**2020 Online KT Conference:**

**Social Media Strategies for Knowledge Translation**

*Social Media: Recruiting, Listening, and Disseminating Knowledge*

Jean Wnuk and Deirdre (Dee) Logan

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>> JOANN STARKS: And now we’re going to get started with our final session of the day which is Social Media: Recruiting, Listening and Disseminating Knowledge. Our presenters are Jean Wnuk and Deirdre “Dee” Logan.

>> DEIRDRE LOGAN: I'm Dee Logan, hi everyone. Thank you so much for joining us today. I just wanted to show our acknowledgments about what the mission of the Transitions to Adulthood Center for Research which houses our RRTC grant from NIDILRR.

I'm going to go through these pretty quickly. But participatory action research is really important in what we do at iSPARC and within our RRTC grant. The collaborative approach that equally involves all the partners in the research process and recognizes the unique strength that each brings. PAR also increases the participants voice and power and research contract and emphasizes equitable partnerships between research and engagement.

So, with PAR, we have found in our experience throughout the years we have been doing it is that getting the voice of who is really benefiting from the research, which in our center is people who have lived experience of serious mental health conditions throughout the age spectrum.

So, we want to make sure we include those voices into our research as early as possible, so they are included in the beginning to solicit ideas for the research. Like going to them seeing what needs to be done, what gaps are there? We found that including this makes our researching services more accessible.

We found different age groups are going to have different cultures. You don't work with older adults the same way as you work with younger adults. Then, they can provide more direct feedback on how to improve the services and make them more relevant.

So, PAR provides expertise of people's lived experience. It can increase retention in a study, and it can decrease premature dropout which leads to better quality of care, greater cost efficiency and improved population health overall. As one of the earlier presenters said dropout is always a problem. And treatment dropout for folks with mental health conditions can happen a lot as well. So, keeping the voice of people who went through situations or challenges really helps you have an authentic understanding of how we can change services or increase retention into a study.

So, PAR also educated the researchers. It's not ‑‑ it is a two‑way street. So, we gain a sensitivity toward life as a person with lived experience. Researchers are made aware of the community resources and supports. It can help with creating materials that will speak to your population of choice. To your community of focus. And it gives researchers an opportunity to engage especially with people of all backgrounds. It takes us out of our ivory towers. It gets them working with people with expertise in ways that we don't.

Here are the ways iSPARC incorporates PAR throughout the life cycle of the project. We may use one of our advisory councils that meet regularly and bring an idea to them and get feedback as we’re writing a grant or review sections of a grant. We may ask people to be writers on a grant and then we will hire folks with less experience or go to advisory board to get feedback on tools, measures, the way we have written protocols.

We have a program that can relieve their effort which is stakeholder engagement program so that we can kind of make sure that we are including PAR where we can collect data and give feedback to each of our studies. We have created internships for young adults with lied mental health experience. We have our advisory stakeholder board and we have folks who work as consultants as well as hire folks with lived experience. And now I'm going to turn it over to Jean. Thank you.

>> JEAN WNUK: Thank you, Dee. So, now I want to talk about how we use social media to expand our stakeholder engagement. I think about social media as an informal version of stakeholder engagement. So, we use social media really in three different ways. The first way is for recruitment. So, we are recruiting new members to our stakeholder engagement boards and recruiting research participants. And the second area and the area I want to focus on the most during this presentation is we use social media for listening and learning. What are our stakeholders saying on online public platforms like Facebook and Twitter? Third, we use social media to disseminate our research and the work we do. We work really hard to create this online community and now we have an opportunity to share what we are doing with that community.

We use social media as a recruiting tool. I'm going to talk about this and when I get into actually the listening and learning, I'm going to ask a poll question which I just neglected to ask. As Dee mentioned, we have several stakeholder advisory boards. Our family advisory board last year we had a couple members leave and we were looking to bring on six new members. We had a job description. We used an online tool called canvas. If you are not using canvas to do your ‑‑ to create your graphics, it's a really great online program that is free and makes it easy to create the graphics for your social media and other presentation type products.

We put this together. We took this promotional ad and added it to our social media pages. We did additional recruitment via our local partners pages like the local NAMI and parenting organizations. We asked a lot of Facebook groups we were part of to post this for us. I'm going to talk more about Facebook groups and why it's such a great resource that is available to us through social media.

