



# **Editors network session #7**

2021-09-03

Reaching out



# Agenda

1. Presentation: ITRL and their successful events (Malin)
2. Presentation: Tips when preparing an event (Ulrika)
3. Reflections and questions
4. In practice: How to create the post in polopoly
5. Latest news from the web team of KTH (Ulrika)
6. Presentation: Reaching out. Materials on LinkedIn – niched news that work and not work (Ulrika)
7. 12:00 Meeting ends
8. 12-12:30 Ask your questions to Ulrika





# ITRL Breakfast Webinars

Malin Danielsson



**ITRL — INTEGRATED TRANSPORT  
RESEARCH LAB**

KTH ROYAL INSTITUTE OF TECHNOLOGY

### The social costs of markets in mobility








psychological and social impacts

building inequality into the infrastructure of cities

privatisation of the use of the road network

ITRL Breakfast Webinar: Make way for the wealthy?

### CBA ELECTRIC ROADS

- Long distance heavy trucks
- On the road large share of the day & drive long distances
- Hybrids: carriers' higher capital cost must be offset by lower mileage cost.
  - Cost of electric power
  - Mileage fuelled by electricity
- Economies of scale and scope (also across national borders)
- One what part of the road network can electric roads generate a social net benefit? How big does the network have to be?
- Is it possible to generate a profit from an investment in electric roads - i.e. can they be financed with user fees?

vti

ITRL Breakfast Webinar: How can we understand electric roads?

### Site Management

- Logistics
- Fleet Management
- Traffic Management



Volvo Autonomous Solutions Company Presentation  
6 March 2021

Volvo Autonomous Solutions

### Who continued travelling by public transport during COVID-19?

**Just accepted!**

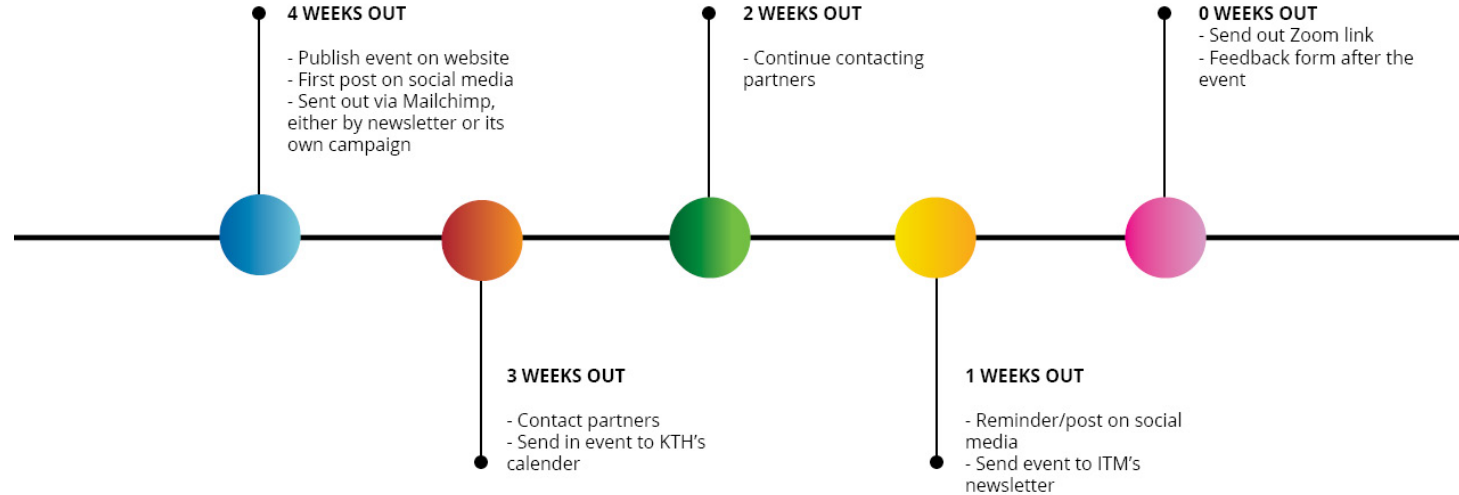
Erik Almöf, ITRL/Trafikförvaltningen Region Stockholm  
Isak Rubensson, Trafikförvaltningen Region Stockholm  
Matej Cebecauer, div. of Transport Planning  
Erik Jenellius, div. of Transport Planning

