**2020 Online KT Conference:**

**Social Media Strategies for Knowledge Translation**

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

Andy Tattersall

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>> KATHLEEN MURPHY: We are joined here with Andy Tattersall, we are very excited to have him. He is an information specialist at the School of Health and Related Research or ScHARR joining us from Sheffield University in the UK. Ok Andy, are you ready to begin?

>> ANDY TATTERSALL: Yes. Can you hear me okay?

>> KATHLEEN MURPHY: We can.

>> ANDY TATTERSALL: Brilliant. So, the cable is running fine from UK to US.

>> KATHLEEN MURPHY: Sure and I know we are keeping you up late so we appreciate it.

>> ANDY TATTERSALL: Its fine, its fine. It's 7:00 here in the UK. Thanks for the introduction, Kathleen. So, the purpose of this talk is I'm going to be throwing a lot of content at you. I'm going to be honest from the start over the course next 50 minutes. There is a lot to put in. It's to get you to think about some of the pit falls and planning ahead and strategizing social media approach to disseminating research and knowledge. Also, to think about making social media content more eye catching. I think that is increasingly important as you are trying to stand out from other communications and platforms out there. You only have so long to capture someone's attention and hold onto it.

We are going to look at a few tools which I'm going to mention that I implore you to look at the right time. A lot of the workshops I do and training courses I do, I try to demystify a lot of the technology. A lot of people say I'm not really into social media. I'm not really into technology. Actually, a lot of these tools they are no harder than using something like PowerPoint or just using something like Word. I'm going to explain the tips and tricks that we will use to go along.

The thing to remember is there is a lot of choices out there. There are lots of different things that you can use and with the communities you work with they may have different accessibility issues. They may have different platforms and maybe different inequalities. You have to think about that when thinking about your audience. I had a colleague from university approach me for writing a blog for speech language therapy. I said that is the wrong platform. The platform for you is YouTube. The thing you are trying to get across is the spoken word, it’s a visual thing you want to show what you doing with your mouth. A journal article doesn't capture that. It's thinking about what the right thing for you to use?

So, choose wisely. And, also, don't try to spread yourself thin. If you are an independent researcher, if you are a librarian or someone involved in knowledge exchange and your role is to help a project are a program or an organization disseminate their work, you can easily get bogged down by trying to spread yourself across so many platforms. It's very easily done. What you end up with is a feeling of dissatisfaction that you are not really making impacts anywhere. It's like fighting a war on several fronts. You sometimes need to attack on one or two fronts and push and focus there. That is where you'll get the actual impact.

So, I work in health research. I try to think about how perhaps a doctor would prescribe an intervention or prescribe a medicine. Same is with a tool. When you are thinking about using it you have to understand why am I going to use it? Why am I going to use Twitter? Why am I going to use YouTube? Why am I going to write a blog? You have to understand the cost benefit sort of process going on. What is my investment of time here? What do I hope to get out of it? You have to understand any technology can have side effects. I work in information science as well. We have lots of problems around information overload and around attention deficit, partial attention.

So, there are lots of issues that if we suddenly start using lots of different platforms, which I have to because it's my job, but I found ways to manage it.

If you are suddenly trying to take on new social media platforms and new technologies there may be side effects. It may stop you from getting your work done. You have actual work you have to do. This sometimes feels it's an additional thing. It isn’t, it should be part of the process for people involved in knowledge exchange and involved in research.

You need to understand the benefits can take time. The amount of colleagues or PhD students or clinicians that people come across, you instantly expect to have some success the minute they get on social media. Some people with esteem and already are a highly built and established career they will see benefits quickly.

If you are not in that fortunate position, then it will take time to promote a program or a project or anything like that, it will take time in coming along. You have to think about it.

I'm an advocate of social media. I appreciate it's not perfect. It's far from perfect as we know. I do believe the positives outweigh the negatives in trying to get accurate, proper information. We will reach patients and experts and professionals.

I can say how good something like Twitter is or something like making infographics. The thing is everybody is busy. You have taken time out this week for this conference to find yourself back to the workplace trying to do e‑mails and everything else that is going on particularly in the current climate. It can be a distraction and today might not be the day that you start using the platform.

