**Getting Social with the NIDRR Community**

Presenter: Jessica Chaiken

October 31, 2013

Text version of PowerPoint™ presentation for SEDL’s Center on Knowledge Translation for Disability and Rehabilitation Research online conference Knowledge Translation Measurement: Concepts, Strategies and Tools. Conference information: [www.ktdrr.org/conference](http://www.ktdrr.org/conference)

Slide template: Blue bar at top with the words on the left side: Knowledge Translation Measurement: Concepts, Strategies, and Tools. Hosted by SEDL’s Center on Knowledge Translation for Disability and Rehabilitation Research (KTDRR).  On the right side, the words: An online conference for NIDRR Grantees.

Slide 1: (Title)

Getting Social with the NIDRR Community

*Jessica Chaiken, Media and Public Education Manager, @NARICInfo*

October 31, 2013

800-266-1832 | www.ktddr.org

*Copyright ©2013 by SEDL. All rights reserved.*

Funded by NIDRR, US Department of Education, PR# H133A120012. No part of this presentation may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from SEDL (4700 Mueller Blvd., Austin, TX 78723), or by submitting an online copyright request form at www.sedl.org/about/copyright\_request.html. Users may need to secure additional permissions from copyright holders whose work SEDL included after obtaining permission as noted to reproduce or adapt for this presentation.

Slide 2: 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 NIDILRR-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.

Slide 3: NARIC’s Social Channels

@NARICInfo (2,770 followers) and @NARICenEspanol (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.

Slide 4: 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?
	+ Eyes, Shares, and Conversations

Slide 5: Eyes, Shares, and Conversations

Slide 6: Eyes, Shares, and Conversations

* 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?

Slide 7: 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.)

Slide 8: Keep Sharing!

You can reach me at:

@NARICInfo
jchaiken@heitechservices.com
naricspotlight.wordpress.com
naric.com
LinkedIn
Google+
Pinterest

Picture of Jessica Chaiken on the right with the caption, “Yes, that’s me. The only other selfie I could find had a beer in the way.”