

2020 Online KT Conference: Social Media Strategies for Knowledge Translation

Hosted by AIR's Center on KTDRR
October 26, 28, and 30, 2020

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

at American Institutes for Research ■



The
University
Of
Sheffield.

Strategies for creating an effective
social media communications
campaign and increasing visibility

October 30, 2020
3:05 p.m. to 4:05 p.m. Eastern

KTDRR

Center on
**KNOWLEDGE TRANSLATION FOR
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at American Institutes for Research ■

#KTDRR20



- Planning ahead and avoiding pitfalls
- Making your social media content more eye catching



Not “one size fits all”

Jason Jacobs CC BY 2.0 <https://bit.ly/3giuk4p>

Choose Wisely



Adopting a Digital Tool

- You need to understand why you are using it.
- You need to understand the benefits of using it.
- You need to understand the side effects of using it.
- You need to understand that the benefits may take time in coming.
- Today may not be the day you start using it.
- Do not feel pressured to use it—as it won't work.

A photograph of a lush, green vegetable garden. In the foreground, there are several raised beds containing leafy greens like kale and cabbages, some of which are covered with light-colored protective mesh. A small white container sits on the ground between the beds. In the background, there are more raised beds, some with vertical wooden trellises supporting climbing plants. A person wearing a purple shirt is visible in the distance, working near one of the beds.

Growing and Weeding

Seek Out Allies and Connect With Them

- Charities
- Public groups
- Peers
- Library and information services
- Funders
- Publishers
- Media organisations
- Visible individuals
- Don't be shy to connect with people and organisations.
- Don't just follow everyone because it feels like the nice thing to do.

27.8K Tweets

From 31 July:

- Meet outside in public places (but not private gardens) in groups of up to six people from other households, keeping a distance of 2m
- Travel within, and out of, the city for non-essential journeys

From 3 August:

- Go on holiday and stay overnight with those you live with
- Visit cafés, bars, pubs, and restaurants as well as hair salons
- Meet with others but you must avoid socialising with people you do not



Following

Jonathan Ashworth 😊 ✅

@JonAshworth Follows you

Labour MP for Leicester South | shadow Health & Social Care Secretary | Marathon Runner 🏃

📍 Leicester ⚡ facebook.com/JonAshworth 📅 Born October 14

📅 Joined May 2010

2,368 Following 88.6K Followers



Followed by NIHR School for Public Health Research, Andrew Lee, and 70 others you follow

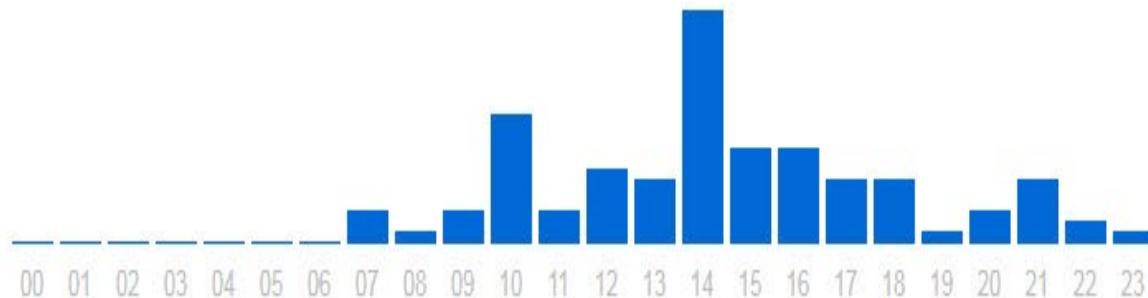
Timing Is Everything

Especially if you are Tweeting across different time zones

Time

HUMANS TEND TO SLEEP

NEW! This bar chart shows the activity time based on the latest tweets. Careful about timezones.



NOTE Timezone shown is UTC+0. Current UTC time is 16:25:48 +0000. The [world clock](#) can help you compare different timezones. If the tweets are spread evenly across the full 24 hour span, chances are that it's been set up to tweet automatically.