Whatever you do, don't feel pressured to use a new platform. If you suddenly go today, I'm going to start write a blog or write a summary or something like that and you are feeling pressure do it, it won't work as easy. I think you have to start to accept and allow. If it's false, it won't work as well.

So, this ‑‑ I used to have an allotment. In the US you will have the equivalent thing. I don't think it's called that. I have an allotment which is a patch of land and other patches of land like this. We all would grow veg. This is away from our home. I had it for a few years.

Having any kind of a platform, any kind of communications process, particularly using social media requires you to kind of go through a cycle of growing and weeding and nurturing. Anyone who has grown flowers or vegetables, know you can't grow in the ground and leave it. You know you'll need compost, fertilizer and manure. But you will need things that will feed the seeds and we will get them grown. You need warmth, rain as well. But what you also need do is weed out things, keep nurturing, keep growing.

So, if you start with a social media process, if you start to use these platforms, if you do it for a week and not a month what you do the first week will wilt and die. You are trying to keep things turning over. You don't have it to do loads. You do it as needs fit with the area of work you are in.

What I said to people is seek out allies and connect with them. People on social media invariably in our areas of work within health, research and knowledge exchange, they are invariably looking for allies themselves. That is the point. You have to create social networks. Don't feel a free to approach and connect with any of these groups here. Don't be shy.

I have connected with people who are far more senior than me, far more interesting than me and we had conversations and met in person. It does give you that extra 10 to 20% in terms of building that network up. It's very useful. Even though you may connect with someone and not speak with them today, in a year's time they may have slowly acknowledged the work you have been doing and connect.

Don't follow people because it feels like it's a nice thing to do. I give to talks to say, PhD students and go to different universities. I get three or four students to follow me back. Unless they are interested in scholarly communications and unless they are interested in web science or anything that I'm interested in, I won't follow back. It will clutter my information feed.

You know, you be nice about it, but I think that just following people because it feels like a nice thing to do will in effect just weaken your stream of information that you are getting through. Here is a good example of where things can go after a while. So, this is Jonathan Ashworth. He is the shadow health and social care secretary for the labor party which is the opposition party in the UK. A colleague of mine Andrew Lee was on an evening time news program on BBC talking about Covid. He is a public health expert in the area of pandemics and epidemics. Johnathan was watching and started to follow Andrew and the Twitter account which is one I have setup years ago and have recently taken back on and been back using. Jonathan is now aware of this, he follows 2 thousand three hundred people, which is a lot. If there is an election in the next couple years ‑‑ labor may be in power and Jonathan may be the health and social care secretary. It's important we appear on the eye lines of these people. This is an indication where this can happen over time.

Also thinking about timing. There is a great time difference between me and you in the US and is thinking about obviously in the United States you have your own time zones. It's thinking about when you actually make your communications and thinking who are you trying to reach? Where are they located? Are they going to see this tweet? It's easy to post your tweets when you got home and you have tea and you start to think about, oh, I should have done this before I left the office. I'll pop in tweet out. It's whether it will get picked up. It's easy to do that. It's thinking about when is a good time to tweet?

Prior to the pandemic probably a good time to tweet would be around the hours of 8 to 10 in the morning where people would have been having breakfast, commuting and traveling to work which is the primary time they’re going to check their phones and look at social media, it’s just so assessable in your phone. Then they get in the office and start to do work. If you start to tweet at certain times people are less likely to see it. If we are treating something at Sheffield, regarding some research which is of interest with people in say, India, we wouldn't be tweeting at 9 at night. We would have to think about these things.

This is the tweet deck. Particularly useful. For those who have not used it. It's owned by Twitter. It's free. It allows you to create different dash boards of streams that you can put in search key words. It will allow you to put in key words which will populate any tweet relating to those. But another useful thing is it allows you to tweet across multiple accounts. Say, if you have a personal account, a project, an organizational account. You can then start to tweet repeatedly across these accounts without having to go from one log in to another on your phone.

You can schedule your tweets which is really useful, is especially if you are planning ahead. You have a weeklong of events you want to get out. Especially if you were given that task to do this and you are going to struggle to remember that every day you can do in advance. Make sure what you tweet in advance is right and correct. Think about the timing. In the US like the UK we have moments of silence. You wouldn't tweet a particular time where you know we are taking a moment of silence which we do a couple of times in the UK. You wouldn't tweet out what might change over the next couple of weeks because then you have to remember to change it.

