



# case study

## Lister Institute of Preventive Medicine

### Elevating scientific storytelling and expanding its digital footprint

“Scientia Scripta have really developed the presence of the Lister Institute on social media and grown our following. They have created and shared relevant content and engaged with the Lister Community and others interested in the Lister Institute.”

Sally Burtles, Director of the Lister Institute

# Creating a **strategic digital presence** through scientific storytelling

The Lister Institute awards several annual prizes of £300,000 each to promising early career researchers – supporting transformative work that has led to the discovery and development of such breakthroughs as DNA fingerprinting and the mass production of dried human plasma.

Since 2015, we have been proud to partner with this prestigious funder to transform its digital communications and amplify the remarkable achievements of its Fellows. By leveraging our expertise in science communication and digital strategy, we've strengthened the Institute's visibility and engagement across key platforms, helping position it as a thought leader in the biomedical research community.



## **The challenge**

### **A trusted partner for strategic communications**

The Lister Institute operates with a streamlined internal team, focused on maximising financial support for its early-career biomedical researchers. However, with limited internal resources for communication and digital content creation, the Institute needed a trusted partner to translate cutting-edge research into accessible and engaging content, while maintaining a strong digital presence.

In 2015, we won a competitive call to produce their 125th anniversary magazine based on our track record of creative science storytelling and have worked with them ever since.

# Our approach

## Translating science into strategic communications

We worked closely with the Lister Institute to develop a long-term communications strategy that achieved several key goals:



### Engaging science content

By crafting compelling, easily digestible stories that showcase the groundbreaking research of Lister Fellows, we've enhanced the Institute's visibility and influence. Our digital storytelling consistently supports their mission of promoting early-career researchers in biomedical science and public health.

### Tailored social media management

·We established the Lister Institute's presence on X (formerly Twitter) and built upon its LinkedIn engagement, formulating a cohesive social media strategy that not only highlights Fellows' achievements but also drives awareness of the prestigious Lister Prize. Our strategic approach has enabled them to expand their reach to new audiences, including researchers and prospective prize applicants.

### Enhanced annual reports

·Working in collaboration with the Lister Institute, we worked closely with their team to add insights for their Annual Report, and together transformed it into an impactful, visually engaging publication that resonates with their community and stakeholders. Feedback from readers indicates a marked improvement in the report's readability and engagement.

# Results

## Increased engagement and stronger community recognition

Through our partnership, the Lister Institute has experienced significant growth in its digital footprint and recognition within the scientific community. Key results include:



### Increased social media engagement

·Our strategic management of their platforms has led to 609 followers, increased post engagements, and expanded reach to target demographics.

### More recognition for annual reports

·Lister's annual reports now serve as a key tool in their outreach efforts, praised for their professional presentation and clarity of message.



### What they say

“They truly understand our mission and work closely with our Fellows. The partnership has been invaluable, allowing us to focus on our core activities while ensuring our digital presence and content is always engaging and impactful.”

**Nicola King**, Operations Manager, emphasises the importance of our partnership

# Ready to elevate your communications?

Whether you need help transforming complex ideas into compelling stories or developing a strategic digital presence, we're here to help.

Contact us today to discuss how we can work together to elevate your communications.



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