

Knowledge Translation Measurement

Concepts, Strategies and Tools

Hosted by SEDL's Center on Knowledge Translation
for Disability and Rehabilitation Research (KTDRR)

Getting Social with the NIDRR Community

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We love to share

- We work with more than 250 projects to collect the results of their research and make it available to the disability and rehabilitation community.
 - We have several thousand NIDRR-funded publications in our collection.
 - We can make it all available, but if it sits there, it's not doing anyone any good.
- Social media has become our best sharing tool, by far.
- Most importantly, it has encouraged the NIDRR community to engage with us.

NARIC' s Social Channels

@NARICInfo (2,770 followers) and @NARICenEspañol (160 followers).

NARIC on FB and Google+

Wordpress Blog (70 followers)

News & Notes newsletter

In development: Pinterest, Vine

Push Strategies = Active Sharing

We started using social media tools to get information into the media streams of potential information consumers. Even passive push strategies (like RSS feeds for blogs) work to get the message into the stream. If it's crafted correctly and/or I've caught you at the right time, you'll push it on further.

How do we know it's working?

- How do we measure what kind of impact our social media strategies have had on
 - Our relationships with the NIDRR community?
 - Access to information for our patrons?
 - The reach of the resources we share?

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Eyes, Shares, and Conversations

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- More follows=more eyes=more reads.
 - Also the more people who follow you, the more likely you are to be followed by the people who follow your followers (o_0).
- Share=value
 - If you find it valuable, you'll share it.
- Talking about it
 - Can I get my readers to start a conversation?

Our Relationships are Stronger than Ever!

- No, seriously, the projects in NIDRR community are more aware of NARIC as a channel for their KT activities.
- They actively engage us to get their excellent materials, events, and successes out into the stream.
- It's working all around
 - Readers enjoy learning what's happening in *other* projects
 - They share what they consider valuable with several posts going viral
- And it has improved our acquisitions: Grantees also share more of their resources for the collection (journal article, books, reports, etc.)

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Keep Sharing!

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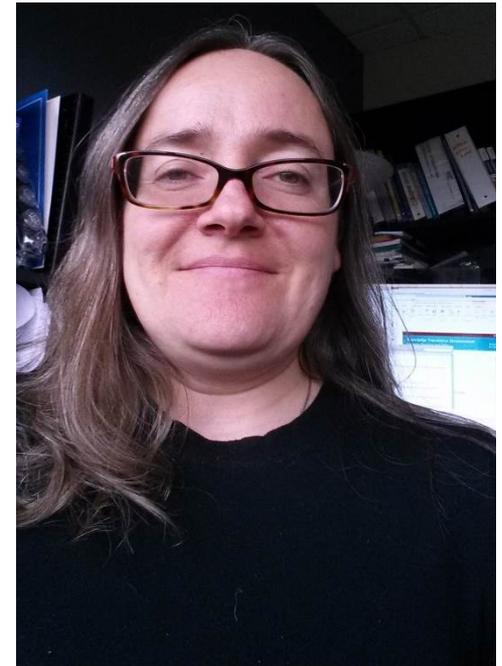
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Yes, that's me. The only other selfie I could find had a beer in the way.