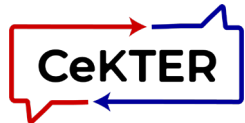


Using Social Media to Improve Knowledge Translation in Your Employment Research and Practice

November 3, 2021 & December 1, 2021

Presented by the KT Academy at
Center on Knowledge Translation for Employment Research (CeKTER)

Moderator: Melody Riefer, MSW



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Presenters



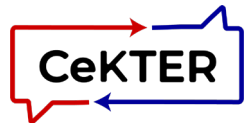
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Acknowledgements

The contents of this presentation were funded by the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR), Grant #90DPEM0004.

NIDILRR is a Center within the Administration for Community Living (ACL). ACL is in the Department of Health and Human Services (HHS). The contents of this presentation do not necessarily represent the policy of NIDILRR, ACL, or HHS and you should not assume endorsement by the Federal Government.

The territory on which Boston University stands is that of The Wampanoag and The Massachusetts People. We offer this land acknowledgement as a way of inviting truth into our conversation over the next hour and a half.



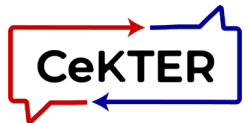
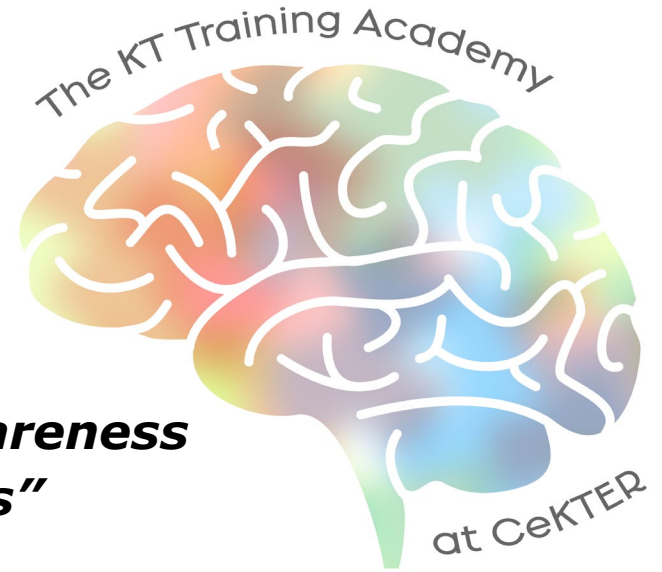
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Knowledge Translation (KT) Training Academy

***"Building capacity for promoting the awareness
and use of employment research findings"***

The KT Training Academy CeKTER offers a variety of classes to increase the capacity of NIDILLR grantees and their collaborators for disseminating and implementing employment research findings.



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Our KT Academy Training Goals

Session 1:

Clarify the role social media can play in your overall dissemination strategy

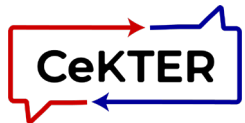
Set realistic, measurable “S.M.A.R.T.” KT goals for a specific research project

Use social media “Best Practices” to identify 3-5 strategies to reach your goals

Homework: Begin implementation of the social media plan that you began today.

Session 2:

Review progress, measure effectiveness of activities using analytics tools, and receive/offer group feedback to help everyone increase effectiveness.



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How Can Social Media Help With Your KT Goals?

Your objective	Social media goal	Metric(s)
Increase awareness of organization	Awareness <i>(these metrics inform your current and potential audience)</i>	Followers, shares, etc.
Generate feedback from stakeholders	Engagement <i>(these metrics show how stakeholders are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive webinar registrations, newsletter signups, research brief downloads	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	# of Webinar registrations, email signups, downloads, etc.
Improve Research study participation	Enrollment <i>(these metrics reflect how engaging your survey invitation is)</i>	Completion of qualification survey



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Our Case Study: Making Sense of Employment Research Webinar Series

Making Sense of Employment Research

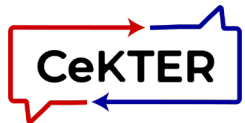
highlights recently published employment research via Boston University's Center for Psychiatric Rehabilitation, a NIDILRR employment research grantee.

