**2020 Online KT Conference:**

**Social Media Strategies for Knowledge Translation**

*Panel: Strategies for Creating an Effective Social Media Communications Campaign and Increasing Visibility*

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>> KATHLEEN MURPHY: I think this would be a good time for our reactors to join us in case they want to participate in responding to some of these more global questions. So, Chika, Patricia and Irene if you want to come back and join us.

For those of you who may be coming on now, late in the afternoon and you’re wondering who are Patricia, Chika and Irene. Chika is a research methodologist at the program and evidence based care at McMaster University. And Patricia Heyn wears lots of hats but she is joining us from the Cochrane US network at the University of Colorado affiliate center and she is an associate professor of physical medicine and rehabilitation at the University of Colorado Anschutz Medical Campus. Irene Ward is a research coordinator for the brain injury program at the Kessler Institute for rehabilitation. She also holds other academic positions at Rutgers University and Seton Hall.

So, we do have some questions that we will be directing specifically at Irene and Patricia and Chika. Which want to closeout some audience questions. Although audience, that doesn't mean we can't keep answering questions from you.

But Michelle Zenk noted she just started a Twitter account for her organization. We can start with you Andy, what are the best ways you recommend she gets followers. And if anyone else has suggestions we will turn to you.

>> ANDY TATTERSALL: I would make sure you have things to tweet about. I think that goes without saying. Think about like the allotment analogy. Don't tweet for a week and leave it for a month. Start to build a consistency. Think of it as if you are running track and there are hurdles. Every so often you need a good hurdler has a rhythm. I think that is what you need to start off with. Also don't be afraid to let people know. Colleagues via e‑mail, interesting bodies that you are existing on social media by e‑mail. Just to let though know you exist and they may wish to follow you. Make sure your profile captures what your intents are and what where you are profile is. Make sure it's visible and has the right identity.

Just start to tweet at people who may be interested in what you are sharing. Actually, start to broadcast out there to particular people. Start to follow the right people. Don't just follow loads of people like say for the sake of it. Start to think strategically. There are lots of things you can do. Those are things I would suggest really. Did anyone else want to say anything about building a Twitter following? You don't have to. Because the center does have Chika, were you going to say something? No. You were good? Okay.

I don't know if you were here for the break slide. Don't worry about going back to it. But we are going to have a rebroadcasted webinar November 11 and 18th. It's a two-part series on it's with Kami Huyse and Tinu Abayomi-Paul. Tinu has built a big disability Twitter following. They offer tips of the trade. So we will push this link out as well when we do the evaluation. Many of you, if you are interested in this question may find that two‑part web cast of interest.

It's called How to Use Social Media to Enhance Research Impact: Step by Step Strategy to Grow Your Social Media following. A plug for an upcoming event there. Other kinda broader questions that came up. From Joshua Tulk, when I'm planning and creating content to add to our social media calendar. So not being erratic about how you are posting. What is a good way to select a good time? How can I choose the best time to engage people locally and internationally because as this conference illustrates, people are awake and asleep at different times?

>> ANDY TATTERSALL: Obviously people ask that question sometimes. It's important to know the context or because there is no one size fits all depending on their audience. It goes back to not being afraid to tweet the same thing more than once. Think about it and try to you do it advance. Don't leave it until the week before to fill your own timeline with the same tweet. People find that off putting. They find it a bit of a spammy thing to do. What I would suggest is think about those times. I may tweet about our webinars 9:00 in the morning and then 2:00 in the afternoon. I'm sort of spreading it across a wide spectrum there. I'm spreading to the east and to the west. I'm also capturing people that may be looking at social media in the morning but also looking at it in the afternoon in the UK.

So, I would say it's thinking about, okay, over the course of the next two weeks let's put three or four tweets out and at different times. Because of the analytics with Twitter, there is plenty of guidance. You can see where it has a bit of attention beyond just the tweets and likes. You may we have no retweets or likes. You may have had views.

That is where you perhaps start to have a look at where there has been some analytic response to that. That is the sort of thing you use where people want the benefits of social media. I know for the time, and this is where you try to have consistency. The webinar I created. I create a template. It's reflective of Sheffield. Our color is blue, we are a blue University. While putting out the tweet with the banner and keeping that banner and keeping that same thing throughout, eventually, it will start to settle with some people who didn't see it the first time around. They start to realize, okay, so ScHARR does this. I wouldn't be shy of tweeting it three or four times. I want to tweet three or four times on a Monday, Tuesday, Wednesday.