Look to plan ahead. Look at things like international days, health awareness days. There are lots of these calendars out there. Things that will be connected to your areas of work and operations. And try to plan ahead. I can't express this enough. Don't think next week is disability awareness week next week you need to do something now. You need to do things a week in advance at least. What are the hashtags for those events? What the charities or organizations may be using. Plan ahead. Think about creating content in advance.

Lists are very important in Twitter. Can't express that lists are really useful. They are easy to setup. There is a load of tutorials on how to create lists. Lists are good if you want a professional and personal account in one place. You can add personal accounts to Twitter without following them. You can create them into your own personal list and make it private.

If you work in an organization and you know there is ten, 15 people tweeting about the work you are doing, if you add them to a list, then every time you open up the list you see all of their tweets which then allows you to retweet them through. It's an easy process. It's like the sorcerer’s apprentice. You basically have got everything automated.

If you go look at tools like this then that, you can setup things like connect e‑mail to digest your Twitter, which will then start to pick out useful kind of tweets for you. There are other tools like that. Tools look muzzle and other tools like that. They move to a more premium account. It depends on whether you have funding to use these aggregation tools.

So here, some of the things you can do if this then that, Get an mail digest of tweets from a specific area. You can create a search on Twitter and get a daily e‑mail with the results. And if it there is a user that’s tweeting on Twitter then you can get a daily e‑mail of those tweets. That creates a lot more information and stuff coming in that you have to deal with. Don't get hung up about it. If you don't read them, you don't read them. If you are finding there is useful content coming out that is generating our own social meeting content and creating our own knowledge and improving on that, these are potentially useful tools for you in your work.

So, with Twitter, think about scheduling tweets. If you are using Twitter for any kind of organizational account, any project, don't use a personal account to own it. If there is anyway in your organization, you can setup what we would call in Sheffield a generic e‑mail account. We have countless problems in Sheffield no doubt where people setup accounts using their own e‑mail address. They leave and we can't get access to that account.

I have had to intervene with a few things where I found this has been the case. You can spend a few hours actually trying to go down rabbit holes to find out what is happening.

Use visible tweets when possible. Always link to other social media. Look at notifications, books. Don't have notifications turned on. Don’t have things that will distract you. Don't have them on your phone. It's a good practice to turn them off. It is a distraction. It causes you to look away from what you are doing. It's another side effect of social media.

My phone, for most of the last eight months while working at home sits in a different room because if I had it at my desk it would be pinging away every hour.

If something is important, tweet it more than once. People worry. They put out a report. You put out an event and you think I don't want to disrupt anyone else. I don't want to interrupt anybody. If it's an important piece of work, if it's an important message then think about tweeting it once that week, the next week, a couple weeks after. If it's good, I retweet occasional things I have written four or five years ago, that I still think are applicable. Don't fill your tweets with hashtags. It could be hard to see. Promote your Twitter handle. Don't use Twitter automation tools to generate daily tweets. I don't think people are particularly interested in seeing those things in a Twitter string.

Same with Facebook really. If you have a page, make sure it's a page not a group. Don't use a personal account to own it. You have to generate a fictional one. That is what I done. I had taken the Sheffield Facebook. I have now taken it over and created a fictional account which is tied to a university e‑mail address which means if I leave Sheffield people have it. They know about it. Same thing applies as what I said with Twitter.

It's important to correct reputation. One of the things that took place on Wednesday talked about the trolls and the issues you may face with trolls. As the talk said, this is a problem in social media. We know this. We know it's a problem in particular fields if you are working in feminism studies or politics or particular areas like that, climate change. We know it attracts not particularly nice people. It's rare within our areas of work really. It is very, very rare. I think if you go looking for trouble, you will find it. But invariably, the circles we operate in are quite civil and professional. This is a story, just to show what kind of happened. This is a footballer in the UK who became a boxer. Received a lot of abuse from a troll. He decided to take things into his own hands and posted a tweet asking for this person's address in exchange for a thousand pounds. He got a street name within a week. He drove to this person's house tweeting pictures of his journey to show he was on his way. The other person starts to back down and realized he had gone too far.

