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# What is public engagement?

## Definitions

“Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit.”

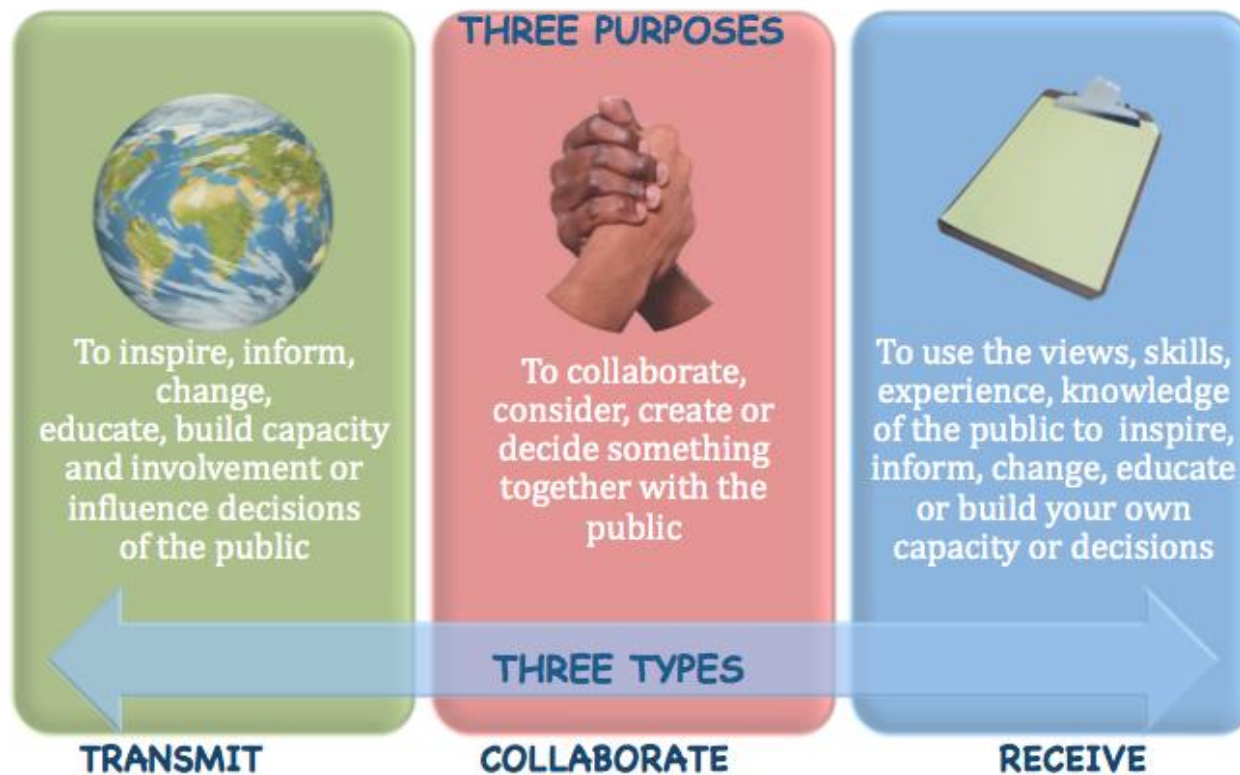
- National Coordinating Centre for Public Engagement

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# Breaking that down...

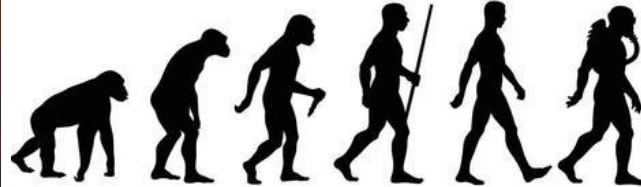


## Working definition of public engagement at UCL

- Supporting communities with our expertise.
- Nurturing a society in which the next generation want to take part in research, teaching and learning.
- Encouraging people outside the university to contribute their research and knowledge to our programmes.
- Taking part in dialogue about the direction of our research and teaching.
- Telling public groups about our work.
- Creating knowledge in collaboration with communities and interest groups outside the university.



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# What is social media?





# Key Questions

- Who is your audience?
- How much time do you have?
- What already exists?
- What do you want to achieve?
  - What benefit is there for you?
  - What benefit is there for your audience?
- Are you providing a benefit?
- How will you evaluate the project?
- Do you appear credible?
- Be consistent.

**Thank you**

**[www.ucl.ac.uk/public-engagement](http://www.ucl.ac.uk/public-engagement)**

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