SCANIA ERICSSON Region Stockholm TRAFIKVERKET

ITRL - INTEGRATED TRANSPORT RESEARCH LAB  
A ROYAL INSTITUTE OF TECHNOLOGY

ITRL Breakfast Webinar: Automated Vehicle Traffic Control Tower

# Communications timeline







ITRL – Integrated Transport Research Lab (KTH)

786 followers

4mo • 🌐



REGISTER HERE: <https://lnkd.in/ew8bAtx>

The advances of autonomous technology envision taxi fleets that can pick you up at your home at a fraction of today's cost of a taxi ride. Once people are paying for mobility on the roads on a "per trip" basis, it will be possible to offer different levels of access, and service, at different prices. But will this type of services only have benefits? Or could it be that a pay-as-you-can service would lead to a less equal society?

Join us for the second Breakfast Webinar of the semester on April 13th with our speakers Prof. **Robert Sparrow** and Dr Mark Howard from **Monash University**. The webinar is moderated by **Erik Almlöf** from ITRL.

Register and read more here: <https://lnkd.in/ew8bAtx>

[#webinar](#) [#selfdrivingvehicles](#) [#transportation](#)

## Breakfast Webinars 2021

Make way for the wealthy?  
*Autonomous vehicles, markets in  
mobility, and social justice*



**Prof. Robert Sparrow**

Professor in the Philosophy Program  
& a Chief Investigator in the Australian  
Research Council Centre of Excellence  
for Electromaterials Science at Monash  
University

Moderated by  
**Erik Almlöf**



**Dr. Mark Howard**

Research Fellow with the Philosophy  
program at Monash University  
part of an Australian Research Council  
Centre of Excellence for Electromaterials  
Science

PhD student at Integrated Transport  
Research Lab and and Traffic analyst at  
the Public Transport Administration at  
Region Stockholm

Join us on the 13<sup>th</sup> April 2021 at 8:30 am



## Newsletter April 2021

[Breakfast webinars](#) | [News](#) | [Meet the team](#) | [Media & Publications](#)

### Breakfast webinars

#### Breakfast Webinars: Special edition

##### One year later

*How Covid-19 changed the landscape of transportation*



##### PUBLIC TRANSPORT PERSPECTIVE

by Erik Almlöf

Ph.D. student at Integrated Transport Research Lab and Traffic Analyst at the Public Transport Administration at Region Stockholm



##### PEOPLE'S BEHAVIOUR PERSPECTIVE

by Elisa Bin

Research Engineer at Integrated Transport Research Lab



##### E-COMMERCE PERSPECTIVE

by Claudia Andruetto

Ph.D. student at Integrated Transport Research Lab



##### LOGISTICS PERSPECTIVE

by Liselotte Mulder

Research Engineer at Integrated Transport Research Lab

Moderated by

Philip E. Paré



Associate professor at Purdue University, School of Electrical and Computer Engineering

Join us on the 4<sup>th</sup> May 2021 at 3:00 pm



We have now spent one whole year living through and adapting to the historic COVID-19 pandemic. Over this year, we have seen a dramatic change in our day to day life and it's needless to say that this shift has had an immense impact on transport systems. In this very special edition of Breakfast Webinars we invite ITRL researchers to present their work related to COVID-19.

The speakers will be joined by our moderator Prof. Philip E. Paré (Purdue University) as we explore the answer to the question: What REALLY changed in the transportation sector because of the COVID-19 pandemic? In true ITRL fashion we take a multi-perspective lens to understand the effects of the pandemic on people, mobility and goods.

[Read more and register](#)

Missed our last webinars?



Make way for the wealthy?