Schedule Your Posts

The image displays a Windows desktop environment with five Twitter search results open side-by-side, illustrating how to schedule posts across different hashtags. The hashtags are:

- #weets (by Andy Tattersall)
- #altmetrics (by Andy Tattersall)
- #mendeley (by Andy Tattersall)
- #longreads (by Andy Tattersall)
- #edcmooc (by Andy Tattersall)
- #uklibchat (by Jo Richardson)

Each search result shows a chronological feed of tweets from various users. The desktop taskbar at the bottom includes icons for Google Chrome, Microsoft Word, File Explorer, and other standard Windows applications.

Plan Ahead and Use the # Tag

International Days

<https://www.un.org/en/sections/observances/international-days/>

Health Awareness Days

<https://www.awarenessdays.com/awareness-days-calendar/category/health-awareness/>

<https://www.healthline.com/health/directory-awareness-months>

  **Lists**
@Andy_Tattersall

quickly.

Your Lists

	Academic Humour Andy Tattersall @Andy_Tattersall	
	Altmetrics Andy Tattersall @Andy_Tattersall	
	Digital Disruptors Nicholas Poole @NickPoole1	
	Education Learning & Tech Andy Tattersall @Andy_Tattersall	
	Non-work  Andy Tattersall @Andy_Tattersall	
	Open Peer Review Andy Tattersall @Andy_Tattersall	
	Research tools Brave New Alps @bravenewalps	
	ScHARR Andy Tattersall @Andy_Tattersall	
	ScHARR HEDS Andy Tattersall @Andy_Tattersall	



**Connect Email Digest to Twitter to unlock
powerful experiences**

Get an email digest of Tweets from a specific area

by kev

1.7k



Create a search on Twitter and get a daily email with the results

by katiebimm

374



If @user tweets, send me a daily email

by davidino

327



Twitter

- Schedule Tweets.
- Don't use a personal account to own it.
- Use visible Tweets where possible.
- Link to other social media.
- Look at your notifications (respond to those applicable).
- If something is important, then Tweet it more than once.
- Use hashtags sparingly.
- Promote your Twitter handle.
- Don't use Twitter automation tools (to generate daily Tweets).

Facebook

- Ensure you have a page, not a group.
- Don't use a personal account to own it. Generate a fictional one tied to your organization.
- Schedule posts.
- Use visible posts where possible.
- Link to other social media.
- Look at your notifications (respond to those applicable).
- If something is important, then post it more than once.

Social Media and Reputation

Former footballer-turned-boxer Curtis Woodhouse drives to home of Twitter troll to confront him over months of abuse

By JOE RIDGE FOR MAILONLINE 

PUBLISHED: 10:47, 12 March 2013 | UPDATED: 13:01, 14 March 2013



Share



44
View comments

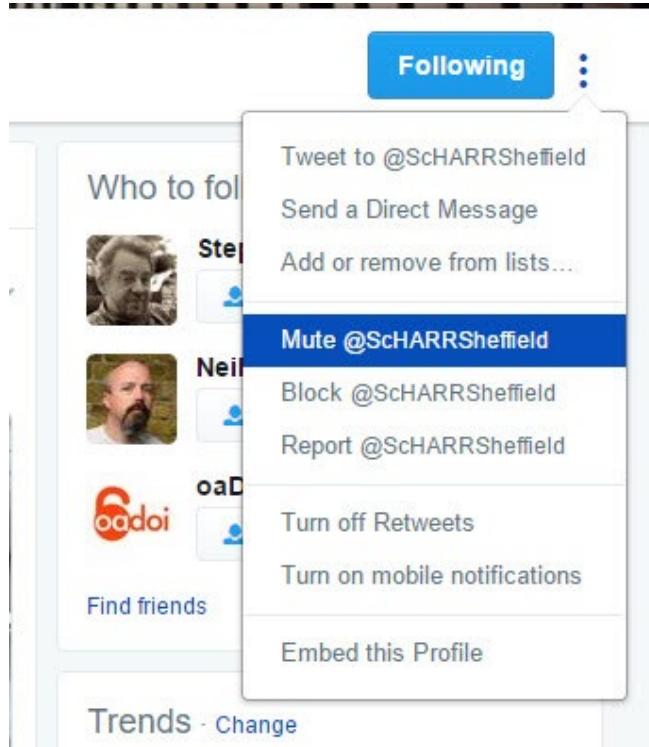
Former footballer-turned-boxer Curtis Woodhouse has been championed by the likes of Lennox Lewis and John Prescott after he put a Twitter troll in his place by driving to confront him on his doorstep.