Each webinar reviews a recent employment study in a clear and relevant way and answers questions posed by participants.



[Watch case study video](https://www.youtube.com/watch?v=yS7uGxmyt2M&t=9s)

(<https://www.youtube.com/watch?v=yS7uGxmyt2M&t=9s>)



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Setting S.M.A.R.T. Goals

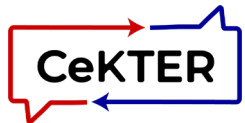
Set goals that are **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**imely

Make sure they are aligned to your organization's objectives to accurately measure your results

Track the right metrics to stay focused on what matters

Resources:

- [How to Set Social Media Goals And Reach Them](#)
- [A Step-by-Step Guide to Proving Social Media ROI](#)
- [The Social Media Metrics That Really Matter \(And How to Track Them\)](#)

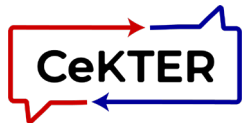


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Social Media S.M.A.R.T. Goal Examples

- 1 *“We will grow our Instagram audience by 10 new followers per week.”*
- 2 *“We will have 25 downloads of our new implementation guides by 12/31/21”*
- 3 *“We will enroll 5 new people in our research study each week.”*
- 4 *“We will connect with 2 new partners each month who can share our research findings.”*

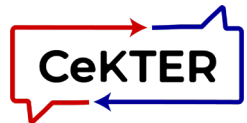


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Case Study: Making Sense of Employment Research Webinar Series S.M.A.R.T. Goals

1. Increase attendance at the next (January 2022) webinar by 25% over our average attendance
2. Increase the views of archived webinars by 25% by December 1, 2021
 - <https://cpr.bu.edu/resources/making-sense-of-employment-research-webinars/>
 - https://www.youtube.com/playlist?list=PLI_lh_cxbiLXGUvrZYKEsSOOvkk4GmvAy
3. Test a TikTok account by December 1, 2021
4. Increase our Twitter followers by 10% a month for 6 months (<https://twitter.com/psyrehab>)



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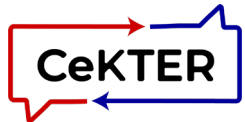


Our S.M.A.R.T. Social Media Goals are Completed. What's next?

Step 1: Understand who your **target audience** is, and where to find them online.

Step 2: Identify potential partners, how to reach them online, and how to leverage their social media network.

Step 3: **Audit your current social media strategy** and refine what you're doing to achieve your goals.



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Step 1: Defining Your Target Audience

	Students	Clients with Psychiatric Disabilities	Employers
Example job title(s)	[What sort of job titles would this persona have? List them here]		
Needs(s)	[Why would your employment research/work benefit them? "What's in it for me?"]		
Pain Point(s)	[What is their number one challenge or concern (that you can solve for them?)]		
Preferred social network(s)	[What social media platform does this person use most often, i.e. where is the best place to connect with them?]		
Unique Characteristic	[High school only? Specific disability focused? Specific socio-economic level?]		
Budget (for your product/service)	[\$[When we think of budget, we can also think financial or budgeting of time]		
[Other characteristic, e.g. age, sex, location, etc.]	[XXX]		
[Other characteristic]	[XXX]		

Step 2: Potential Partners in Dissemination

	Networks active	Number of followers	Strengths	Opportunities to work together	Content that resonates
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Vocational Rehabilitation Professional Organizations

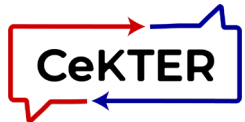
Advocacy Orgs

Other grantees

Step 3: Audit your current social media presence

- What's working and what's not?
- Who is engaging with you?
- Which networks are your target audience most active on?
- How does your strategy compare to your peers?
- **Do you have any RESULTS? Analytics?**
- **Select a social media platform to track between today and next month.**

Here's a [step-by-step guide to conducting a social media audit \(+ spreadsheet template\)](#) to get this done quickly and stay organized (from social media management company Hootsuite.)