### Breakfast Webinars

## Make way for the wealthy? Autonomous vehicles, markets in mobility, and social justice



**Time:** Tue 2021-04-13, 08:30 - 09:30

**Speakers:** Prof. Robert Sparrow & Dr Mark Howard

**Moderator:** Erik Almlöf

Join us for the second webinar of the semester with our speakers Prof. Robert Sparrow and Dr Mark Howard from the University of Monash (Melbourne, Australia).

The advances of autonomous technology envision taxi fleets that can pick you up at your home at a fraction of today's cost of a taxi ride. Once people are paying for mobility on the roads on a "per trip" basis, it will be possible to offer different levels of access, and service, at different prices. But will this type of services only have benefits? Or could it be that a pay-as-you-can service would lead to a less equal society?

To increase our understanding of these kinds of services and their implications on society, Prof. Sparrow and Dr Howard discuss the ethical and political challenges involved in the use of such a pricing mechanism in the context of urban mobility.

[Read more and register](#)

[Watch our previous webinars here.](#)



# A modern public transport solution: Lessons learnt from self-driving buses in Barkarby

MMiB became the first project in Europe that integrated self-driving buses in public transport, the project aims at implementing an integrated and sustainable mobility solution in Barkarby city from economical, social and environmental perspectives. Join us for the final Breakfast Webinar of this semester with two presentations that will discuss the experiences of implementing autonomous buses in live traffic.

Time: Tue 2021-06-01 08:30 - 09:30

Location: Zoom (link will be sent out to registered participants)



The speakers will be presenting results and experiences from ITRL project "MMiB - Modern Mobility in Barkarby". Moderator is ITRL director Anna Pernestål.

*Register at the bottom of this page.*

## The world's most modern city traffic solution?

### Speakers

Daniel Sjöström, Business development at Nobina, Håkan Karlsson, Business development at Trafikförvaltningen SL.

### Abstract

Barkarbystaden is developed with the most sustainable and modern public transport solutions available. Autonomous shuttles, electrified BRT combined with commercial new mobility in a MaaS-solution has been in place for a while. Listen to experience from the development, learn from achievements and hear about future plans.

## People in automated bus deployment

### Speaker

Yusak Susilo, BMK Endowed Professorship in Digitalisation and Automation in Transport and Mobility System.

### Abstract

This presentation highlights reflections from the findings gathered through the deployment of automated public transport service in Stockholm, Sweden. Three waves of longitudinal survey (of 500 respondents) was deployed among the residents and workers who live and work in the serviced corridor in order to understand the longitudinal changes in the behaviours and expectations of the respondents toward the services. Factors that influence



# Keys to success

- Know what the goal of the webinar is
- Utilize partners networks
- Multiple points of contact for viewers
- Engage the audience
- Maintain a good relationship with speakers



[itrl.kth.se/events](http://itrl.kth.se/events)



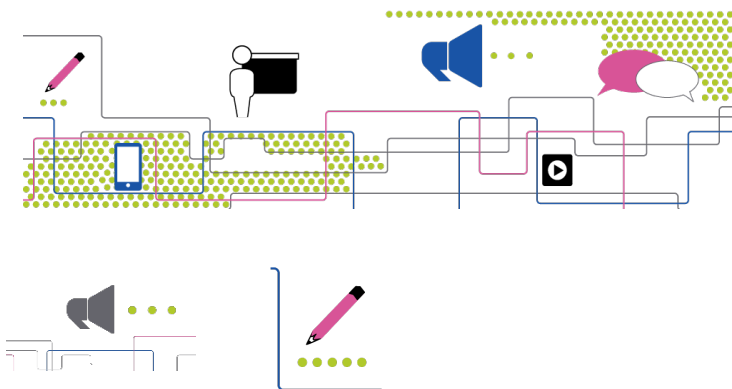
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RESEARCH LAB**

KTH ROYAL INSTITUTE OF TECHNOLOGY



# The event process – an example

*Spread your research*



<https://intra.kth.se/itm/itm-kalender/lar-dig-presentera-din-forskning-1.1022670?date=2020-11-19&orgdate=2020-11-01&length=1&orglength=30>

## Learn how to present your research

SEMINAR: "How to talk about your research so you blow people off their chair". Exclusive seminar/workshop with Anders Sahlman and Pontus Ströbaek for employees at the Schools ITM and EECS.

