**Building a Social Media Campaign that Produces Measurable Outcomes**

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# Text version of presentation for 2016 KT Conference: Communication Tools for Moving Research to Practice

Conference information: [https://ktdrr.org/conference2016](http://ktdrr.org/conference2016)

**Slide 0:** Communication Tools for Moving Research to Practice

**Title slide template:** Blue background with American Institutes for Research (AIR) logo in the background and a grey bar at the bottom.

Building a Social Media Campaign that Produces Measurable Outcomes

Hosted by AIR’s Center on Knowledge Translation for Disability and Rehabilitation Research (KTDRR)

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Image of American Institutes for Research (AIR) logo

Image of National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR) logo

**Slide 1:** Building a Social Media Campaign that Produces Measurable Outcomes

Kami Watson Huyse

@kamichat

Image: Two men and a woman sit around a small table in red arm chairs talking.

The slide background is teal with white chalk drawings and words Like, Follow, Share, Friends, Enter. The bottom of the slide is the Zoetica logo.

**Slide 2:** Kami Huyse

Founder   
Zoeticamedia.com

713.568.5750

@kamichat

Image: Zoetica logo

Image: Picture of Kami

**Slide 3:** Be Where the People Are

A horizontal bar chart where the x-Axis is the number of active users in millions, the Y-axis are various types of social media program logos.

Pintrest: 100M

Indeed: 106M

Snapchat: 200M

Twitter: 313M

Instagram: 500M

Tumblr: 555M

Facebook: 1.7B

Image of the united states in gray with text in blue: 78% Americans have One+ Social Accounts.

Sources: <https://www.statista.com/statistics/273476/percentage-of-us-population-with-a-social-network-profile/>

<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

**Slide 4:** Specialty Communities: ResearchGate.net

Image of a person’s hand with digital representations of the word, and a variety of images surrounding it.

Kami Huyse / @kamichat / [www.zoeticamedia.com](http://www.zoeticamedia.com)

**Slide 5:** Poll Question:

Question: Do you currently use social media professionally?

Yes

No

**Slide 6:** Goal

P people

O objectives

S strategy

T tactics

Goal Post People First.

Measure and Repeat

**Slide 7:** Goal What Is Your Big Vision?

Image of a person’s hands creating a rectangle with two L shapes. Inside the rectangle is a clear image of a field and a setting sun.

**Slide 8:** What is your goal?

* Connect with Colleagues
* Support for Research
* Conduct Primary Research
* Something Else?

Image of clouds and a blue sky and a sun behind the clouds.

**Slide 9:** Poll

Question: Which of the goals that we just discussed is most interesting to you?

* Connect with Colleagues
* Support for Research
* Conduct Primary Research
* Something Else?

**Slide 10:** For Our Babies

Screenshot of a website titled, For Our Babies A Call for Better Beginnings

Knowing Your Way Around a Baby’s Brain

**Slide 11:** People

Who Are You Helping?

Image of a large group of women

**Slide 12:** Objectives How Will We Know?

Image of a stopwatch with the second hand at 7 seconds.

**Slide 13:** SMART

S – Specific Not vague

M – Measureable with numbers

A – Attainable Possible to achieve

R – Results Oriented Tied to Goals

T – Time-Bound Have an endpoint

An arrow points from S to T through colored boxes for each letter.

**Slide 14:** The jump for Joy Test  
Image of a group of people at the beach jumping.

**Slide 15:** Recruiting for Clinical Trials

RESULT

*Quadrupled enrollment in 18 months*

*Anas Younes, MD*

*Memorial Sloan-Kettering Cancer Center*

Image of Anas Younes

**Slide 16:** Strategy  
Which Approach is Best?

Image of a long hallway with arches and multiple doors and a light at the end.

**Slide 17:** Image of Marianne Hatzopoulou

Associate Professor, University of Toronto

Image of a street map with the title, “Clean Ride Mapper Informing cyclists on Air Quality in Montreal”

**Slide 18:** Tactics What Steps is Best?

Slide background is made up of lots of comment bubbles with white pictures of various social media icons.

**Slide 19:** Using Social Media as Primary Research

* Text Mining
* Knowledge Extraction
* Behavioral Predictions
* Emotional Contagion

Image of a woman on her phone

**Slide 20:** Ethics and Law

Image of a Courthouse at the judge’s bench with a gavel.

**Slide 21:** Measure Learn What is Working

Image of a man pointing to an orange line that goes up and down along a wall with a black horizontal line.

**Slide 22:** 5-A Measurement Touchpoints

Between each word or phrase is a green arrow pointing to the right:

You need – Activity

To get – Attention

Which brings – Awareness

Which changes – Attitudes

Which leads to – Actions

**Slide 23:**

Four images with corresponding words, in clockwise order from top left.

Read: Image of two women looking at a book

Reach Out: Image of a man and a woman looking at binders

Reciprocate: Image of a person’s hands with digital images and symbols floating above.

Respond: Image of a man and a woman looking at a laptop.

**Slide 24: Questions?**

Kami Huyse

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Text CoolTools to 44222

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Kami Huyse: Slide 8

Image of two dogs, one larger with big ears and the other smaller with its mouth open.

**Slide 25:** Disclaimer

The author(s) developed and presented the contents of this file at an online conference sponsored by the Center on KTDRR. The online conference was developed under a grant from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR grant number 90DP0027).  NIDILRR is a Center within the Administration for Community Living (ACL), Department of Health and Human Services (HHS). The contents of this presentation do not necessarily represent the policy of NIDILRR, ACL, HHS, and you should not assume endorsement by the Federal Government.