



COMMUNICATIONS SERVICES

Overview

NIMBioS provides a range of communication services designed to support researchers in mathematics, biology, ecology, public health, the life sciences and more. This document outlines the services included as part of NIMBioS support.

Our services focus on thinking through the content and design decisions for websites and social media to help promote your efforts. If your needs are constrained by particular brands (e.g., university or institutional colors, logos, or layouts), we cannot help with direct creation, but we can still help with high-level strategic choices. If you are looking to build independent websites or social media content, we're happy to help with both the thinking and actual creation.

Included Services

1. Website Support

- **Initial Website Structure:** Creating the initial structure and layout of a website.
- **Page Creation:** Developing the essential pages for a website. The purpose is to provide a framework for the client to customize according to their preferences. Please note that this does not include adding all content to each page. This does not include regular website maintenance or management. (These additional opportunities for support are available as a fee-based service.)
- **Client Training:** Teaching the client how to add and manage content, as well as providing guidance or assistance during the customization process to build a user-friendly and effective website. (Additionally, if the client desires creative input, that can be provided as a fee-based service.)

2. Press Releases

- **Information Gathering:** The communications manager will work with the client to gather all necessary information to be included in a press release.
- **Drafting and Editing:** Once all information and layout for the release are agreed upon, the communications manager will create a draft. Subsequently, the client will provide one round of edits and feedback to ensure that the press release accurately portrays their vision and desired message, and achieves intended impact.
- **Distribution Strategy:** Determining the appropriate news outlets to pitch press releases to and managing the distribution process.

3. Social Media Support

- **Event Promotion:** Posting about upcoming events and activities related to modeling in the life sciences on NIMBioS social media channels.
- **Research Highlights:** Sharing significant research findings and publications related to modeling in the life sciences on NIMBioS social media channels.
- **Real-Time Updates:** Highlighting current projects, researcher achievement, and ongoing activities related to modeling in the life sciences on platforms such as Instagram, Twitter, and Facebook.
- **Platform Training:** Providing initial training on how to use social media platforms effectively.
- **Template Creation:** Working with the client to design templates on Canva for consistent and professional-looking posts.
- **Content Scheduling Assistance:** Assisting with the scheduling of social media content for two months.
- **Creating Media Channels:** Creating accounts on clients desired social media platforms (Instagram, X (Twitter), LinkedIn, Facebook, etc.)

Additional Services

While the above list captures our natively available support for researchers working in modeling in the life sciences, we are happy to provide more in depth support for communications efforts within and among our community as part of our fee-based efforts. Please reach out with any ideas or requests and we will work on an individual basis to provide a detailed cost/time estimate for the work needed.

For more information or to request a quote for additional services, please contact NIMBioS at contact@nimbios.org.