Time: Thu 2020-11-19 13.00 - 15.30

Location: Zoom

Lecturer: Anders Sahlman and Pontus Ströbaek

Do you want to be able to present your research like a pro? If you can talk about your research in an engaging way, you will be able to reach out with your topic and result more easily. Join an entertaining and useful seminar/workshop with professionals Anders Sahlman and Pontus Ströbaek.

The seminar is in English.

*The event Nov 19 is fully booked, but we plan to offer the course again.*



Anders Sahlman

Anders is an experienced and popular presentation coach who coaches both researchers and TV stars. He has worked with research communication for more than 15 years, appears in TV as an actor and stand-up comedian. He coaches participants in the Researcher Grand Prix competition and has a background with biotechnology at KTH.



Pontus Ströbaek

Pontus has over 30 years of experience of the stage as an actor, comedian, director and screenwriter. In the last decade he has developed his own ideology regarding presentation techniques with concrete tips on how to become better at captivating an audience from a stage, a customer in a pitch situation or for that matter get a colleague to listen in the coffee room.



Workshop

After the presentation there will be a two-hours optional workshop, where you can practice your new knowledge.

Register here no later than Nov 18



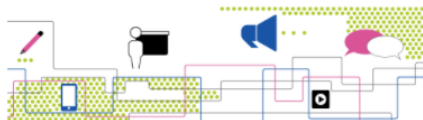
Hi Ulrika, exclusive invitation to entertaining education opportunity.

[Web version](#)



KTH ROYAL INSTITUTE  
OF TECHNOLOGY

## How to talk about your research so you blow people off their chair



### Exclusive seminar on November 19, at 13:00

Do you want to be able to present your research like a pro? If you can talk about your research in an engaging way, you will be able to reach out with your topic and result more easily. Join an entertaining and useful seminar/workshop with professionals Anders Sahlman and Pontus Ströbaek.



Photo: Niklas Lindgren

#### Anders Sahlman

Anders is an experienced and popular presentation coach who coaches both researchers and TV stars. He has worked with research communication for more than 15 years, appears in TV as an actor and stand-up comedian. He coaches participants in the Researcher Grand Prix competition and has a background with biotechnology at KTH.



Photo: Niklas Lindgren

#### Pontus Ströbaek

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[Register here no later than Nov 18](#)

### Practical details

- 2 hours seminar and a voluntary half an hour for exercises.
- Limited number of participants (so sign up early)
- Zoom event
- The seminar is in English
- ["Skills in presenting your research is a game changer"](#) - interview with Anders Sahlman

### Voices about the event

"Excellent opportunity for all researchers in all stages of their career to develop their presentation skills. Great tips on how to integrate personal experiences and emotions in scientific talks." / Participant, KTH

"Really amazing. There were a lot of concepts that I had not considered that will definitely improve my communication skills. The individualized feedback was very beneficial and not something you often get from your peers."  
*Claire Lyons, Lund university*

"After the workshop, I feel like I can present my research, or any other subject, in a more comfortable and confident way."  
*Benjamin Jones, Stockholm University*

[Register here no later than Nov 18](#)

### Contact

This event is first in the seminar series "Spread your research", arranged by the EECS School and the ITM School.