The ex-England Under 21 player lost his English light-welterweight title on points to Shane Singleton on Friday night and he was branded a 'disgrace' on the social networking site by 'Jimmyob88', who has reportedly been abusing Woodhouse on Twitter for months.

The 32-year-old former tough-tackling midfield midfielder - who switched sports to boxing aged 26 - was so enraged with the abuse that he offered £1,000 to anyone who could help him



The one function on Twitter people aren't told enough about



Opinions

“Opinions expressed are solely my own and do not express the views or opinions of my employer.”

Not a legal defence

Criticism of Work

Reaction to comments: This can be unfounded criticism or founded on the basis of what you have said. For example, you may share a piece of funded, peer reviewed research you have carried out for your organisation. Someone may criticise this work publicly. In such circumstances, you need to ask these questions:

- Is what they say true and fair? If so, can they back it up with evidence?
- Have they got an agenda or axe to grind against you or your employer? For example, are they a lobbyist for a commercial or rival organisation? Are they a current or past employee feeling aggrieved?
- Is this purely a personal attack?
- Does it deserve a response from you or your organisation?

Also, are they responding to a non-work issue but bringing your workplace into the online argument?

Media and Reputation



EVERY LITTLE HELPS New mums could get £200 Tesco, Asda or Morrison's vouchers to BREASTFEED for six months

Offering new mums the incentive boosted breastfeeding rates by a fifth, a study found

Nick McDermott

11 Dec 2017, 16:30 | Updated: 11 Dec 2017, 16:49



COMMENT NOW

GIVING new mums bribes of up to £200 boosts breastfeeding rates, a controversial study claims.

More than 5,000 women were handed shopping vouchers to encourage them to feed their tot's naturally during the first months.

Controversial?

- “Sheffield University researchers targeted mums in parts of the country with low breastfeeding levels.”
- “They found offering the incentive boosted rates by a fifth – to 37.9 per cent compared to 31.7 per cent at around two months.”
- “Research has proven a mum’s milk boosts her baby’s immune system, protecting them against bugs and allergies, including eczema.”
- “It also cuts the risk of obesity and diabetes in later life.”
- “Across the UK, fewer than half of new mothers breastfeed two months after their baby is born.”
- “And Sara Rainwater, operations director at the TaxPayers' Alliance said: "As a mother who breastfed her children, I don't believe the government should use taxpayers' money to bribe new mothers to make the same decision."

Source: McDermott, N. (2017, December 11). Every little helps: New mums could get £200 Tesco, Asda or Morrison's vouchers to BREASTFEED for six months. *The Sun*. Retrieved from <https://www.thesun.co.uk/fabulous/5115861/new-mums-200-tesco-asda-morrison-s-vouchers-to-breastfeed-for-six-months/>



NEW MUMS OFFERED SHOPPING VOUCHERS TO HELP IMPROVE BREASTFEEDING

Mobile Uploads



Like Comment Share

Tag photo Options



Sheffield Online

Like This Page · 11 February 2015

Community

See all

Invite your friends to like this Page

NEW MUMS OFFERED SHOPPING VOUCHERS
TO HELP IMPROVE BREASTFEEDING



Derbyshire Times

@derbyshiretimes

Home

Posts

About

Photos

Videos

Events

Community

Notes

Like

Follow

Share

...



Derbyshire Times

12 November 2013

New mums in Chesterfield and Sheffield could be offered £200 in High Street vouchers if the breastfeed their baby to six months. What do you think of the initiative?