What we found from that story is he didn't realize he could block that person. That is often the best way to deal with that. I will talk a little more about reputation management. We often see this on social media accounts. Opinions are expressed are my own and do not express the views or opinions of my employer. It's not a legal defense. It's not going to stop you getting into trouble. It doesn't give you license to say what you want on social media, even though people may do that. I say it's unlikely that things you say are going to lose you your job. They may eventually lose you your contract or get you into the books. It's important to remember that even though we have free speech, I can't say anything detrimental about my university. Even though I'm not tied to my university on my Twitter profile, I'm not going to use that platform to say that. If any of my senior colleagues saw that I could be in trouble. I don't have those opinions, but it's easy for people to slip into that. There have been countless stories who lost tenure because of things they did on social media.

This is being recorded so you'll be able to digest this more. It's thinking about when you do receive criticisms in work. It's asking the questions is it unfounded criticism? Founded?

For example, you may want to share a piece of funded peer review research carried out by your organization. Someone may criticize that publicly. In certain circumstances you have to think about is it fair? Can they back it up with evidence? Do they have an agenda or an ax to grind? We do research into alcohol in my department. I work with some leading alcohol researchers. A couple of those active on social media come across lobbyists from the alcohol industry.

Is it a personal attack? Again, this can happen where a personal attack may bring in the workplace. I have seen this in my own department in the past. Very, very rare these things will happen. And does it have a response from your organization?

This is a piece of research that we did that was covered in the Sun. This is an example. My background my first degree is in journalism. I have some idea how journalists work. And this was a piece of research covered in a newspaper called The Sun. It was in relation to a pilot study we carried out in looking at advantages to breast feed. You see below the comment. Giving new mums bribes boosts breast feeding rates. Controversial is put in there.

This is all covered in story. They covered all of the factual positive things about this story that we found that offering an incentive bolstered rates by 37.9%. We know research shows that mum's milk boosts her babies immune system. It also cuts the risk of obesity and diabetes later in life. In the UK fewer than half of new mothers breast feed two months after their baby is born. They have a counter argument by this lady who says from the touch payers alliance as a mother who breast fed their children I don't believe the government should use taxpayers money to bribe new mothers to make the same decision.

The media knew this is controversial and they know they can put a few words in to get a quote and flip it and cause some controversy around it.

So, the controversy appeared with the Derbyshire Times. A lot of people done by people not reading the research. They probably didn't go as far as finding out all the benefits. It will save money, improve children's lives and improve the health and well-being of the mother.

What do you do when working with the media and dealing within a social media context? It's important to work in tandem with media and communication professionals. They are allies, but they may not always understand the nuances of the story and the important we get it direct to the audience.

Write a lay summary of your work so it's harder for readers to misunderstand and misquote your work. What we see is people move on from an outrage quickly. We see it in US and UK politics in particularly. Someone may something which is completely fake, but by the time we are trying to get the facts together, everybody has moved onto the next thing. It's important to try to stop it at the source.

So, when you work with journalists, ensure you quote accurately and ask to see drafts of news stories where possible to remove any inaccuracies and bias. That is the same when working with people with blogs. If you are using Twitter, pin a tweet that is a record of the research story. It's a tweet that will always stay at the top of your Twitter feed. So those who come and visit your account as a result of the coverage can read the factual lay summary of the work. The truth about this piece of work and so on.

Don't feel obliged to respond to every comment. As you saw in the past slide you can get hundreds of comments that can run into the thousands. If any of the comments are damaging or carry any influence it goes through your organization think about the best way to address that.

Monitor your online reputation. As they say, prevention is better than a cure. So, think about mentions on social media. Keeps you in touch with what is happening and identify a incidents before they become a problem. Particularly in your work is receiving increased attention.

A common question we see, and I think this was touched on in the conference. When you have people who perhaps understand the benefits and importance of social media to say can you show me why we are going to invest time in this? This is why you would then start to capture that sort of impact good and bad. Remember, you don't have to work with the media. You don't have to be on social media for your research to be on social media. That is taken out of your control. It's important to do things to hold onto that control.