If you have any questions, please contact:

Anna Gullers, [agullers@kth.se](mailto:agullers@kth.se), Research Communications Officer ITM  
Maria Malmqvist, [marma@kth.se](mailto:marma@kth.se), Research Communications Officer EECS

KTH, School of Electrical Engineering and Computer Science (EECS)  
& Industrial Engineering and Management (ITM)

[www.kth.se](http://www.kth.se)  
[infomaster@itm.kth.se](mailto:infomaster@itm.kth.se)

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<https://www.anpdm.com/newsletterweb/464B5041784645584070454B59/43465A4B7542465E417146465C4571>



# The event process

Find the detailed checklist on <https://intra.kth.se/en/itm/forskningsstod/sprid-din-forskning-1.1008441/seminarier-och-workshops-1.1076767>

Question Time Digital Accessibility

20  
Nov

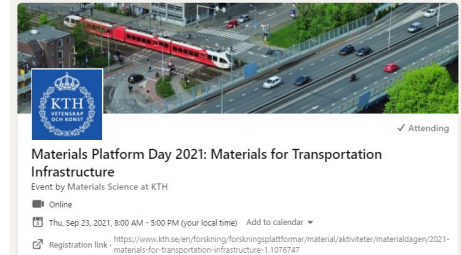
Staff training

Friday 2020-11-20, 09:00 - 11:00

Lecturer: Ulrika Georgsson, Coordinator of the ITM School's websites

Location: <https://kth-se.zoom.us/j/68531695750>

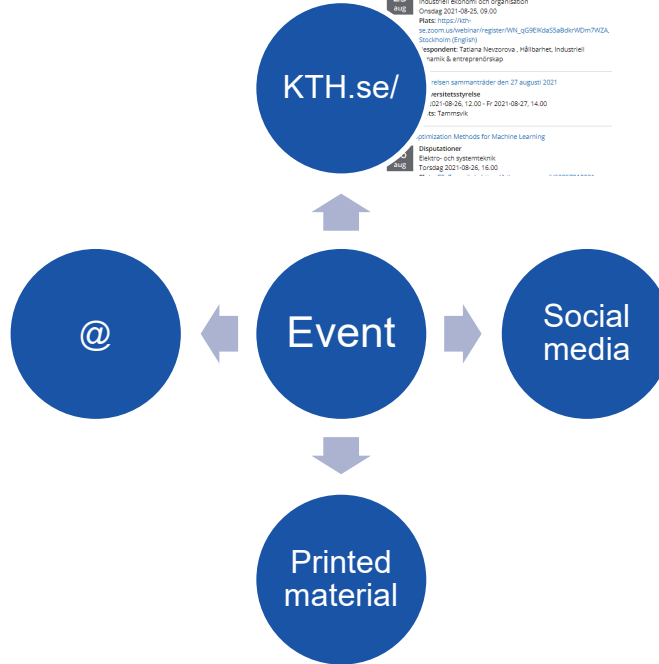
1. **Target group, purpose**
2. **Date and time for the event**
3. **Format / Concept**
4. **Write a structured and inviting text**
5. **Practical stuff** (book room, zoom link, contact speakers, detailed program)
6. **Create a registration form**
7. **Publish in the web calendar**
8. **During the event** (record, photos, test technical equipment)
9. **Evaluate + other afterwork**





# Spread the word

[infomaster@itm.kth.se](mailto:infomaster@itm.kth.se)  
Other schools at KTH  
Your project partners  
Press  
[socialmedia@kth.se](mailto:socialmedia@kth.se)



## KTH-kalendern

Ti 24 augusti - Ti 31 augusti

Barriers, drivers and context environment of technological innovation: An analysis of the logistic industry in Russia

**25** aug  
Disputationer  
Industriell ekonomi och organisation  
Onsdag 2021-08-25, 09:00  
Plats: https://kth.se/zoom/join/external?name=9111\_126ERKadSa8v8rHdm7W2A\_Socialism\_(English)  
Sponsör: Tarana Nezhrova, Hällobarnet, Industriell ekonomi & entreprenörskap

resen sammanköper den 27 augusti 2021  
avslutningsmöte  
021-08-26, 12:00 - Fr 2021-08-27, 14:00  
Et: Tammpark

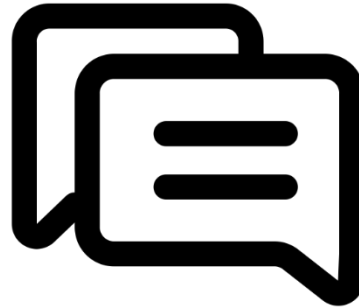
Optimization Methods for Machine Learning  
Disputationer  
Elektro och systemteknik  
Torsdag 2021-08-26, 16:00