Like 15

103 comments 6 shares

Like

Comment

Share



[Redacted] I think they shud ave gone out in the community and getting different people views on this before stating it this morning. I bet everyone would be against giving new mums money to breast feed their baby's and for money to be spent on support for mums w... See more

Like · Reply · 5y

[Redacted] It should be a parent choice. This will only encourage those who see a child as a cash cow to top up their income. Any parent who gives a damn will at least try. Support and help should be there for everyone. The parents and child health and happiness is more important and bottle feeding helped with that when I had my lite girl.

Like · Reply · 5y

5

Sheffield Online <http://bit.ly/2NQi14o>

Derbyshire Times <http://bit.ly/2NM7IOS>

What can you do?

- Work in tandem with media and communication professionals to ensure your message is clear and directed to the right audience.
- Write a lay summary of your work so that it is harder for readers to misunderstand and misquote your work.
- When working directly with journalists ensure they quote you accurately and ask to see drafts of news stories where possible to remove any inaccuracies and bias.
- If you use Twitter, then pin a Tweet that is your record of the research story so that those visiting your account as a result of the coverage can read a factual lay summary of the work.
- Do not feel obliged to respond to every comment, especially if they run into the dozens or even hundreds. However, if some of the comments are potentially damaging or carry influence, then discuss this with your organisation as to the best way to address this.

Monitor Your Online Reputation

- Prevention is better than a cure. Checking your mentions on social media posts keeps you in touch with what's happening and allows you to identify potential incidents before they become a problem. It is particularly important when your work is receiving increased attention.
- Proactively setting up search columns for specific keywords within Hootsuite or Tweetdeck can help you stay up to date with Tweets relating to a particular topic, person, event, or organisation. If you happen to know about potential incidents in advance, it can mean you're on top of potential issues and relevant breaking stories.

Document It

- It is always good practice to take screen grabs of any negative posts on social media so that you have a record of them.
- People do sometimes delete comments and posts they've made, especially if they subsequently regret them or realise they've made a mistake. Keeping an offline record helps you to keep better records of any social media criticisms or negativity.
- You can also use the “Save Page Now” function on the Internet Archive’s Wayback Machine as a way of saving screenshots for future reference.

<https://archive.org/web/>

Be Human

- When composing replies to negative or critical tweets, it is important to remember that social media are about conversations between people.
- Your response should be friendly, professional, and sincere.
- If it is appropriate to apologise, then do so in a sincere manner that shows that we take complaints seriously and understand where they are coming from.
- In some cases, you may need to seek guidance from your management or appropriate media and communications experts before writing an apology. In these situations, time is of the essence.

“Be the person your dog thinks you are!”

J.W. Stephens

Making Your Social Media Content More Eye Catching

A photograph of a sunset over the ocean. The sky is filled with horizontal clouds, painted in vibrant shades of orange, yellow, and pink. These colors are reflected in the calm waves of the ocean in the foreground. The horizon line is visible in the distance where the sea meets the sky.

Accessibility

- Think carefully when using conflicting colour schemes.
- Use Closed Captions to create subtitles for video content.
- Capitalise hashtags for screen readers (e.g., #SocialMedia).
- Minimise emoji use, as that can confuse screen readers.
- Add alt text descriptions for images on Twitter, blogs, and other sites.

Canva Platform



- **What is it?**

Canva is an easy-to-use infographic and poster maker that allows you to visualise information in visually appealing ways.

- **What platforms does it work on?**

Canva is Web based, so it is accessible on a range of platforms. An iPad app is available for tablets. It works best in Chrome or Firefox. It works in IE, but older browsers can cause issues.

- **How much does it cost?**

Packages range from free to paid for Pro accounts.