So the bottom line is that through sharing our information over social media we did get our new members to our family advisory board. So, we also use it as a recruiting tool for research projects. And I know that Luke talked about that earlier today. When we have a new project, we create a simple recruitment flyer like the one you see here. We post that throughout social media just the way we did our recruitment for the family advisory board. But we also add in Facebook advertising. I know that if you are a Facebook user, you probably hate Facebook advertising. You see the same ad over and over again and it's annoying. But they work. One of the great things about Facebook advertising is you can really target your demographic.

We were looking for participants for this study in a certain age range with certain characteristics and Facebook advertising lets us do this. They have very, very measurable results. You have a very clear cost of acquisition for each participate.

So, if you haven't used Facebook advertising, you can select location, you can select age, you can select gender and you can exclude characteristics, too, which can be helpful.

I'm trying to think of a simple example. If you were for instance trying to put together a health and wellness program for college students. You could define the demographic of 18 to 30 age range in this location that are into fitness and health. But that are not working, not employed so that the likelihood of the people ‑‑ or the people who are in college. You have the ability to include and exclude you can really narrow your focus.

So, I won't go over this slide in detail, but you can look at it and see that like I said, it's very, very measurable how effective Facebook ads are for you. You know how much we spend on the ad; we know how many people saw the ad. We know how many people clicked on the ad. The bottom line is that we can translate this and say that our participants that we gained through Facebook advertising cost us $2.40 to get that participant. I actually see a question in the messages here in the chat. Is it helpful to have a link on a recruitment flyer for more information?

I think we did have that and when I do place these in the social media platforms, they are in the caption field we always have a link because we do have a SEED study web page where people can learn about it. We have a confidentiality clause and then apply to see if they qualify to be a participant.

>> DEIRDRE LOGAN: So, all the information is protected for PHI and PPI. Nothing was collected in Facebook. It was all collected outside in a secure area.

>> JEAN WNUK: Thank you. I missed my earlier poll question which was asking you what social media platforms you use. But I do want to make this one which I have a poll before talking about this slide if it could be pulled up. The question is are you familiar with the concept of listening via social media? So I would love to know if you are familiar and actively doing it or you are familiar and you don't do use it at all or you have no idea what I'm talking about. Or you are familiar, but you simply don't have time. Do we have the results of this poll? No, and tell me more! That is what I was hoping everyone would say.

In the business world, social listening is when you track your social media platforms for mentions and conversations related to your brand. That enables you to act based on what you are hearing. For our purposes as researchers, we use it to confirm our ideas about research that needs to be done or discover new needs that people are talking about that aren't being met.

It gives us the opportunity to engage in conversation with stakeholders and to share our content whenever it's appropriate. So, this is a great follow up presentation to Heather's presentation which you just watched where she talks about the benefits of doing this. The rest of my presentation is a little more hands on. I'm going to focus on the highlights of how you can listen and disseminate on Facebook and on Twitter with some specific tactics.

How does our center listen? Google alerts, Twitter hashtags. Monitor Facebook groups and other pages and we participate a lot. As much as we have time for in the Facebook groups and with other pages especially using these resources to disseminate.

If you are not using Google alerts, it's a great tool to keep on top of what is being discussed in the fields of research in the fields you are interested in. It's a simple process of going to Google.com/alerts and entering key words and phrases you want to be alerted about. You enter in your e‑mail address and where you want to receive the alert and you can set it up to get alerts once a day or once a week.

Why do you do this? It allows you to engage in conversation and share content and increase understanding. Not sure if you can see it on your screen. Not sure how big your screens are. This is what the alert page looks like. I'm searching for pandemic college depression and our transitions to adulthood center for research we focus on transitioning adults with mental health conditions and a lot on post-secondary education.

So, I want to know what is going on and who is talking about this and what is being said and how do we communicate and build relationships for the people doing the talking?

This is an example of the alert I get each day. I get an e‑mail. You see the key words up on top are mental health, college and pandemic. There are articles from NBC news and USA Today and the Philadelphia inquirer. I'm getting new content that is being loaded into ‑‑ or new content that Google is finding and indexing and loading into the search engine on this particular topic.

This is awesome because this is information, I can share on our social media pages and I can click on the icon under each article and click where you want to share it by and add additional content and share it. It gives me opportunity to discover new people and organizations that are talking about the same things that we are talking about.

If you are able to scroll down my e‑mail, you'll see there is a long laundry list of key words that I keep track of, but they are delivered by Google in an e‑mail that shows like the top three and then you can click to see more results under each of those.