<https://intra.kth.se/aktuellt/kalender/annal>

Meet KTH:  
[evenemang@kth.se](mailto:evenemang@kth.se)



# Reflections and questions

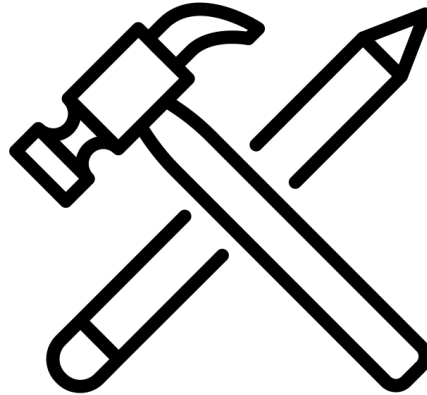


1. How do you reach people with your invitations?
2. How to make hybride events successful?
3. Do we need live events, or are recordings better?
4. Do funding agencies want us to disseminate through own seminars?





# Create a news post and event in polopoly



# Latest news

- KTH dictionary updated:  
<https://www.kth.se/social/group/sprakkommitte/page/kths-svensk-engelska-ordbok/>
  - Meet KTH launched 16 Sep. Aktuellt = pure news page.  
Contact Emma Saverstam if you want to add your event there.
  - Google analytics still not active.
  - Developments put on hold: Anchor links, images in calendar posts, more designs for news and calendar blocks,
  - Accessibility working group.
  - Cleaning made easier.
-



# Materials Science on LinkedIn

A pilot  
since April 2021

Niche  
news

Target groups:  
researchers, industry, decision  
makers in industry, niched  
media, financiers.

991  
followers in 4  
months

2800  
views per post

3 admins,  
working 6-7  
hours/ week in  
total

Topics:  
Materials at KTH, mainly  
metallurgy and ceramic

<https://www.linkedin.com/showcase/materials-science-at-kth>

LinkedIn profile for Materials Science at KTH. The profile includes a search bar, navigation icons (Home, My Network, Jobs, Messaging), and a 'Super admin view' button. The main content area shows a banner image of a laboratory with a scientist, the KTH logo, and the text: 'Materials Science at KTH', 'Cutting-edge research towards more sustainable materials', 'Research · Stockholm · 991 followers'. Below the banner is a 'Start a post' section with options for Photo, Video, Poll, and Write article. The 'Updates' section shows a post by Surbhi Jogdand from 9/2/2021. The analytics sidebar on the left displays: 'Analytics Last 30 day activity', '281 Unique visitors (▲ 102%)', '160 New followers (▲ 53%)', '44.8K Post impressions (▲ 94%)', and '16 Custom button clicks (▲ 220%)'.

**Materials Science at KTH**  
991 followers  
23h · Edited ·

The final day of #ESTAD2021 and the program is packed with exciting presentations. What about these by KTH Royal Institute of Technology researchers: 08:50 Wangzhong Mu: " High-temperature phase equilibria of duplex ...see more



# What works and not?

1. Congratulate
2. Tag people

 **Materials Science at KTH**  
894 followers  
3mo • 🌐

Congratulations, Dr. [Greta Lindwall](#), on becoming a Docent in materials design for additive manufacturing!

...see more




📍 with [Greta Lindwall](#)

👍❤️🗨️ 341 • 62 comments


👍 Like 🗨️ Comment

Organic impressions: 19,442 Impressions Show stats ▾

 **Materials Science at KTH**  
894 followers  
1mo • 🌐

Congratulations on your doctorate, Dr. [Ilman Nuran Zaini](#)! Thanks to your research, we may get a closed-loop material cycle – and reduce the environmental risks with existing old landfills.