- **How do I get it?**

<https://www.canva.com/>

Recommended

Social Media

Events

Marketing

Documents

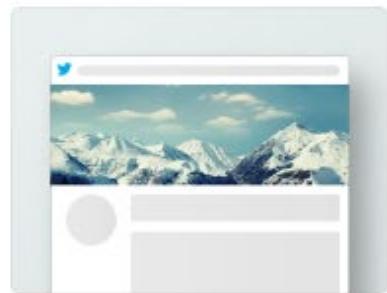
Prints

Video

School



Custom dimensions



Twitter Header



Video



Twitter Post



Poster



Presentation



The
University
Of
Sheffield.

ScHARR Mini Master Class in Health Research

Question of WHO, not IF?: Achieving Real Impact through Qualitative Systematic Reviews

Dr Andrew Booth

BA, Dip Lib, MSc, MCLIP, PhD

READER IN EVIDENCE BASED INFORMATION PRACTICE

@ScHARRSheffield

@AndrewB007h



RESEARCH(ER) WORKFLOWS IN THE REAL WORLD

JOIN EXPERTS TO EXPLORE TECHNOLOGY'S IMPACT ON THE RESEARCH CYCLE

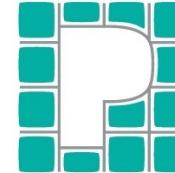
Join ARLG and MmIT for an engaging day of talks on
Open Research
Managing Non-Standard - Research Outputs
Document Management
Research(er) Identity
UX Activity



DECEMBER 9TH, 2019
9.30-4.15PM

The British Library
Conference Centre
96 Euston Rd
London
NW1 2DB

To book a place
<http://bit.ly/2n1lrFw>



Piktochart
make information beautiful

- Everything on this page can be changed: colour, icons, fonts, and position.
- The free Piktochart version limits the number of templates, icons, photos, and export options you can use.

<https://piktochart.com/pricing/piktochart-packages/>

Applications for Using Video

- To answer a question (FAQ)
- To create a promotional video about your organisation
- To create short tutorials
- To communicate your own expertise and research
- Conference submissions, abstracts, and promos
- Reach out to user groups and individuals

Not “One Size Fits All”

- Screencast: To capture something from your screen (you don't have to be in the video).
- Animation: An effective way to make videos on a variety of topics (you don't have to be in the video).
- Video camera: More professional, but useful for high-profile videos such as promoting your services.

Video Helps Make Your Content Mobile Friendly

A photograph showing a smartphone and a tablet side-by-side on a wooden surface. Both devices are displaying a mobile-optimized version of a website, likely a news or information portal, with a clean layout and large text. The background is slightly blurred, focusing on the devices.

Lumen5



- **What is it?**

Lumen5 is an easy-to-use short video creation tool that allows you to create attractive videos about your work and organisation. Upload your videos straight to Twitter.

- **What platforms does it work on?**

This tool is Web-based so it is accessible on a range of platforms. It works best in Chrome or Firefox; although it works in IE, older browsers can cause issues.

- **How much does it cost?**

The packages range from free to \$149.00 per year for a business package.