>> KATHLEEN MURPHY: Sure. Stagger it. Yeah. I wanted to point since we started this whole discussion talking about these different resources, Jean Wnuk also noted pixels.com has license free pictures to use and Cochrane has a guide on picking images and a list of places to get pictures. As we know, that does add to your engagement.

>> ANDY TATTERSALL: I was going to say one that I use again, which I think is really overlooked is Flickr. They have things licensed. So under the buy attribution license if you do a search it says buy attribution. You will find countless photographs predominantly from the US, which is handy. And I always use a url to shorten the actual url link because with Flickr you get really long links. If you use chrome I use the bitly chrome extension. So I don't have to go away from the website. I click the extension and I can copy and paste it.

>> KATHLEEN MURPHY: Perfect. We did quite a bit about this question with Katty Inge and our reactors, but Andy since you didn't have the floor at the time, do you have anything to say about is there a research based ways about the effectiveness of social media as a strategy to reach those underserved such as in rural areas or minorities.

>> ANDY TATTERSALL: I don't know about these particular groups. There is evidence about research getting more attention or more visibility. The one thing we do know about social media and research and communicating research and communicating knowledge is there is a glass ceiling. Breaking through that is the trick when you start to want to reach those communities. That is where you think you need to partner up with organizations and charities that are based locally. You can try them and broadcast that message. I don't know about are research particularly in the area of effectiveness. If it fits in with research communications there is a glass roof we have to get through. We do a lot of work at Sheffield with public engagement. They are attended by well‑educated middle class white people. And Sheffield is a multi-cultural city. It's how do we get beyond that. That is a tough question to ask. I think that is where you have to identify the participants in the community and can start to broadcast that message for you.

>>PATRICIA HEYN: I agree with Andy. I think it's so important to identify the key users in the communities and different organizations that do partnerships where you can have the assistance in promoting and disseminating the information to the different groups. Definitely partnering finding collaboration with key leaders is critical to outreach.

>> KATHLEEN MURPHY: Absolutely. Chika, does your organization use social media to share its work? You heard about a lot of tools. Are there any you would want to adopt to share your work?

>> CHIKA AGBASSI: My organization uses social media to disseminate knowledge and the work. The University community serves the research community and the hospital. So, at every step it wears a different hat depending on the population it needs to serve. I know also that they have been hiring social media experts and managers to help in the dissemination of knowledge and information. But when it comes to our guideline development from the program on evidence‑based care, dissemination strategies depends on the topic of the guideline. At the planning stage of the guideline development, the guideline development project the target users are defined and the strategies to reach the users are also talked about at that planning stage.

So, for instance, most of our projects the target users are the clinicians and health care workers that treat cancer patients. So that is our reach. And, like most of these people are not always on Facebook. So, using Facebook to disseminate our guidelines would not be the right way to go. Like I said before, we have a system that has been built in in our guideline development and in that system through that project development stage, we have to identify all the people that we need to reach. The review stage what we do then is we use the review stage to prime the users that the guideline is coming.

So, our review stage is usually done in two stages where the first stage is just the content expert that does not get involved in the development of the guideline. The brother aspect of review stage goes into the community of physicians or community of the experts that will be treating the patients. So already, that is before the guideline gets published. So that is our way of disseminating when it comes to our guideline development. But as an organization we use social media heavily in everything that we do.

>> KATHLEEN MURPHY: Did you hear anything today was new or surprising or that you might mull over and want to adopt in the work at McMaster?

>> CHIKA AGBASSI: Oh yeah. One of the things that struck me as Andy was presenting is the huge resources that are out there. When it comes to dissemination through social media or through any of this platform, one of the things I was thinking about is the dissemination depends on the reach. If you don't know how to use it, no matter how much the organization disseminates through social media, it wouldn't reach you unless you know how to use this, unless you have a Twitter account and Facebook account and all of that. So I believe with all this platforms and all these tools, dissemination would be made a lot easier and a lot of people begin to use this platform and now how to use it. Maybe even register for them.

In my work, I have seen a lot in presentations. I see a lot of that. My role, I have meetings with the experts. I can see how a lot of these platform will work for me in the presentations that I have to do, especially in the advent of everything going virtual now. These are very strong skills to have. And knowing how to use each of them as much as possible would be an added strength in my work.

>> KATHLEEN MURPHY: That is great. We look forward to seeing that. We will have to follow you.

I'm thinking, too, Andy you were talking about and I think it's a general trend there is a trend towards images. You were talking about the importance of short videos, chunking things out. That is all great as far as thinking about how even highly educated people read less now and have shorter attention spans. I'm saying Patricia Heyn, you are the deputy director of Cochrane US network. You have really complex messages that need to be disseminated. Do you have any apprehension of using social media to share the complex information that one would see or read about in a systemic review?