If you have any problems, it's important to document it. Take screen grabs of any negative posts on social media. People do sometimes delete comments and posts made. Especially if they subsequently regret them. Keeping an offline record is useful. But also thinking about how long you keep these things. They can be toxic if you hold onto them. It's important to think about how long you keep those.

You can use things like the safe page now. Save page now function on the internet’s archive way back machine as a way of saving screen shots.

Really, in a nutshell, be human. Be nice. Always be nice and be human. If it's appropriate to apology, please do so with a sincere manner that shows you take complaints seriously. I'm sure lots of you will have these documents in place and it's important to have something for when things perhaps do go wrong with social media.

And hopefully you won’t ever have to refer to it.

This is a good quote. J.W. Stephens. "be the person your dog thinks you are!" that is the way you need to portray yourself on the web.

So, making thinks more eye catching. Really think about things you can do to make your social media content more eye catching and more visible and more accessible.

From an accessibility point of view, which obviously will be important for your audiences. It's particularly increasingly important now across all spectrums of communications. You need to think about using conflicting color schemes. Where possible use closed captions to create subtitles for video content. Capitalize hashtags for screen readers. It makes it easier to be seen. Notice that the M in Media is capitalized, minimize emoji use. They can confuse screen readers. If you are doing anything on Twitter or blogs with images try to have alt text descriptions which helps people. Canva is a great tool. I suggest you go and look at it. You can get it for free. There is quite a lot you can do with a free account. There are pro accounts that are not excessive. Probably around $150 or more for the year. But it's a great tool for creating any kind of visuals that are already set. I want to make something for Instagram or Facebook. I just don't know the dimensions for it and don't know how to use photo shop. This will do all of this for you.

So, it has all of the preset sizes, compositions there for you. Makes stunning artwork. I don't want to put anyone in the creative industries out of work, but it does allow you to make some very good graphics very easily as well. There is plenty tutorials out there. You would probably master it within 30 to 60 minutes and make very good graphics.

The thing to remember with any of these free platforms, you are limited as to what you can do. The useful things like exporting a really big size if you make yourself a poster and you want the print as an A1 poster or banner, it will pixelate because you are using a free version. Think about that in advance. But it is a great tool to look at. There are loads of these out there that you can use. This is one of the best.

This is one I created. I run a series of monthly webinars. These are my webinars in ScHARR. Something like that will take five minutes to make. I created a template. I just changed data. You can do this in PowerPoint. The actual thing is this is in layers. the microphone is an image which has a blue layer over it which is made slightly transparent. It has grid marks for putting things in line so everything lines up. So hopefully the D on doctor, the BA, the reader below that and the at ScHARR Sheffield. It lines up. It will take me five minutes and export it as a png file for the web.

Pikto chart is a great tool for making posters and infographics. If you master Canva, you can master this. Everything is layers. The poster was from an event I spoke to British library. You can make this in PowerPoint if you so wish. What this has lots of the icons, the images. All of those people there, they are all separate little vectors which are little graphic images that are monotone. They can all be dragged and dropped. All the text can be dragged and dropped. The colors can be changed. The blue background and pillars can be changed. Everything can be expanded and changed accordingly. You can make some really good infographics as well. Limited with a free account, but you'll find there is enough there to get you going to make your first posters or infographics on social media content.

Video is incredibly important. I use video a lot. I work with colleagues on video for well over a decade. Videos are a great way to communicate. You can access them on your mobile, you can access them almost anywhere. They are eye catching. They are the predominant format on the web in terms of how much web traffic they take up. If you think about YouTube or Netflix or TikTok, it’s video related. You can use it for creating promotional videos, short tutorials, communicating your own expertise in research. Even conference submissions. I submitted my first video abstract to a conference about eight years ago. It's not a new thing.

It allows you to reach out to different groups and individuals. Now, of course certain groups may not have access or be able to use a video. Again, it's important to put things on like subtitles where possible. And YouTubers got better at doing things like closed captioning now.

No one size fits all when we talk about video. People instantly feel that they have to be on a video, they have to be a camera and it makes them nervous. You can screen capture things using your screen tool. Like screen castomatic. It's a screen capture tool. Works well. There is a free version, but you are limited to 15 minute videos which is plenty enough for most things. Then animation tools. A great way to make videos on a variety of topics. You don't have to voice it. Someone else can voice it for you if you are uncomfortable with about the sound of your own voice. I think we are all are. If I was to hear a video of this back I wouldn't like the sound of my own voice. Then we have the things like the professional video camera.

