

2020 Online KT Conference: Social Media Strategies for Knowledge Translation

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Center on
**KNOWLEDGE TRANSLATION FOR
DISABILITY & REHABILITATION RESEARCH**

at American Institutes for Research ■

Use of Social Media Platforms for More Inclusive and Accessible Programs and Research

Chithra Adams, Ph.D., and Christina Bard
University of Kentucky, Human Development Institute

Focus

How to use social media to create a community of stakeholders around an area of research or interest.

- Discuss strategies that can be used across the research and knowledge translational continuum and share tips on how to manage a social media presence.
- Highlight ways to make social media messaging accessible and evaluate social media use.

Introduction

- I do program evaluation and community-based research.
- My professional interests are evaluation practice, evaluating programs, disability advocacy, design thinking, tech and big data.
- My personal interests are listening to podcasts and reading reviews.
- My social media feed reflects all this.

When I talk about social media,
I am going to be talking about
my experience using Twitter.

Side note on social media

- Each social media platform has rules of appropriate engagement.
- Women, especially women of color, are treated unfairly and routinely harassed.
- It's a thought at a point in time.
- Each platform rewards certain types of interaction.
- Be a patron of good content!

How I use social media

- Understanding issues from diverse perspectives
- Being a part of a network
- Recognizing my blind spots
- Participant recruitment
- Disseminating and promoting messages

I am neither a content creator
nor a public intellectual.

Social media can be a resource across the knowledge creation continuum from inquiry, synthesis, selection of tools, use, adaptation

Straus, S., Tetroe, J., & Graham, I. D. (2013). *Knowledge translation in health care* (2nd ed.). Hoboken, NJ: John Wiley & Sons.

<https://ktbooks.ca/knowledge-translation-in-health-care/>

Creating your pods

- Create your virtual research “pods.”
- Engage and amplify your research podmates work.
- You can have as many pods as your interests.
- Curate your pod.

Studying the problem

- People who are impacted by the issue
- People who are studying the issue
- Organizations regulating and funding the issue
- Make sure your pod is diverse and inclusive!

Social media offers a glimpse into
sensemaking

Moving from learning to doing

- Connect with your organization's official social media accounts.
- Connect with official social media accounts who have a stake in your work.
- Leverage those networks to promote your research.
- Build offline relationships.

Identify and leverage the mutual dependencies in real life network

Participant recruitment

- Leverage social media network influencers.
- Use them as consultants.
- Leverage organizational accounts.
- Understand the limitations.

Analysis and dissemination of findings

- Tap into your pod for problem solving.
- Understand the pros and cons of sensemaking findings in a public platform.
- Offer plain language summaries if possible.

Engaging people with your work

- It's a choice; do it when you are ready.
- The discourse is different; know when it take to private.
- The discourse is different; know when to respond.
- Be open to changes.
- Curate your pod if necessary.

Evaluating your social network

- Social media metrics don't matter!
- Expansion of my world view
- Amplification of voices that are ignored traditional research platforms
- Meaningful connections

Accessibility in Social Media

Considerations for organizational and individual accounts

Organizational accounts

- Accessibility is required by Section 508 and the ADA—access to information and technology.
- Protect your organization with a Social Media Policy.
- Link to your Web Accessibility Policy.
- Make your contact information available on your social media account page.
- Make your contact available through more than one channel.
- Test your accounts! [WAVE tool](#)

Common issues

- Lack of section headings
- Poor color contrast
- Inability to navigate using keyboard only
- Inability to operate functionality using keyboard only
- Missing alternative text for images
- Inability to resize text
- Videos lack captioning

How to create accessible content

- Include captions.
- Use image descriptions.
- Limit emoji and emoticons.
- Use camel case for multi-word hashtags.
- Don't embed text in images.
- Use link-shortening services.

Social Media Accessibility



Plain
Language



CamelCase
Hashtags



Image
Descriptions



Captioning
& Audio



Link
Shorteners

Create accessible content

- Place hashtags and mentions at the end of a post.
- If a tweet contains an image, video, or audio, indicate this at the beginning of the content using the prefix [PIC], [VIDEO] or [AUDIO].
- Avoid acronyms, abbreviations, and text messaging shortcuts.
- Send a follow-up tweet with image or video description.
- Enable “image description” feature on Twitter.

Plain language use

- “Clear, concise, well-organized.” Key best practices for writing in plain language include:
 - Choose words that are common and easy to understand.
 - Avoid run-on sentences. Use clear, short sentences and paragraphs.
 - Write in the active voice instead of the passive voice.
- Use this [Checklist for Plain Language on the Web](#).
- Make your message effective: [Five-step checklist provided by the Center for Plain Language](#).

Ableist language use

- Ableism is the systemic exclusion and oppression of people with disability, often expressed and reinforced through language.
- Language that is offensive, derogatory, abusive or negative about disability.
- Most often not intentional, but projects the idea that disability reflects as less than.
- [Disability terms](#) with negative connotation (from Wikipedia).

Social media accessibility

- Progress is being made.
 - Twitter
 - Instagram
- Get familiar with social media sites own support and access tips.
 - [Facebook Accessibility](#)
 - [Twitter Accessibility](#)
- Ask for more accessibility using the platforms, and repeat.

Tools and resources

- [Accessibility on Usability.gov](#)
- [Accessibility on DigitalGov.gov](#)
- [WebAim](#)

Thank you

- Chithra Adams
- Chithra.adams@uky.edu

- Christina Bard
- ctespinosa@uky.edu

 www.ktdrr.org

 ktdrr@air.org

 4700 Mueller Blvd, Austin, TX 78723

 800.266.1832

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