>> ANDY TATTERSALL: There is a problem for people in academia. They are worrying about dumbing down their work and making it look less academic for lack of a better term.

Invariably, we want to communicate what we are doing a lot more these days because of societal impact it can have. Now we know there are people who should know about our research and perhaps don't. A great way is to break it down into summaries. Whether something like a complex systemic review or a large clinical trial or anything like that, the way I would speak to people is the way a journalist would come about it. It's look at the five W's. It's the what, where, when, why and what is the other one? I forgot. And who? And you answer those questions. That is how you turn that complex piece of work into something that is easy to digest. Without excessively dumbing it down, that becomes an issue. You can start to write about who is involved, who benefits from this work, where is it taking place? When did it happen? When did we find out the results? Why are we doing it which is a common one. So, when research or anything complex is there, we don't know why. People become critical. They spend a million dollars on this, why did they do this? It goes back to the breast-feeding story. We have to tell people why we are doing that research. So you can break that work down into those five things, it make it simpler. You can extract it into a poster, a pod cast. You can get people to sit down and ask those questions. Why are you doing the research? If you have done the research you should know why you did it. When you did it. Who is going to benefit? If you start to do that, it doesn't dumb it down. It disseminates in a way that people can understand it. It becomes an animation or a video or a blog post. If you have written a very large report maybe 30 to 40,000 words or a journal paper 5,000 words, you have to dissect that into 6 to 800 words under those headings is doable. I think it gives confidence to the people involved in that work. I'm more used to writing as a journalist than I was an academic. I write academic papers. I never like it. But I wrote a blog post for the London school of economics for their blog next week. They have a big blog called the impact of social sciences. I wrote a 1300 word blog post for them in about 90 minutes. Because I was comfortable and it was a topic I knew about. Everyone here knows what they are doing. They just need the confidence to flip the writing into that way. The five W, is a great way to do that.

>> KATHLEEN MURPHY: Patricia. You are deputy director there at Cochrane where you have whole teams of people who are going to be vested in the findings of a complex systemic review. So, what did you see any strategies in this presentation to help alleviate concerns about that or are there not concerns? What do you think about all of this?

>>PATRICIA HEYN: Definitely. For Cochrane we are in that critical time with Covid and all the unknown consequences that Covid has been patching. The environment and health care and arrangements and so forth we are in a moment that we have to find a way to rapidly and effectively communicate and pass the best evidence. So we are always reinventing ourselves in terms of finding ways to be effective. So using social media and having those platforms is so critical for us. We use all of them. Twitter, Facebook, Instagram, YouTube and we are working close with a journalist where we have a platform where we learn about effective communication. Everything is essential. We have a whole platform that is to facilitate our communication and our products with our journalists or the media or the public. And we have been seeing positive feedback. In terms of child health, especially because of Covid impact so many of the engagement of the public and the consumers in creating some other like YouTubes or blogs to disseminate and help their consumers to understand the impact of those conditions having also growing and exponentially being used.

I think it's such a critical time and we are learning fast and applying fast and are working very closely to our key partners.

>> KATHLEEN MURPHY: I notice someone shared a dissemination checklist when sharing health evidence. Patricia you mentioned consumers. And Irene is a research coordinator working with consumers with TBIs, so particular needs when it comes to informing receipt. Irene, I'm wondering, Andy has spoken about writing lay summaries of research in clarifying messages to help people understand what you are trying to say. What has been your experience in writing plain language about technical content scientific knowledge?

>> IRENE WARD: There is a Facebook page, there are Twitter accounts and things like that to engage a network. Actually, a lot of that network is formed from former research participants. They sign up to be part of this research community. In terms of consumers and research organization that piece of family and care giver is very instrumental in that community of research as well. It ends up becoming this community of people that have either participated research and are primed for that information and seek it. But in terms of my own personal experiences in presenting information, research information, or even clinical practice type things to more of a lay audience it is different. And I think I'm still figuring out ways of perfecting it. I get those opportunities because we have consumer conference where that community is welcomed in. Off of whatever the theme or topic is, we have presenters that discuss that. I honestly think that in many ways, that conversation there are questions that come out from the audience are so informative of things we can do as clinicians and researchers to serve them better. The format there is just a regular live conference. But we have also seen as a result of Covid that we have to accelerate our knowledge and use of other formats like Zoom conferences and webinars where we are used to having a PowerPoint presentation and going through the slides. And now things are recorded. Now I'm interested in these 80 second, well‑scripted talks that are videoed and recorded and trying to figure out how to share the messages without skipping over the methodology that gives the weight and validity about why a message was given or why an outcome was the way it was.