That gets a little bit hard if you wanted to make bigger scale videos. Now we think about social distancing and trying to record. And we are going into the winter. It's not like you can easily go out and make these videos like you could have done in the summer.

Video helps make your content more friendly. I think it's a useful thing. Just to reiterate that.

Lumen5 is a great tool. Allows you to make short punchy videos with story boarded videos with text and music. The free account is good. It's well worth paying the $149 for a business package which will open up more graphics and images. It makes short 80 second videos. I just made one today for a conference some of my colleagues are going to present at. You can make these videos within 20 to 30 minutes. Because they are so short and punchy around 8meg in size you can easily load to Twitter. But if you have a look at the ScHARR account and look at media on Twitter you'll see some of the videos we made. It has royalty free music.

This is one I have created here. This was for one of our health webinars. This is our first health research webinar series I created. I wanted some way to get our research out there. I made a template of it. That one there went out ‑‑ it's got over a thousand views, which I think is good. If I had tweeted about our webinar series and it was just text, I don't know whether we would have had over a thousand views of that tweet. What this shows it gives us some kind of analytics.

Adobe Spark, another great tool. Works well on the iPad. I would love to have more time to show you these in depth to show you how easy they are. Some people are going it's not easy for me. Once you understand the principles and basics, the biggest hurdles is the confidence. You all have content you can use to make a video, but it's about having sometimes the confidence do that. Adobe Spark works really well. It's an animation platform. If you go to the ScHARR YouTube page you'll see some of those. I made about a dozen. They are about a minute to three minutes long. They can take 20 to 30 minutes to make in total if not less.

Whether you are going to make any of these like Lumen5 or Adobe Spark. You do need a reason. Don't go away and say I'm going to fit a round peg into a square hole. With animations when not on screen always write a script. Write it line by line by line. The animation is made up of different scenes you can drag and drop and move around. Think of it like a PowerPoint presentation. Each slide is a different animation that you arrange separately. The great thing is you don't have to talk for three or four minutes perfectly. You do each line at a time. If you do a script it will save loads of time. It means you actually say what you need to say. It's a great way to make concise, communicative videos that effect social media. Use a recording device. Adobe Spark works really well on iPad. Then you may need editing software to put your own identification on it and put your own text on it. That helps you to think about a platform of a video YouTube or things like we have iTunes University at Sheffield. When you make the video, get out and communicate it. Share it. Don't hide it.

When you are making these videos be relaxed. Don't be uptight. Make your voice be relaxed. It's something I need to do more. I try and try more these days to calm my voice. Do it in a room where you are not going to be disturbed. That is important. It's harder when some of us are now working from home and we may have family members around.

Use a room with good acoustics. Don't do it when there is some work taking place outside or there is a lot of traffic. Do it where there may be some reverberation. The room I'm at in a moment is not perfect. I'm in a conservatory, it's not the best room. But I have a microphone which makes it easier.

Use your own images if you have them. If you have photos from events or projects, use that. That saves you having to attribute and search other images. Try not to go over five minutes. Three, four minutes is a great time. If you are video needs to be a minute, it needs to be a minute, that is fine. Don't try to put stuff in that isn't of use. You can be a little less formal. It makes it easier for a person to read your content.

You can see some of the Adobe Spark videos I have created there. They look quite attractive. These are little taste of videos to make people think of different ways of working as part of their research. A lot of them are 90 seconds long. A lot of these videos from script to production to hosting took around 20 to 30 minutes because I did the majority of these over the course of a couple of weeks. Once you get into a flow, you really start to kind of make these videos.

Also, Adobe post is a great tool for making posters like Canva. You can do this in PowerPoint, but you can see the text is a little more striking. The image is striking. It's from Adobe Spark. All the posters I made in the last ten years, this was an event I ran in my department about two years ago. For the last ten years pretty much all the posters I have made I tried to make them look like a concert or a gig or a film. I really don't like very heavy text posters. Again, I know it could be subjective. Some of you watching this may find that is not a nice poster. It hopefully catching the eye. That is what I wanted to do. You can do this when you are sharing on social media. It makes it more eye catching.