...see more



👍❤️🗨️ 338 • 22 comments

Best of luck... Keep it up... Love this... I think this is... >

👍 Like 🗨️ Comment

 Add a comment... 😊 📷


Organic impressions: 23,458 Impressions Show stats ▾




# Engage

3. Arouse emotions

4. Try video



 **Materials Science at KTH**  
991 followers  
1w • 🌐

Want to learn more about fibre and polymer materials? Get to know the Department of Fibre and Polymer Technology in this short video:  
<https://www.kth.se/fpt/> ...see more



with Mats Johansson and 3 others


👍❤️🌱 118

 Celebrate  Comment


Be the first to comment on this

Organic impressions: 5,807 Impressions Show stats

13.41%  
Engagement rate



 **Materials Science at KTH**  
991 followers  
2w • 🌐

Do you remember? Your first day at uni, nervous and excited at the same time. With the stomach full of butterflies. 🦋🦋 ...see more



Roll call day at KTH, 2021.

👍❤️🌱 137 • 4 comments

 Like  Comment



Video views: 3,893 total Show stats



# Not that good


5. LinkedIn events don't seem to work yet.


6. Avoid complex and distancing language

 **Materials Science at KTH**  
894 followers  
2mo • Edited • 

The annual KTH Materials Platform is back!


Join us on September 23 as we discuss this year's topic, materials for [...see more](#)





 [View event](#)



**Thu, Sep 23, 8:00 AM - 5:00 PM CEST**

**Materials Platform Day 2021: Materials for Transportation Infrastructure**  
Event by Materials Science at KTH


 Online

 Lisa Bäckman, Surbhi Jogdand and 7 other attendees

 11

 Like  Comment

Be the first to comment on this

Organic impressions: 907 Impressions [Show stats](#) 

 **Materials Science at KTH**  
894 followers  
3mo • 

These light-as-air bio-interactive [#materials](#) could be used for time-release of medications. And best of all, they are made with plant cellulose, algae, and sustainable processes! [...see more](#)



With a kitchen freezer and plant cellulose, a material for therapeutics is developed | KTH

kth.se • 3 min read

  18 • 2 comments

 Like  Comment

Organic impressions: 1,082 Impressions [Show stats](#) 



# Involve your partners to increase followers

7. After a meeting – take the chance to comment and show the humans.

8. Avoid reposts – create your own content.

**Materials Science at KTH**  
894 followers  
2mo • Edited •

More than 80 people gathered online when the Competence Centre Hero-m 2 Innovation had its annual workshop last week. The centre focuses on designing industrially relevant materials through new modelling tools and high-l ...see more

with Joakim Odqvist and 20 others

54 • 3 comments

Like Comment

Organic impressions: 3,844 Impressions Show stats

**Materials Science at KTH**  
894 followers  
3mo •

Today at 11, Swedish politicians Per Bolund and Ibrahim Baylan will meet **HYBRIT's** owners in a live-streamed round table discussion. The main questions are "How can Sweden be the first country to produce sustainable fossil-free steel" ...see more

**LKAB**  
23,215 followers  
3mo •

Hur ska Sverige bli först i världen med fossilfritt stål? Och vilka insatser behövs för att säkerställa den nödvändiga omställningen för klimatet och industrin? På måndag den 24/5 kl 11 möts Per Bolund (MP), Ibrahim Baylan (S) oc ...see more

[See translation](#)

Så blir Sverige först i världen med att producera fossilfritt stål

lkab.com • 2 min read

9

Like Comment

Be the first to comment on this

Organic impressions: 585 Impressions Show stats



# Lernings

- Analyse and adjust to your community
  - Connect to people
  - Use the right hashtags
  - Timing
  - Be active
  - Use emotions and be positive
  - Images
  - Tag
-



# Tack!

## **Ulrika Georgsson**

Communications Officer &  
Coordinator of the ITM  
School's websites

[ulrikage@kth.se](mailto:ulrikage@kth.se)

087907635

[Profile](#)

## **Malin Danielsson**

Communications Officer at  
ITM and ITRL centre

[maldan@kth.se](mailto:maldan@kth.se) ,

[Profil](#)

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