

Postcard Summary

Simplify Your Communication

How to effectively communicate your research findings

Simplifying your communication is about making your messages clear, direct, and easy to understand. Wordy, jargon-heavy, and poorly formatted texts can dissuade users from engaging with your evidence.



Clear, concise, and memorable titles are key to engaging your audience and improving citation rates.



Visual representations of data help identify trends and anomalies. Consider translating raw data into accessible visuals.



Make evidence accessible by highlighting **key takeaways** upfront, explaining methods clearly, and keeping content concise.