If you have funds, if you have the ability then I do suggest that if you are making pod casts or videos or stream casts to buy a USB microphone. I have that one on the side. The Rode USB Mike. If you use with an iPad the iPad will power it. I don't know how it works in androids. You can use head phones. There are loads out there. If you find it easier using a stand you can buy these stands.

Storyboard anything that you do. If you are making an infographic, if you are making an animation ‑‑ I say everything but infographics and animations primarily storyboard them. Think about what is going to go into it before you start making them. It's easy to go I learned to make this cool tool, I’m going to rush off and use it now. You need to think about how you are going to use it because you haven't got the time to start messing around and finding out you haven't made something at the end of the morning. It's a great way to maximize your time.

When you make video collections obviously try to think branded. Contact details. These may seem self‑explanatory. There are a lot of videos that go out there that don't have any descriptive text or text within the video or don't have any meta data. Think about branding, owning the video, putting contact details on. Think about videos you may create that are actually going to be too long. Whether you can chop them up into little easy to digest shorter videos that become part of a collection. Use the description for discoverability. I can’t say this enough, promote things that you make.

Create your play lists. Subscribe to other play lists if you don't feel you can create content. There are lots of great videos on YouTube that you can create as part of our own content.

Putting it all together. Think about using creative commons material, images, video and sound. Any librarians here or if you work with any they know about this. They can help you with this. Proper attribution of content and finding resources. Write your scripts. Put time aside to build content collections. Think about the bigger picture. Think about what you want to achieve and who you want to reach and think about what you realistically, and this is important. I can't say this enough. Think about what you can realistically achieve in your limited time and resources. Particularly as we are in a very destructive working environment now.

I'm probably a minute or so early to time. Actually, I'm few minutes earlier to time.

>> KATHLEEN MURPHY: Actually, that is great because we have quite a few questions here directed to you as far as clarifying on a bunch of these tools. People really liked your presentation. Thank you very much. I think they are going to start grabbing these tools and employing them. Towards that, I missed the resource for the poster maker, what was that one called?

>> ANDY TATTERSALL: Canva. You can make posters with Picto chart and you can also make them with Adobe post. But Canva is just really so low entry, it's great. I guarantee you wish you heard of that tool two weeks ago because you would all be making Halloween posters. It's a nice thing to know how to use.

>> KATHLEEN MURPHY: Perfect and if anyone in our audience as we talk about these tools has experience or information to share about how accessible they are to people with disabilities, I know others online would be interested to know that.

About Canva, Jean Wnuk noted if you pay in advance Canva is just $120 a year in the United States. You create one graphic and it resizes it for all social media platforms. I can imagine for some of the multi-channel stuff we have been talking about that would be handy. Actually Jean, since you are a NIDILRR grantee if you know anything about Camera Pro’s accessibility feel free to chime in there. Jess Chaiken notes that Canva works well for teams working on projects since it's web based.

>> ANDY TATTERSALL: You can create folders within the platform. Because it puts all the new content in one big workplace. You can make folders and get people to put things in actual folders. That does help.

With regards with the resizing that could be a problem. If you create something as a Twitter card it will resize for a Facebook poster. It will resize but it leaves the content in the middle. You have to move things around sometimes. Which is not a big problem. Once you create a template for that, you can then build off of that as well again. But it's important to know as well sometimes it doesn't put everything in the right place.

>> KATHLEEN MURPHY: That is one of the reasons why I think it helps with anything because people are looking over and you may have missed something if you are involved in creating it.

>> ANDY TATTERSALL: Because it's highly graphic and does a lot of funky graphics with backgrounds it's easy to make things that are probably not accessible. I think you do have to think about not trying to create something that is highly impressive and visible to one audience when in fact it's really hard for someone to access in a different audience.

>> KATHLEEN MURPHY: I'm reminded when PowerPoint first came out and I had a colleague who just loved to add in every feature you could. Everything was animated. Right.

As far as any of these tools, do they have tutorials? You are describing it as so user friendly.

>> ANDY TATTERSALL: They do. On my slide going back there is a link to tutorials that do have them. Most of these sites are good because they want to you use them and they want to share how easy using them are.