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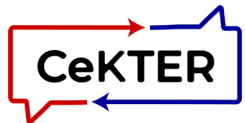


Breakout Rooms to Discuss

- S.M.A.R.T. Goals
- Audience
- Potential Partners
- Social Media Audit



Pretend you are meeting here.
Photo by [Julius Silver](#) from [Pexels](#)



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Share Projects and your S.M.A.R.T. GOALS



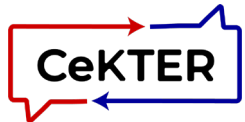
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Social Media Tips, Tricks, and Helpful Hints as you work on your social media plan to achieve your S.M.A.R.T. goals



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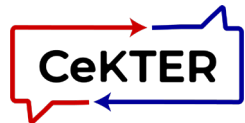


Importance of Accessibility

Principles of accessibility are not limited to physical spaces (such as stairs or curbs) – the same principles apply to online content, **ESPECIALLY** when you are focused on **the disability community who may be using screen readers and assistive technology.**

Homework: Read our Tip Sheet : 5 Simple Ways to Create More Accessible Social Media Content
Find it here:

<https://umassmed.edu/ceker/resources/accessibility/2021/07/accessible-social-media-content/>



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A Researcher's Guide to Making Content Accessible

Vol 18, Issue 6 | July 2021

5 Simple Ways to Create More Accessible Social Media Content

What does "accessible" social media mean?

Simply put, accessibility means that the content you are putting on your social media channels is usable by all people regardless of their disability status. Principles of accessibility are not limited to physical spaces (such as stairs or curbs) – the same principles apply to online content, including social media sites.

If you are using social media as a channel to distribute your research and content, the following are reasons why your social media content should be made accessible:

- ✔ It is easy to do and the right thing to do
- ✔ This will increase access of your research to people with disabilities
- ✔ You will be abiding by Title III of the Americans with Disabilities Act (ADA)

★ Accessibility is also included in the Section 508 Standards. These standards are mandated for Federal departments and agencies, including federally funded research.

Many people with disabilities use assistive technology to access digital content or need content in alternative formats for it to be fully accessible to them. Some of the most common assistive technologies include screen readers or voice-to-text technologies (for those with low or no vision) and closed-captioning (if they are hard of hearing or deaf). When creating social media content, your goal is to make it accessible to as many people as possible, using a variety of adaptive technology. When you make your research &



Photo by [Adrian Ax](#) on [Unsplash](#)

product content more accessible, your work can reach more people.

If you are using Facebook, Twitter, Instagram, LinkedIn or any other social media platforms to share your research and the work you do, you want to apply these five simple ways to make sure your work is as widely accessible as possible. We've listed these in order of ease.

1: Make Sure Your Hashtags are Understood by Text to Voice Apps

Hashtags are a great tool to help people search social media and find posts related to a topic that they are interested in. That is why we like adding them to the bottom of a social media post.

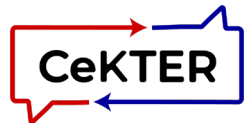
- Text to voice tools need to be able to understand individual words to be able to read them out loud.
- Upper case letters indicate the beginning of a new word or sentence.
- If you use hashtags that include multiple words, simply upper case the first letter of each word in the hashtag. (Sometimes this is called #CamelCase.)
- Additionally, put your hashtags at the end of your post, to reduce any confusion and make it easier for those with text to voice



SOCIAL Media = being SOCIAL ON Your Pages

ON YOUR PAGES: Use the social media content rule of thirds:

- $\frac{1}{3}$ of content promotes your project / work and converts audience (this project you are working on)
- $\frac{1}{3}$ of content shares related ideas and stories from thought leaders & researchers in your field
- $\frac{1}{3}$ is original engaging, interactive content (often “lighter” content)



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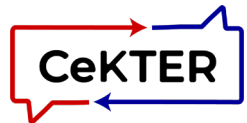


SOCIAL Media = being SOCIAL OFF Your Pages

OFF YOUR PAGES

Divide your time between putting content on your pages and commenting on content on other pages (from your organization's account)

You will introduce more of your audience to your organization / content by sharing & commenting on others' posts



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SOCIAL Listening (& Learning)

Social listening is when you track your **social media** platforms for mentions and conversations related to your topics of interest (enabling you to act based upon what you hear).