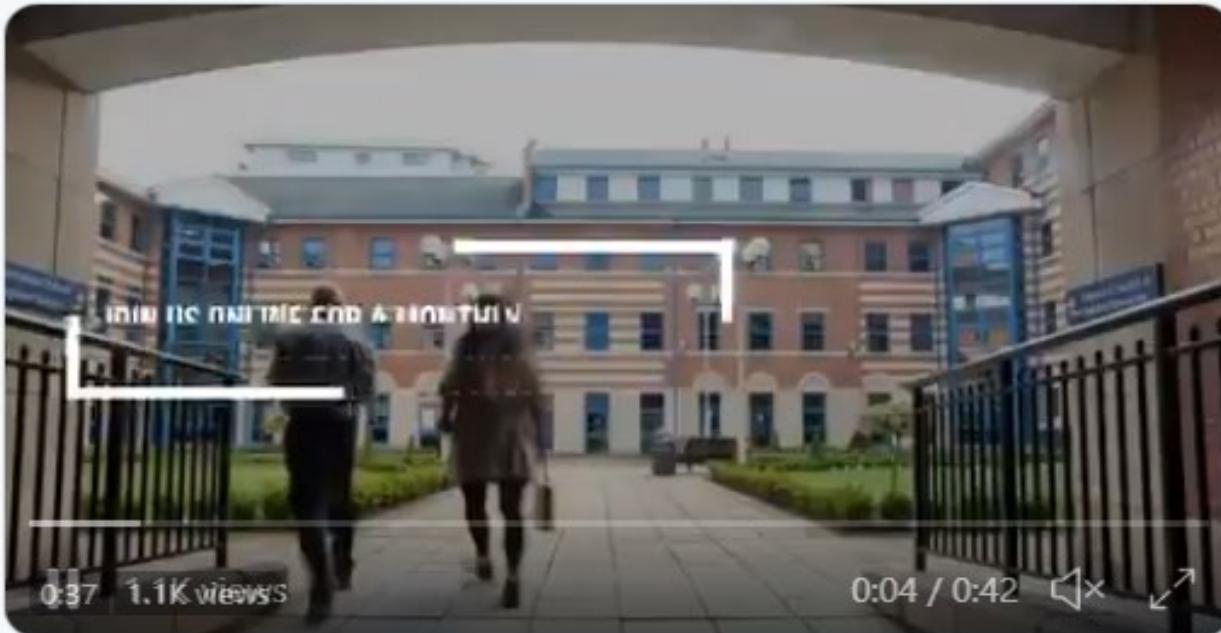
- **How do I get it?**

<https://lumen5.com/>



ScHARR @ScHARRSheffield · Jun 4

We are proud to launch our first in a series of health research webinars from [@ScHARRSheffield](#) starting on June 25th with [@Ju_B81](#) - Change and continuity in the global health system - register your place here eventbrite.co.uk/e/change-and-c...



1

32

29



Adobe Spark

- **What is it?**

Adobe Spark allows you to create professional-looking, high-impact posters with little effort. You can create animated presentations with audio and record it to share on YouTube and other platforms. Adobe Spark uses royalty-free images and clip art. You can create social banners for Facebook, Twitter, and LinkedIn.
- **What platforms does it work on?**

Adobe Spark works on all Web browsers and has an iOS app.
- **How much does it cost?**

There is a free basic plan or costs can go up to \$26 per month.
- **How do I get it?**

<https://spark.adobe.com/>

The screenshot shows the Adobe Spark homepage. At the top, there's a banner with the text "Communicate with impact" and a subtext "Create impactful social graphics, web stories and animated videos with Spark's free graphic design app". Below the banner are two buttons: "Get started now" and "Watch Video". The main area features a grid of six examples of what can be created: "Announcement" (a hand holding a ring), "Travel Journal" (a person riding a bicycle), "Quote" (a quote from Mark Twain), "Advertisement" (an ad for a special peek at Spark), "Pitch" (a pitch deck slide), and "Announcement" (a woman holding a sign that says "THANK"). Below these examples is a "Learn more" button with a dropdown arrow. The overall theme is showcasing the versatility and impact of Adobe Spark's tools.

What can you create with Adobe Spark?

Adobe Spark

To make an effective Adobe Spark video, you need:

- An idea or reason
- A script
- A recording device such as an iPad, laptop, or computer (with microphone and headset)
- Editing software such as Camtasia, Movie Maker, or iMovie
- A hosting platform such as Vimeo, YouTube, or iTunes
- Social media presence to communicate and share your newly made videos

Adobe Spark

Tips for a good recording

- Be relaxed.
- Find a good room where you will not be disturbed.
- Find a room with good acoustics.
- Use your own images if you have them.
- Try not to go over 5 minutes—maximise your impact.
- Feel free to be less formal; make it easier for the person to view your content.

