How you can help promote the Evidence Commission report

The Evidence Commission report: A wake-up call and path forward for decision-makers, evidence intermediaries, and impact-oriented evidence producers is under embargo until 27 January 2022 at 12:01am EST, at which time it will be available on the Evidence Commission’s website. Once the report is live, we’re hoping that you can help us to promote both the report and launch events. Here are some ways you can help capitalize on this once-in-a-generation opportunity to systematize what’s going well and fill the many gaps that exist in how we use evidence to address societal challenges:

• Retweet/share content from the Evidence Commission
  o Follow us on Twitter
  o Follow us on LinkedIn

• Post/share content promoting the report through your own channels
  o Share content directly through your own social-media channels (see below for sample posts)
  o Sign up to receive updates via the Evidence Commission e-newsletter and re-purpose updates in your own e-newsletters

• Attend and live tweet from one of our launch events
  o 27 January, 8-9am EST
  o 28 January, 9-10am AEDT (for advanced time zones)

Here are some content suggestions to help you extend the reach of the Evidence Commission’s report:

General notes
• Tag or mention the Evidence Commission in your posts - @evidencecomm on Twitter and @EvidenceCommission on LinkedIn
• Use hashtags (but no more than two) – we recommend either #evidence or #science and one other that’s sector-specific depending on the focus (e.g. #policy, #decision, #covid19research, #covid19, #climatechange)

Twitter
Launch events (you can also use the visual* at the end of the document)

Register now to join one of the @EvidenceComm’s webinars for the launch of the Commission’s report and learn more about how the world can up its game using #evidence to address future societal challenges than was the case with #COVID19 https://www.mcmasterforum.org/networks/evidence-commission/events

Join @EvidenceComm for the release of the Evidence Commission report and recommendations. Register now for the launch webinar https://www.mcmasterforum.org/networks/evidence-commission/events #evidence #policy

Report
A new report, released by @EvidenceComm, finds that decision-makers responding to present-day societal challenges and tomorrow’s crises have an unprecedented opportunity to build on what has worked in using #evidence before & during the #COVID19 pandemic https://www.mcmasterforum.org/networks/evidence-commission/report/english

The @EvidenceComm issues a wake-up call and path forward for relying on #evidence. The world can be better prepared for future societal challenges than was the case with #COVID19. Read the report https://www.mcmasterforum.org/networks/evidence-commission/report/english
The 24 recommendations from the @EvidenceComm report call for decisive action by multiple stakeholders to ensure evidence is consistently used to address societal challenges

**Longer form posts for LinkedIn/Facebook**

‘Slow burn’ societal challenges like educational achievement, health-system performance and climate change have taken a backseat to the global pandemic, now entering its third year. But a global report, released by the Evidence Commission, finds that decision-makers responding to present-day societal challenges and tomorrow’s crises have an unprecedented opportunity to build on what has worked in using evidence before and during the pandemic.

Read the report to learn more https://www.mcmasterforum.org/networks/evidence-commission/report/english

**Newsletters and blogs**

- Expand on the above content or repurpose updates from our e-newsletter

**Direct contact/personal correspondences**

We will be reaching out to media contacts and key audiences, but we invite you to consider expanding our reach by contacting influential individuals with whom you have an existing connection.

- Pitch a story to or draft an op-ed for your national news media
  - Please keep us up-to-date with any successful outreach - evidencecommission@mcmaster.ca
- Pitch a commentary in academic journals and other publications
  - Consider collaborating with the Evidence Commission team
  - Please keep us up-to-date with any successful outreach - evidencecommission@mcmaster.ca
- Reach out to your key direct contacts through personal correspondence
  - Please consider copying evidencecommission@mcmaster.ca on outreach emails

If you have questions or need additional resources, please contact the Evidence Commission at evidencecommission@mcmaster.ca and Steven Lott, Senior Lead, Communications at lotts1@mcmaster.ca.

For launch (27 January 2022), our website will make available the English report, an executive summary, and launch announcement, along with additional materials from the report. Our reports in Arabic, Chinese, and French will also be available for launch, while the Portuguese, Russian and Spanish reports will follow on our website within two weeks of the launch.

*English-language launch webinar promotional visual. Other visuals to be available through our social channels*