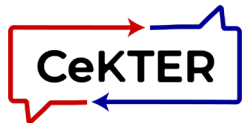
Use it to confirm ideas about research and as an opportunity to engage in conversation with audience.

Social Listening “Methods”

- Closed groups on Facebook and LinkedIn
- Search your topics by hashtag (#EmploymentResearch, #DisabilityInclusion)
- Following thought leaders
- Set up Google Alerts using your keywords



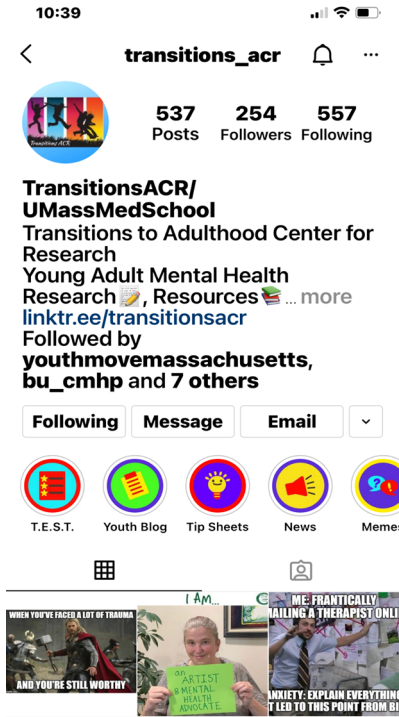
[Pexels.com.com/Andrea Piacquadio](https://www.pexels.com/photo/young-man-in-red-shirt-thinking/)



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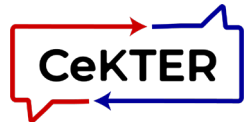
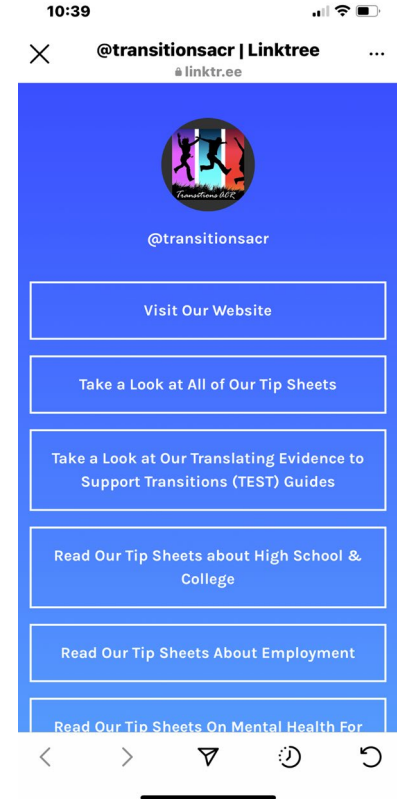
Cool Product Plug: Linktree



Connect stakeholders to all of your content with just one link (and there's a free version!) Ideal for use in your social media profiles.



<https://linktr.ee/>



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Tips & Tricks by Social Media Platform



Photo by [Tracy Le Blanc](#) from [Pexels](#)



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Facebook – Great for Engaging Groups



A perfect platform for engaging audiences on your page **AND** off your page.