We do a similar thing in Twitter with using Twitter hashtags. We think about the hashtags and key words that are meaningful to our organization. BIPIC Mental Health, college mental health, IEP. Everyone is going to be different in terms of your organization. We monitor the hashtags. You can do that manually within Twitter or use a tool like Buffer or Hootsuite or Hub Spot. This is a great way to see if a new topic of research is being discussed and who is talking about it.

BIPOC stands for Black Indigenous People of Color. It's a new accessible term in the mental health community versus using the term minority. So, a couple months ago was minority mental health month and it's evolving into BIPOC mental health. That is an acronym. That was a message I just saw in the chat.

I'm going to show you screen shots of these in a moment. Also, in Twitter, we use the list feature to follow important influencers on topics of interest which makes it easier to respond and engage with them.

If you are a Twitter user, you probably have a Twitter feed that goes on and on and on. It has lots of different topics. List is a feature of Twitter that lets you segment that information by your particular areas of interest.

We use a lot of hashtags in our post that makes them easier for other people to search on these topics and find us. I know many people who are in this conference are doing this right now but using hashtags around a particular topic or event like hashtag KTDRR20 talking about this particular conferences is a great way to find and be found.

So, anyone who is on Twitter today and uses the hashtag KTDRR20 hashtag, I'll take a look after this presentation and see what you wrote, and we can follow you and share information. The same applies for using and tagging other users with their name.

This is a screen shot of Twitter where we are entering in the hashtags of the search box up top and that allows you to see everyone talking about that particular hashtag if there is anybody new there that you would like to partner with or communicate with or share information with.

On the left-hand side in the column I have an arrow down to the list function. I have to be honest and say, I just started using this in the past year, but it's really really helped a lot. You can create multiple lists. My top list here is college specific. It's all of our partners and all of the people, kind of the experts in the field around the college‑age mental health. That is just the tweets from those people. I have a list of the mental health organizations. That is the major large mental health organizations, like Mental Health America. Then I have a list I created called mindfulness practices. That is the list that includes organizations, people like Tiny Buddha and Brenee Brown who create these nice-looking words of wisdom. Sometimes on a Friday afternoon when I want to say have a great weekend and take care of your mental health. I'll go there and find something that somebody said and retweet and share the work they are doing for the people that are following us.

This is a screenshot from a product called Hootsuite. It allows you compile all your social media in one place. You are seeing a dashboard for transition to adulthood center for research Twitter account. So the first column you see there is our tweets. There is a column you can setup called retweets. There is a column which is really great that you can setup and search for just the content from your new followers. It's an opportunity to look at this, follow them back, comment and welcome them, share something that might be pertinent to them. The last column here and this is what I like the most about a product like Hootsuite, is you can setup key words to follow. This is a stream that is just focused on content that includes the words or hashtag college mental health.

I'm able to scroll across and have multiple, I think eight or nine columns here of different content and it just gives me, again, a way to be way more organized and intentional about how I'm using Twitter to communicate to the people I'm most interested in. It allows me to get content from the people I'm most interested in.

So now, I'm going to talk about monitoring Facebook groups and pages. We talked about using Google alerts as a way to listen and learn and we talked about using Twitter hashtags as a way to listen and learn. And now I want to talk about Facebook.

Mostly everyone seems to have Facebook these days, but the larger segment that don't have it are researchers. I try to be the eyes and ears to our stakeholders that are more like the end users of our research. I find them on Facebook. So first of all, if you have a Facebook page, you need to Facebook page to have a Facebook page for your organization. You need a personal page to have a page for your organization then you can be a moderator or editor of your organizations page.

It is possible to like other pages as your organization, not just as yourself personally. That gives you advantage to comment from your organization and not just from yourself personally. Some people don't know you can prioritize what you see in your Facebook feed. So, Facebook gives you the ability to say, these 30 people or organizations I want them to be the first ones I see in my Facebook feed every time I open up Facebook. So I do have that setup with a lot of ‑‑ I do have that setup with a lot of the mental health organizations that I want to keep tabs on. And again, it allows me to see their content first and quickly and engage often. I do probably check Facebook four or five times a day. It really just takes seconds to make a post from iSPARC or adulthood transitions center for research and comment on what they have to say.

Finally, I join Facebook groups as often as I can as our organization. That is something where I'm always asking permission before I do that and if they are comfortable with that, it's a great way to listen there and see what people are saying around a particular topic, your topic of interest.

