery

Transcreation: recreate impact for promotional and campaign content

Localize framing, examples, names, legal requirements, calls to action

Freeze terminology and finalize source copy before translation begins

QC: CRISP five-step back-translation or bilingual expert review plus pilot testing



Packaging Research Into Formats That Travel

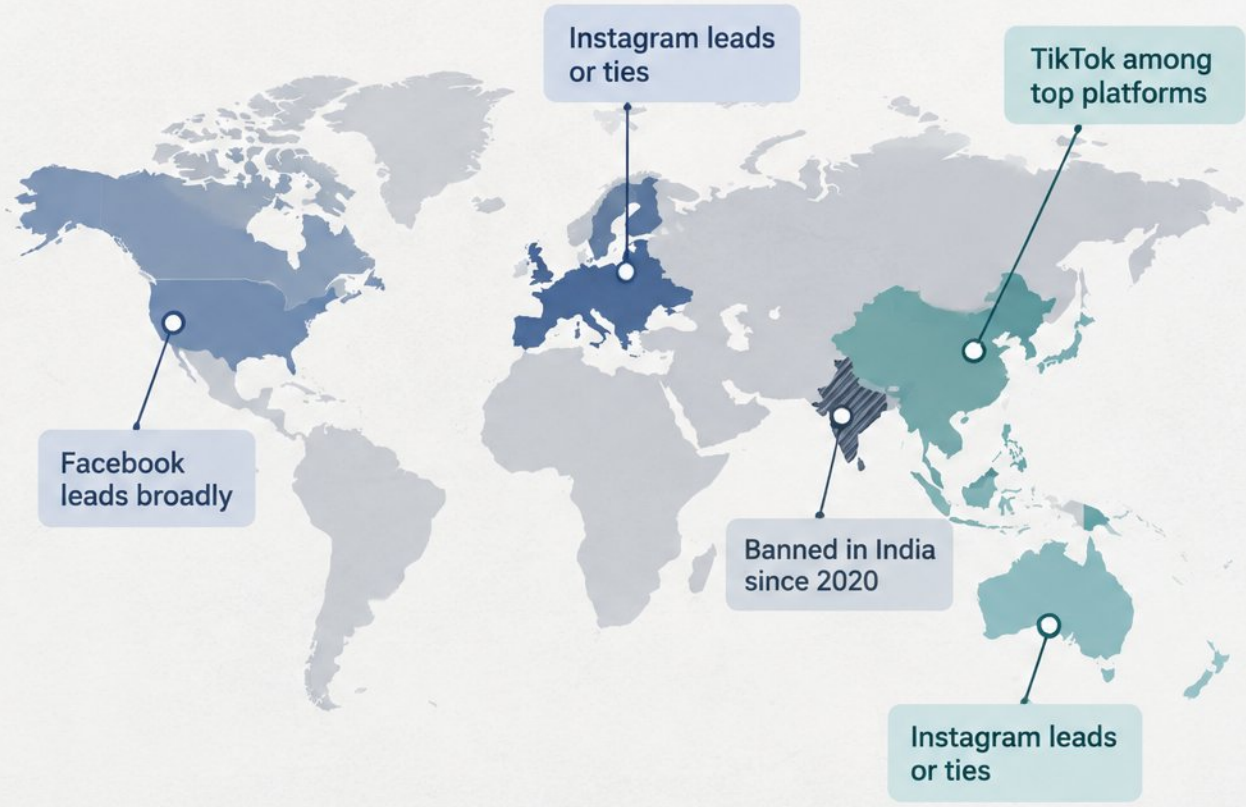
- Match format to intent: skim, scan, study, cite
- Asset set: executive summary, policy brief, slide deck, data viz, social snippets, press kit
- Policy brief: summary under 100 words, key takeaways, evidence-tied recommendations, contact and date
- Social assets narrower than the paper, never stronger than the evidence; always link the source
- Accessibility, plain language, and machine-readable metadata enable global reach



