

How to Use Social Media to Enhance Research Impact

Step-by-Step Strategy to Grow Your Online Influence and Make a Bigger Impact

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Presenters

Tinu Abayomi Paul and Kami Huyse, APR

STEP ONE: How to Build an Online Community of Supporters

Who is the ideal audience and where do you find them?

- A. Funders
- B. Other researchers
- C. People with disabilities

STEP ONE: How to Build an Online Community of Supporters

A. Funders. Connect and build relationships.

1. LinkedIn Profiles
2. Twitter Hashtags and Chats
3. Targeted Facebook and Instagram Ads
4. Blogs

STEP ONE: How to Build an Online Community of Supporters

B. Other Researchers. Collaborate and share.

1. LinkedIn Profiles and Hashtags
2. Twitter Hashtags (#SciComm)
3. Instagram Hashtags (#SciComm)
4. Blogs

STEP ONE: How to Build an Online Community of Supporters

C. Disabled Population. Ask questions and get feedback.

1. Twitter Hashtags (specific to community)
2. Instagram Hashtags (specific to community)
3. Facebook Groups (usually closed unless invited as a guest expert)

STEP TWO: How to Develop Your Voice on Social Media

How do you get clarity on your role in the online community?

- A. Who is your primary audience?
- B. Why the academic voice doesn't work
- C. Language matters.

STEP TWO: How to Develop Your Voice on Social Media

A. Who is your primary audience?

1. Create a picture of your ideal connections.
2. What are their biggest concerns or interests?
3. How do you give to make an impact?

STEP TWO: How to Develop Your Voice on Social Media

B. Why the academic voice doesn't work

1. Talking directly to ONE person
2. Developing an approachable tone
3. Growing a “thick skin”

STEP TWO: How to Develop Your Voice on Social Media

C. Why language is so important on social media

1. Context cues are missing
2. Understanding your audience
3. Perspectives: People with disabilities vs. disabled

STEP THREE: How to Define Success

Why you need to know where you want to go

- A. What does success look like?
- B. What would make social media worth it?
- C. What actions do you want from your audience?

STEP THREE: How to Define Success

A. What does success look like?

If you were successful using social media...

- What would that look like?
- What results do you need?
- How would you feel?

STEP THREE: How to Define Success

B. What makes social media worth it?

1. Results are ...?
2. Connections are ...?
3. Time and financial spend are ...?

STEP THREE: How to Define Success

C. What actions do you want from your audience?

1. What do you want them to do?
2. How do you want to engage?
3. In what time frame do you need a return?

STEP FOUR: How to Get Results

Where do you start in social media?

- A. Social media channels
- B. What can you offer of value?
- C. Build Your Community 2 x 2?

STEP FOUR: How to Get Results

A. Which social media channel should you use?

1. What kind of content will you create?
2. Where is your ideal connection hanging out?
3. What are your time and resource constraints?

STEP FOUR: How to Get Results

B. What can you offer of value?

1. What resources can you bring?
2. How can you add some high-touch elements?
3. Boost community with resources/knowledge/access.

STEP FOUR: How to Get Results

C. How to build your community 2 x 2

2

conversations per day

Initiate a conversation by asking a question to your community, a group of people, or an individual.

x

2

replies or comments per day

Respond or share someone else's content and be sure to add your own thoughts.

Download the FREE Mini Course: <https://rcl.ink/GGm>

STEP FIVE: Social Media Best Practices

Best practices that “up” your social media game

A. Thumb Stoppers

B. Hashtags

C. Links

D. Algorithms

STEP FIVE: Social Media Best Practices

A. How do you get attention and action?

1. Add a catchy title that makes your audience care.
2. Use questions to invite interaction.
3. Add ALT text on any images you use.

STEP FIVE: Social Media Best Practices

B. Hashtags: How do you use them effectively?

1. Twitter (up to three applicable hashtags)
2. Instagram (up to 30 relevant hashtags)
3. LinkedIn (3 to 6 hashtags)
4. Use Title Case for accessibility

DISCOVERY TOOLS:

Free: Kicksta, AllHashtag (ad heavy)

Paid: Tailwind

STEP FIVE: Social Media Best Practices

C. Links: How can you share links effectively?

1. Pulling the graphic (Facebook, LinkedIn)
2. Raw link (Twitter, Facebook)
3. Few links in Instagram or most private communities
4. The profile link (most important)

STEP FIVE: Social Media Best Practices

D. Algorithms: How do they work, and how can you beat them?

1. Relevant content
2. Authentic engagement
3. Connection and tagging

Contact



Tinu Abayomi Paul

t@asktinu.com



[@Tinu](https://twitter.com/Tinu)



[linkedin.com/in/asktinu](https://www.linkedin.com/in/asktinu)



Kami Huyse, APR

kami@zoeticamedia.com



[@Kamichat](https://www.instagram.com/Kamichat)



[@Kamichat](https://twitter.com/Kamichat)



[linkedin.com/in/KamiHuyse](https://www.linkedin.com/in/KamiHuyse)

[Smartsocialsecrets.com](https://www.smartsocialsecrets.com)

[ZoeticaMedia.com](https://www.ZoeticaMedia.com)

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 ktdrr.org

 ktdrr@air.org

 4700 Mueller Blvd, Austin, TX 78723

 800.266.1832

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