We found ways, we have a newsletter that goes out to participants and research community, too. We have had to change formats based off of a consumer group that came up when we asked them. Their feedback was to make it shorter, concise and visual. That was the feedback we got from a focus group.

>> KATHLEEN MURPHY: You mentioned doing a focus group which I assume it was for the purposes of evaluation. I don't know if you know Cindy Cai, she’s a colleague of ours from AIR and directs NIDILRR’s the Model Systems Knowledge Translation Center. She works with groups of researchers who among other conditions support users with TBIs. She is wondering about measuring efficacy. Was that the purpose of that focus group?

>> IRENE WARD: It was mainly to inform changes we were going to use. My question was how do you know if your research has hit the mark basically? I think of that in terms of clinical practice guidelines, there is so much effort and hope in clinical practice guidelines to focus treatments, maybe reduce unwarranted services, but how do you know you hit that mark? In terms of that focus group for that particular reason it wasn't to measure effectiveness. But maybe something like that could be helpful in measuring effectiveness or sharing research out for that group.

But it wasn't for that purpose now.

>> KATHLEEN MURPHY: Okay. Chika or Patricia, we heard from Katty Inge earlier about a randomized control trial of a Facebook secret group. That is an elaborate way of trying to test the strategy. I know over at the Campbell collaboration the knowledge translation implementation coordinating group which tries to foster systemic reviews that actually synthesize evidence on knowledge translation strategies is Cochrane involved in any initiative like that where looking at the evidence for outreach, specifically social media?

>>PATRICIA HEYN: So we have an engagement networking group. The chair has been taking some of those initiatives. Mostly, the life of the Cochrane central the office is in UK. But we are in conversations in the US network that has been a network. We are deciding to work more closely with the central to adopt and implement some of those projects and approaches that have already been developed. So we are learning as well and looking for new opportunities to elaborate on that and expand on that.

>> KATHLEEN MURPHY: Sure. I notice Mariah Cochrane is doing training on evaluation on knowledge translation. That is coming up on Monday. So, folks can sign up for that. Andy, do you know any studies of knowledge translation in the social media realm? Like what works studies?

>> ANDY TATTERSALL: There is plenty of work gone on out there. In terms of kind of what works specifically. My talk was around the visual side of things is certainly the thing that does work above most other things. Also, including links within the tweets. So there is actually something there to get somebody to the source. It's very easy to put a tweet out about something and nobody will go searching for the link invariably. They are the main sort of areas. It's a constantly changing arena really. A lot of what I say now I might disagree with in five years’ time. Because those things I was saying five years ago I was a massive advocate of RSS. I thought RSS would innovate research. And effect social media is RSS. But it's a forever changing environment.

One thing we need to know about is reputation management and how we deal with that and the issues around trolls, et cetera and bad reputation. We know that people can ‑‑ the research out there will show that people can share fake news and it has no detriment to them. We know that on a grand scale. But we also know that is not the case for everybody. So, those cases where you know you can do things can being damaging. It's, again, trying to think about these kind of issues. It's a complete gold mine for social scientists social media. It has a tremendous amount of ethical issues. Because it's publishing and everybody is concerned about the privacy. There is a whole issue of how we look at tweets and analyze tweets.

In the medical profession, is it right for doctors to look at patients social media? So, there is a whole ethical issue around that. Really, you know, some evidence we do now is visual having links in ways that are going to get you noticed more than anything. One of the counter arguments is everyone gets on social media. Years ago we had to do an argument about social media for research and knowledge exchange. I said there is no paradigm shift. Social media is a huge shift in how we do things. But within knowledge and research it hasn't. Still the majority of people in this area are not using it or they are not using it effectively. But one of the counter arguments is okay, everybody starts to use social media. Everyone goes away and starts making animations. It's akin to like pyramid building. One person builds a pyramid so the next one builds it slightly bigger and everyone ends up with bigger pyramids and there is no difference. Why I say this is the sooner you get in to using it as part of your program, project, your organization, the sooner you'll start to master what you know. And that is the thing that will give you the kind of the edge. It's those who are using it properly. I hate to use the word brand. I don't like the word brand. Invariably, that is what we are trying to do. Building a brand around expertise, knowledge, around organization. But the sooner you kind of get involved and start to invest time the easier it is to build that pyramid that is bigger than everybody else's. I don't like that game. But I understand that as an argument as well.