

Writing your REF impact case study: dos and don'ts

Dos

- ☑ **Do** use the title to highlight the impact (not the research)
- ☑ **Do** clearly identify the nature, reach and significance of your impact
- ☑ **Do** clearly show your distinct and material contribution to the impact
- ☑ **Do** clearly link your impact to the underpinning research
- ☑ **Do** support **every** impact claim with appropriate evidence
- ☑ **Do** use the REF language and remember your audience
- ☑ **Do** use formatting to assist readability, e.g. **bold** or underline
- ☑ **Do** pay attention to the overall story and narrative

Don'ts

- ☒ **Don't** focus on your research but always on the impact
- ☒ **Don't** start sections or paragraphs with '**research**', '**my research**', '**our research**' (only start with the research in the 'underpinning research' section)
- ☒ **Don't** use disciplinary or academic jargon
- ☒ **Don't** use abbreviations unless they are commonly understood
- ☒ **Don't** expect the panel to read **anything** beyond the template
- ☒ **Don't** exaggerate – only claim what you can clearly evidence
- ☒ **Don't** over-generalise, over-complicate or be ambiguous

From the University of Birmingham ([original twitter post](#))