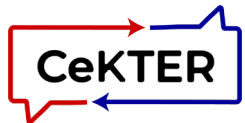
- Comment (as your organization) on posts from other accounts
- Add comments to articles/blogs/news of interest
- Join groups (public & private) as your organization (not as yourself) that are topic specific or create your own group and invite a dialog among audiences

Tag other @Organizations (using their handle) so they see your posts

Accessibility Awareness: #ThisIsSoImportantAndSoEasyToDo

#CamelCaseHashtags

Put emojis at the ends of posts / add image descriptions

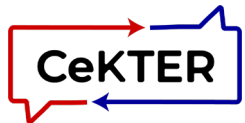
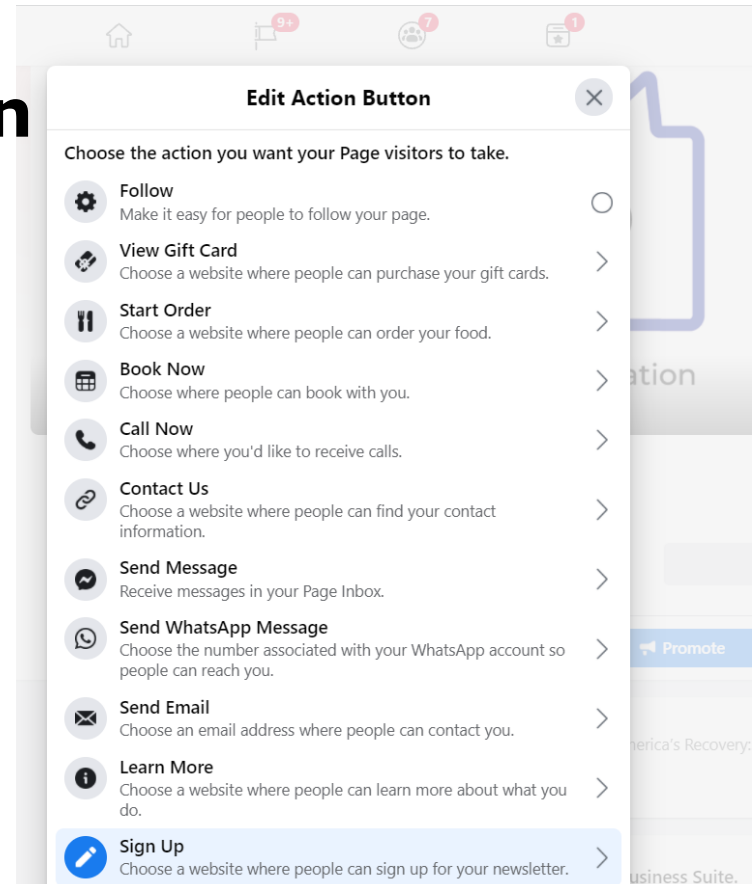


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Facebook Tip: Action Button

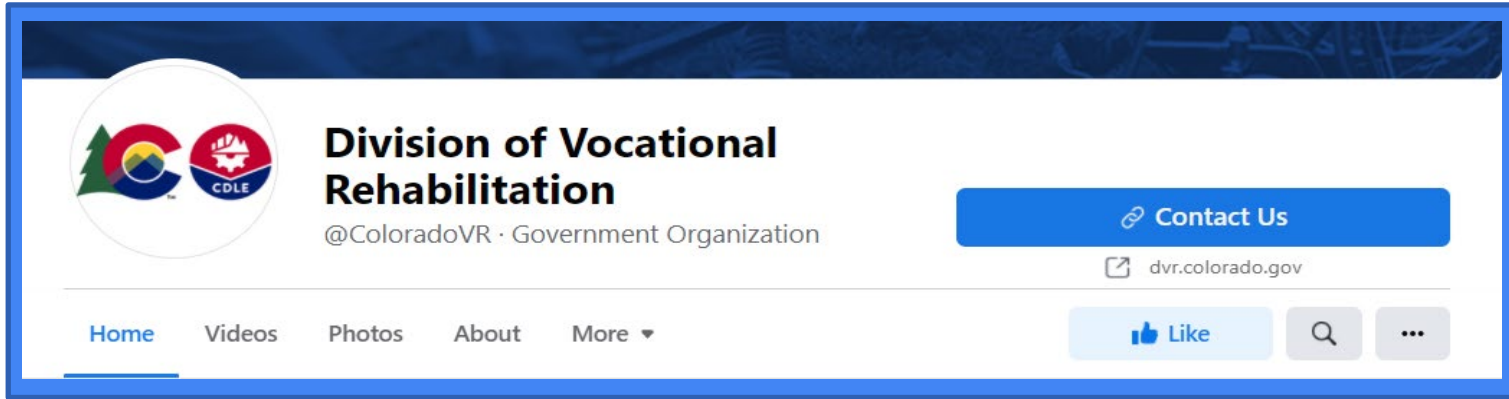
1. The Action Button under your header graphic can be used in multiple ways. Can it help you reach your SMART goal?
2. Is your @handle something that makes sense and is easy for your partners / associates to use?



