## ICTP Media & Communications Activities

The ICTP projects team employs multiple communication strategies to reach varied audiences for distinct purposes (see Table 9.1). Two quarterly eNewsletters represent the more traditional strategies in our toolkit: [The Implementeer](https://impact.fpg.unc.edu/implementeer) is produced for all Triple P system partners across North Carolina and South Carolina; the [Triple P Brief](https://ictp.fpg.unc.edu/child-welfare-resources) focuses on North Carolina child welfare system partners, particularly those at county levels. Our podcast series, [Implementation Science at Work](https://open.spotify.com/show/7HWxSgbUbXhk57mrKb1X0W), uses a storytelling format to reach a broad implementation practice audience. The Impact Center at FPG X (formerly Twitter) and LinkedIn accounts (X: [@ImpactFPG](https://twitter.com/impactfpg?lang=en); LinkedIn: [The Impact Center at FPG, UNC-CH](https://www.linkedin.com/company/the-impact-center-at-fpg-unc-ch/)) anchor our social media strategy, which aims to reach a broad audience of implementation research and practice colleagues, including those in the NC and SC Triple P systems. Finally, the [ICTP website](https://ictp.fpg.unc.edu/)includes anICTP Simulation Lab (SimLab), which integrates guided learning activities with simulated feedback; an Implementation and Scaling Improvement Lab (ImproveLab), which lets users drill down on key strategies and resources to achieve desired performance goals; and a “quick-search resource” to get targeted access to ICTP implementation learning, application, and measurement resources. While the ICTP website is a key resource for ICTP ISPs to create blended learning strategies within their direct support activities, it is also universally available to system partners outside of ICTP ISPs’ direct supports.

All ICTP communication activities are guided by

* a formal assessment process,
* observations from ICTP regional support teams,
* broader observations and interactions with partners in the NC and SC Triple P systems, and
* the monitoring of implementation science and practice conversations in social and social media spaces.

On a quarterly basis, the ICTP projects team examines analytics across all communications platforms, including Mailchimp (*The Implementeer* and *Triple P Brief*), Spotify (*Implementation Science at Work* podcast), and web and social media platforms (Impact Center at FPG and ICTP Projects websites, X [formerly Twitter], LinkedIn). NCLC survey data is also examined on a quarterly basis. From time to time, the ICTP project team conducts additional evaluation activities related to various media and networking strategies.

**Table 9.1** ICTP Media, Communications, and Networking Activities

|  |  |  |
| --- | --- | --- |
| Activity | Channel/Platform | Audience(s)\* |
| Produce photos, messages, and announcements on implementation practice topics (with users)   * Support messages * New ICTP tools and resources * New team members * Implementation science in practice * Concept of the month * Sitework photos * Partner photos * Partner webinars * Partner events | X (formerly Twitter), LinkedIn | Regional Triple P leaders and implementation team members, System-wide Triple P partners, Broader implementation science and practice audiences |
| * Responsive information and resources on requested topics * New ICTP tools and resources * New team members * New publications, presentations * Awards | NCLC meetings | Regional Triple P leaders and implementation team members, System-wide Triple P partners |
| * Create 1-pager or other short e-print materials on implementation practice topics | SimLab, X (formerly Twitter), LinkedIn, Triple P Brief, The Implementeer | Regional Triple P leaders and implementation team members, System-wide Triple P partners |
| * Create short stories to document the benefits and challenges of effective and equitable implementation practice from multiple perspectives; importance of effective implementation/programmatic work | Implementation Science at Work podcast, The Implementeer | Regional Triple P leaders and implementation team members, System-wide Triple P partners |
| * Create videos modeling effective implementation practices (with users) | X (formerly Twitter), LinkedIn, SimLab, The Implementeer | Regional Triple P leaders and implementation team members |
| * In tandem with ICTP learning and application resource development, co-create and/or disseminate existing ICTP implementation practice and Triple P programmatic materials | SimLab, X (formerly Twitter), LinkedIn, The Implementeer, Triple P Brief | Regional Triple P leaders and implementation team members |
| * Build network connections through stories, meetings, opportunities to connect virtually or in person | NCLC meetings, X (formerly Twitter), LinkedIn, The Implementeer, Podcast recording sessions | System-wide Triple P partners |

Note. ICTP = Implementation Capacity for Triple P; NCLC = North Carolina Triple P Learning Collaborative; SimLab = Simulation Lab.

**\***Key audiences: regional Triple P leaders and implementation team members, system leaders, funders, community and system partners, policymakers, and technical assistance or intermediary support providers