

# Effectively Communicating in the World of Shared Resources

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# Methods of Communications

- **Overview**
  - ❖ List-serv and E-mail
  - ❖ Client surveys
  - ❖ Website
  - ❖ Social Media
  - ❖ Yearly User Meeting
  - ❖ Bootcamp
  - ❖ Local Symposia
  - ❖ University-wide Network



# Effective Communications

- **Set-up a List-Serv and use e-mail**
  - Mandatory for all users
  - Communicate updates and news
  - E-mail for problem resolution (cc: parties)
  - Follow through w/ quick meeting w/ parties
- **Client surveys**
  - Feedback from current and new users
  - Valuable for anonymous comments



# Website

- **Integral part of core's function**
  - Core Directors should have access
  - Not static but dynamic
  - Findable and searchable
    - Linking other cores
  - Emphasize the technique
    - Instrument is a tool
    - Duplication doesn't mean excess capacity



# Social Media

- Social Media
  - Provide information
    - Scheduling
    - Blogs
  - Facebook, Twitter, Google+ can help
    - But have their own problems
    - Content, Control, Relevance, & Updates



# Communications Strategy

- **Yearly user meeting**
  - Require attendance one person/group
  - Discuss core's direction and follow-up
- **Yearly Bootcamp**
  - Invite new users to attend it
  - Emphasize advantage to groups
- **Local symposia**
  - Inform about your core to new units
  - Expand user base



# Communications Strategy

- **University-wide Network**
  - Cross-promote
  - Explain the uniqueness of your core
  - You define your core's role
- **Adapt to changing roles**
  - Add new services
  - Expand core's role



# Questions?



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06/14/13

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# Extra

- [www.sb.fsu.edu/~xray](http://www.sb.fsu.edu/~xray)
- [Eric Lochner's Blog](#)
- [IMB Bootcamp](#)