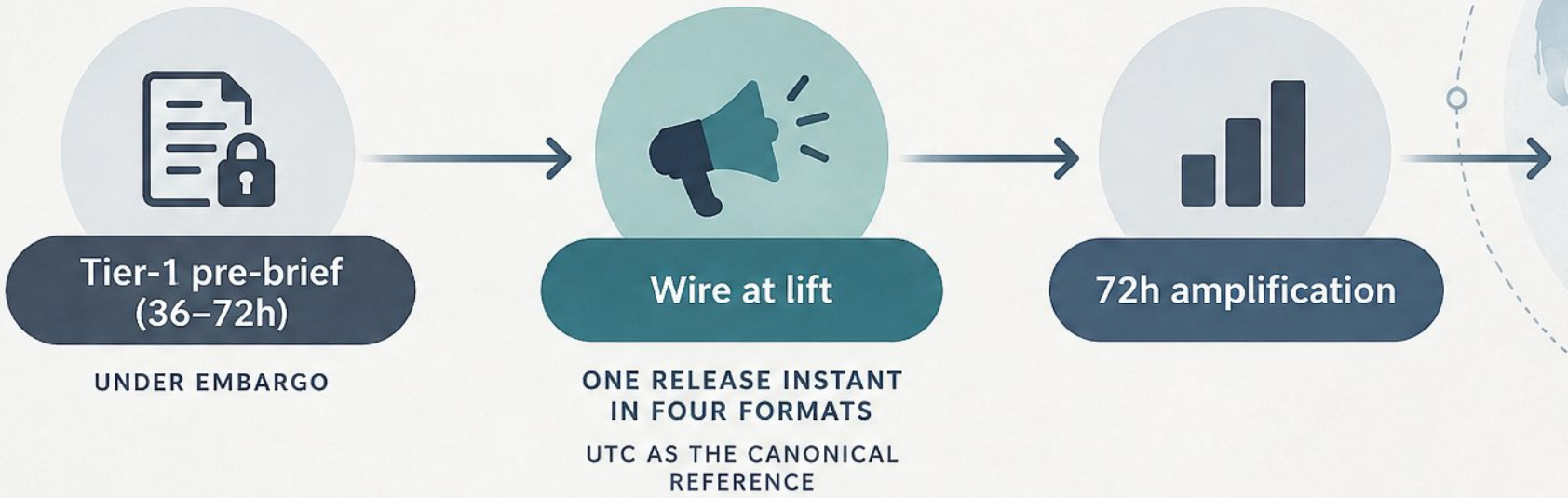
Channel Strategy Across Regions

Different audiences. Different dynamics. A balanced approach everywhere.

- Platform dominance varies: Facebook leads broadly; Instagram leads or ties across high-income Europe and Asia-Pacific (Pew Research Center, October 2026)
- TikTok ranks among top platforms in several middle-income Asian and African markets; banned in India since 2020
- Non-users matter: at least one-third of adults use none of the five major platforms in Germany, Japan, Pakistan, Sri Lanka, India, and Bangladesh
- Keep institutional websites, newsletters, academic networks, news wires, and events in every market plan
- Define owned, earned, and paid mix per market; assign owners, timing, and sequencing



Launch Sequencing and Embargo Management



- Run three tracks: tier-1 pre-brief (36–72h), wire at lift, 72h amplification
- One release instant in four formats, with UTC as the canonical reference
- Record written embargo acceptance, approved version, URLs, and one release owner
- Sequence by audience tier and language; check journal and conference embargo rules
- Launch-week checklist: pages live, assets approved, contacts briefed, escalation route agreed

Partnerships and Amplification

- Identify credible amplifiers: local institutions, journalists, networks, community groups, experts
- Make dissemination shared: coauthors, departments, societies, and partners all amplify
- Partner briefing packs: key messages, evidence sources, approved assets, co-branding rules
- Syndication: clarify rights, licensing, link-backs, and whether usage data flows back
- Agree shared metrics and success definitions with partners before launch



Measurement and Feedback Loops

- Define metrics by audience tier: reach, engagement, uptake, citation, policy mention
- Use a mixed stack: web analytics, platform insights, altmetrics, partner reports
- Altmetrics track attention, not impact; use as process indicators
- Communication is an activity, not impact: track activities, engagement, outcomes
- Set a baseline; review at 30, 60, and 90 days and adjust channels



Governance, Budget, and Risk

- Assign a RACI and name one release owner across teams
- Budget translation, design, promotion, and measurement by market tier
- Finalize copy before quoting; later changes and rush work cost more (IDS)
- Benchmark comms at ~10% of project funding and defend with tiering (EIT)
- Risk register: mistranslation, misinformation, sensitive findings, legal review, platform restrictions
- Approval workflows designed to move at launch speed

RACI Across Teams

Team	R	A	C	I
Communicators	●			
Content teams		●		
Translators			●	
Reviewers				●
Partners	●			

Budget by Market Tier



Risk Register

- Mistranslation
- Misinformation
- Sensitive findings
- Legal review
- Platform restrictions

Build Your 90-Day Distribution Workflow

- Apply the seven-step template to one real research output
- Workshop: pick one output and two or three priority markets
- Draft localization, packaging, channel, and launch plans
- Set 30/60/90-day checkpoints and metrics to review at each
- Avoid late translation, too many markets, and skipped embargo coordination

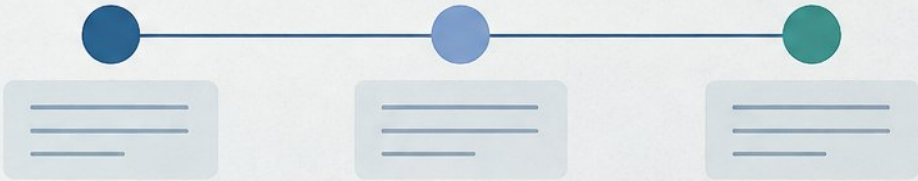
Seven-Step Template



Priority Markets



30/60/90-Day Checkpoints



Pitfalls to Avoid

- Late translation
- Too many markets
- Skipped embargo coordination

Templates, Checklists, and Resources

- JBI seven-step canvas plus university dissemination plan templates as starting structures
- Policy brief and one-pager guides with section-by-section word budgets
- Embargo coordination record and multi-market release readiness board
- Glossary, terminology workflow, and CRISP five-step translation review
- Curated reading: Pew platform data, altmetrics critiques, funder impact frameworks



Key Takeaways and Next Steps

- Global distribution is a planned workflow, not a post-publication add-on
- Prioritize four to six audiences; localization and packaging follow audience needs
- Channel choices must reflect regional platform reality and non-users (Pew 2026)
- Launch with disciplined embargo and sequencing; amplify through partners
- Measure activities, engagement, and outcomes honestly; iterate at 30/60/90 days



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