Some people there is an anxiety about that. The tutorials are good. The thing with canva and picto chart is they work similar. Once you work out the tool bars at the top if you click an image you get a tool bar and text is a different one. It's layers. Everything is photo shop. Everything layers on top of each other. Once you have that around your head, you kind of are almost there really.

>> KATHLEEN MURPHY: Would you say those are the two leading industry how we have Pepsi and Coke and Burger King and become McDonalds ‑‑

>> ANDY TATTERSALL: I think so. They do what you want with relative stress. They have nuances like PowerPoint where you click on something and it clicked on something else and it can make you mad even like Microsoft word can. But invariably, I think they are as good as can be at the moment. The other tools, the Adobe Spark and Lumen5 for creating videos, though work similarly but they have different interfaces. I would say Lumen5 works best on Chrome. Of it struggles with Internet Explorer. I don't think it's great on FireFox at times. But works well on Chrome. I think it's primarily designed as Chrome. I presume it works well on Safari.

>> KATHLEEN MURPHY: What about PC versus Mac? Does that make a difference in any of these tools?

>> ANDY TATTERSALL: With them being web‑based, they would be fine. People are using things like Linux and stuff. The one thing I say with Adobe Spark that works well on an iPad. It works better on an iPad than it does on a computer. You have a good distance for your mouth for what you are saying. My seven year old daughter made one for the school and got the head master's award for the week. That is the one I often show colleagues my daughter made this, you can make this.

>> KATHLEEN MURPHY: The kids are always the IT department. Margaret is wondering about VISME, are you familiar with that tool?

>> ANDY TATTERSALL: That is more of a data visualization tool rather than infographic tool. Info.gram is a good tool. That is good at maps. But again, you have to pay more to get the better map. If you want to make a map of the US like a heat map, it will have got the states in there. Info.gram is a good tool. That is worth looking at. Animation is a really good tool with a slightly steeper learning curve. Works similar to spark. Works similar to Lumen5 is video scribe. You can get a week‑free trial for that. Start the trial the day when you are going to make the video. Don't start the trial with the intention and lose the trial. That is a really good tool. Those videos will take longer to make. There are lots of tools that will do this. I try not to overwhelm people with all the choices because that is the thing that stops people from using them.

>> KATHLEEN MURPHY: Someone here endorses CANVA as well.

Whichever particular tool you are talking about Christine is wondering if free versions of those programs are used, can they be disseminated? Are there any rules? Is the vendor brand and product there if the free version is used?

>> ANDY TATTERSALL: With the free version of Lumen5 you get a big water mark at the end. I didn't I don't think it's a big problem. Paying the $150 for the year will remove that. Pictochart you are limited in export functionality in what you can do. They have a model if you were to search for say doctor, it's just an example. But they may infographic related to doctors may be a premium and you have to pay for that. They are always changing. It's impossible to stay on top. They are always changing their model. I can never give an accurate answer. Obviously, they all need to pay their mortgaging and pay their staff. So it's important to kind of think about what you want to make the end of it. How important it is and if you have a bit of money, it's probably better paying for the license.

Also, you have to remember there are issues with certain things. If you license a platform as a single individual user, and then let everybody in your organization use it, you are breaking the license.

>> KATHLEEN MURPHY: Right.

>> ANDY TATTERSALL: Which is important. I can't condone that. But it's important to know. It's very easily done if you start doing things like that. So, whether you start thinking do we need a five user account license or so on and so forth. There may be benefits for that. It's important to think about these licenses.

>> KATHLEEN MURPHY: 100%. We appreciate it also prior in your presentation to talk about the importance of getting permission for the images and things that are downloaded. Lauren Smith has shared a blog post where you can find pictures and resources to use that they used in another NIDILRR project, Healthy Community Living. When Olga was talking about creating a certain number of items on Visme she meant infographics, not graphics.

So, let me just see here how we are doing on questions. Lauren Smith also shared information about another resource for icons in the nounsproject.com, it’s a free account. You have to use the attribution, or you can get a paid account and use unattributed images which you use in perpetuity without worrying about that. She says take a close look at the disability related icons. Some you might find a bit problematic. So, I think those are all the questions that we had.