ScHARR #Researchhacks -

Videos to aid impact, discoverability, productivity, collaboration and communication

scharrvids Videos Playlists Channels Discussion About

- SchARR Research Hacks #30 Pinterest 1:12
- SchARR Research Hacks #29 Creative Commons... 1:55
- SchARR Research Hacks #28 Early Morning... 2:18
- SchARR Research Hacks #27 Impactstory 1:16
- SchARR Research Hacks #26 Make an Animation 1:50
- SchARR Research Hacks #24 IFTTT 1:15
- SchARR Research Hacks #25 Google Sites 1:38
- SchARR Research Hacks #23 Form & Write Club 1:24
- SchARR Research Hacks #22 Trello for organising... 1:05
- SchARR Research Hacks #21 Have an Online meeting 1:11
- SchARR Research Hacks #20 - Running a Conferen... 1:19
- SchARR Research Hacks #19 - Make a Podcast 1:09
- SchARR Research Hacks #18 Academic Social... 1:03
- SchARR Research Hacks #17 Scoop.it! 1:00
- SchARR Research Hacks #16 Altmetric.com 1:00
- SchARR Research Hacks #15 Post Publication Peer... 1:42
- SchARR Research Hacks #14 Blogging 1:33
- SchARR Research Hacks #13 Make a Video 1:26
- SchARR Research Hacks #12 Evernote 0:54
- SchARR Research Hacks #11 DOIs 1:50
- SchARR Research Hacks #10 Go beyond PowerPoint for your presentations 1:15
- SchARR Research Hacks #9 Tips to deal with... 1:33
- SchARR Research Hacks #8 Infographics 1:15
- SchARR Research Hacks #7 Twitter 1:20
- SchARR Research Hacks #6 rss for research 1:09
- SchARR Research Hacks #5 Write an online... 1:13
- SchARR Research Hacks #4 Write a lay summary of yo... 1:08
- SchARR Research Hacks #3 Mendeley 0:56
- SchARR Research Hacks #2 ORCID 1:26
- SchARR Research Hacks - How to hack your research 0:57

So far....

- #1 Slideshare
 - #2 ORCID
 - #3 Mendeley
 - #4 Lay summary of research
 - #5 Write a doc online
 - #6 rss
 - #7 Twitter
 - #8 Infographics
 - #9 Information Overload
 - #10 Alternatives to Powerpoint
 - #11 DOIs
 - #12 Evernote
 - #13 Video
 - #14 Blogging
 - #15 Post Publication Peer Review
 - #16 Altmetric.com
 - #17 Scoop.it!
 - #18 Academic Social Networks
 - #19 Podcasting
 - #20 Running an event
 - #21 Online meetings
 - #22 Trello
 - #23 Write Club
 - #24 IFTTT
 - #25 Google Sites
 - #26 Animations
 - #27 Impactstory
 - #28 Early morning productivity hacks
 - #29 Creative Commons
 - #30 Pinterest
- More hacks to follow.....

To view all of the Research Hacks videos go to: <http://bit.ly/18NiAEe>
or scan this code using a QR code reader on your tablet or smart phone



Created by
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A BITE SIZE GUIDE TO RESEARCH IN THE 21ST CENTURY

PART III

24TH JANUARY
1.30-4PM -
PEMBERTON A
REGENT COURT

TO BOOK YOUR
SPACEFLIGHT:



PROFESSOR HELEN KENNEDY - DATA VISUALISATION
IN ACADEMIC RESEARCH: POSSIBILITIES, PRAGMATICS, PROBLEMS

JOHN CURTIS - SHEFFIELD CITY COUNCIL
MAKING GOVERNMENT DATA OPEN

DR MIKE CROUCHER
IS YOUR RESEARCH SOFTWARE CORRECT?