So, this is a picture of my personal Facebook page. You can see up in the search box I have done a search for parents, children, mental health.

What I come back with when I did that search is all different groups. Parents of children with mental health conditions, support group. Parents with mental health Massachusetts families children with mental health issues.

All of these groups are private, and you usually have to ask a couple questions to join them. So, I answer the questions and I say who I am and what I'm doing.

Most of them invite me in and basically, what I tell them is I sometimes have information that might be useful to a particular topic that is being discussed and I would love to be able to share it. They say, okay, and that is what we do.

As you can see on the right-hand side of the screen there is an example of some of the pages that we have liked as our organization.

So, if you see a post ‑‑ here is a post from Mental Health America. I want to make a comment on it because they are talking about something that we are interested in. So, in the lower right hand corner under likes and comments and shares there is a little icon that usually has your picture there but with a little drop down. You can click on that and you can choose the organization, the page that you want the comment from. So, this just happens to be I'm a moderator of a handful of Facebook pages including my daughter's small businesses. Here I can click on transitions to adulthood center for research and comment from transition.

I want to say posting on our Facebook and Twitter pages allows me to talk to people who already know about us. Posting on other pages and commenting and inquiring and sharing introduces my organization to these other organizations.

It's kind of like mingling at parties where you go to a party with a group of friends and you get there, and you all talk among yourself with your friends and you see these people over here and over here talking in their small groups. Everybody you are talking to already knows you. I feel like social media is an opportunity for us to go out and talk to some of those other groups. And the way that you accomplish that is by sharing and talking and inquiring on other pages beyond your own pages.

This is a little bit of a rehash of what I have been saying. By participating a Facebook as my organization, I'm adding comments to articles, tagging articles and news interest. I'm tagging other organizations so they can see our posts and I'm always asking permission before I post in private groups.

Lastly, I wanted to spend a couple quick minutes talking about using social media for dissemination. If you have understood what I talked about when it comes to listening you'll know I'm disseminating content at the same time. I'm posting content on our own pages. I’m sharing on our page and partners pages. I'm setting up groups and topics to monitor other conversations we can engage in. I wanted to share what I feel like is a successful strategy at least for us.

If you take a look at our Facebook pages of our Twitter pages and even our Instagram which we are starting to build up, about a third of the content that we post is our original content. It's our tip sheets, it's our research briefs, it's our webinars. Then about a third of the content is reposting of other people's organizations relevant content. That is where all of the alerts that I use come into play. I'm looking for information that other organizations are presenting and be able to share with our users, so we are perceived as an expert in this field of research we are doing.

Then a third of our content is just really engaging relatable content. For example, this Meme that our young adult advisory board put together. When your therapist wants you to confront your fears. This doesn't have a lot to do with what we do other than the topic is mental health. But this is the kind of thing that makes people smile and understand that they can relate to and reshare on their walls in their Twitter feed. So, this content is important because it is the stuff that brings more people in and introduces other people to our organizations.

This is a quick example of a tip sheet that we put together. It's a tip sheet on how young adults can manage their loss of income during the Covid‑19 pandemic. It's just an example of the fact that we posted it on our page, so on the left you see it's posted on our Facebook page. In the middle you see it reposted on a page from PPAL which is a parenting and advocacy group in our area. In the third one you see is posted in a private Facebook group called Massachusetts transition to adulthood. So, it kind of made the rounds.

The takeaways I hope you have from this presentation is social media can be used as a recruitment tool. It's one of the tools in the toolbox there. But I love social media as a way to listen to stakeholders and an opportunity to educate us on their needs and goals and engage in the process. And that it is important to invite other people beyond your pages to listen to you by using hashtags or tags and contributing to conversations happening in places beyond your social media pages.

Mingle. Build your connections in your community and grow stakeholder engagement by sharing your content on social media beyond your own pages. I think I might be a broken record on that one. Particularly, right now where we are not meeting in person and we can't mingle at conferences and events and meetings the way we were able to do, social media is a great way to make that happen. We started out the presentation with Dee talking about participatory action research in our lives. Real people, advisory board members. While social media helps expand in a sense, our group of stakeholders and advisers, it's important to utilize and maintain and build real life relationships with our advisory board members and partners because they also are often a great resource to help us share our content.

Thank you. Thanks for giving us the opportunity to present here. And if you have more questions about social media, I'm happy to answer any question I can. And if you would like information about our stakeholder engagement programs or how to create them then Dee is a great resource there. So, here are our e‑mail addresses.