WASIM AHMED
ETHICAL CHALLENGES
OF USING SOCIAL MEDIA
DATA IN RESEARCH

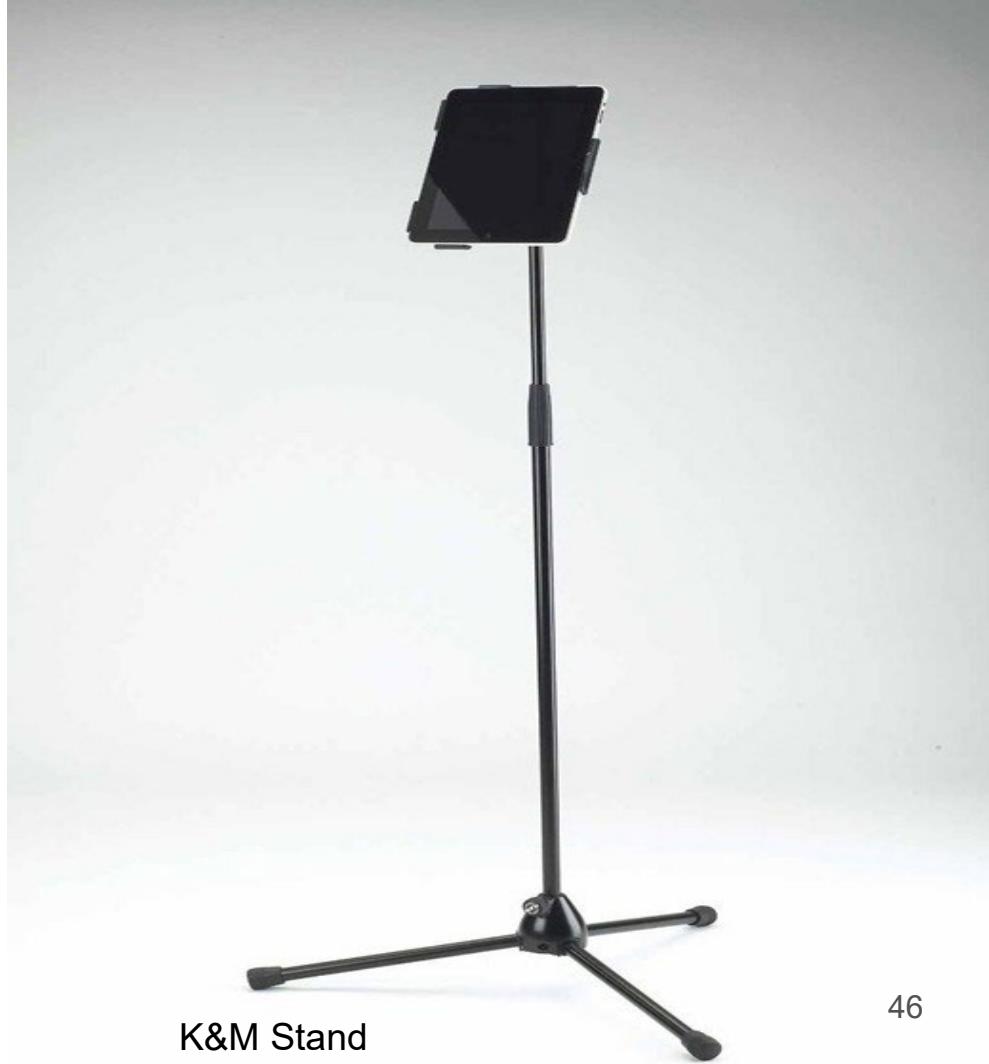
SURINDER BANGAR
THE SCHARR IMPACT TOOLKIT

DR CHRIS BLACKMORE
#HAPPYSHEFFIELD PROJECT - USING SOCIAL MEDIA IN RESEARCH

IMAGE:
ADOBE
SPARK



Rode USB Microphone



K&M Stand

Storyboard

Making Video Collections

- They need to be short in length (1–5 minutes).
- Branded if possible.
- Include contact details.
- Chunk up longer videos with shorter ones if possible (easier for replacing outdated videos).
- Use tags and good descriptions for discoverability.
- Promote your videos.
- Create playlists.
- Subscribe to other useful playlists (don't feel you have to create everything).

Putting It All Together: Preparation

- Use Creative Commons materials such as images, video, and sounds.
- Write scripts.
- Put time aside to build content collections; try not to create content piecemeal if it's part of a bigger initiative.
- Think of what you want to achieve and who you want to reach.
- Think of what you can realistically achieve with your limited time and resources.

Questions?

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

at American Institutes for Research ■