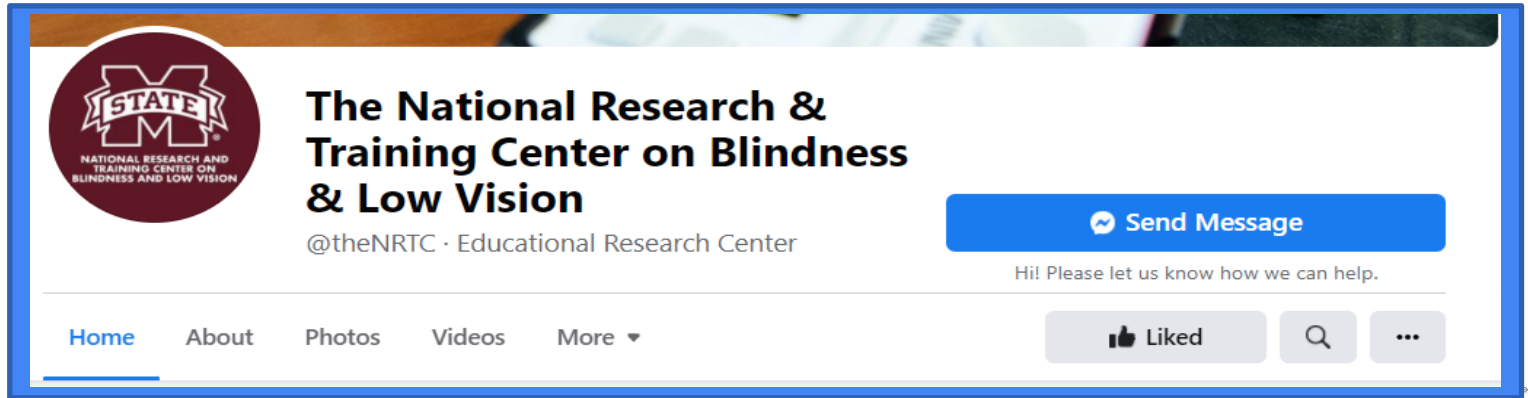
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Facebook Action Button/Handle Example 1



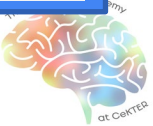
The image shows the top section of a Facebook profile for the Division of Vocational Rehabilitation. On the left is a circular profile picture containing two logos: one with a green tree and a blue circle, and another with a red maple leaf and the letters 'CDLE'. To the right of the profile picture, the name 'Division of Vocational Rehabilitation' is displayed in bold black text, followed by the handle '@ColoradoVR · Government Organization'. A prominent blue button with a white link icon and the text 'Contact Us' is positioned to the right. Below the button is a website link 'dvr.colorado.gov' with a small icon. At the bottom of the header, there are navigation tabs: 'Home' (underlined), 'Videos', 'Photos', 'About', and 'More' with a dropdown arrow. On the right side of the navigation area, there are three buttons: 'Like' with a thumbs-up icon, a search icon, and a three-dot menu icon.



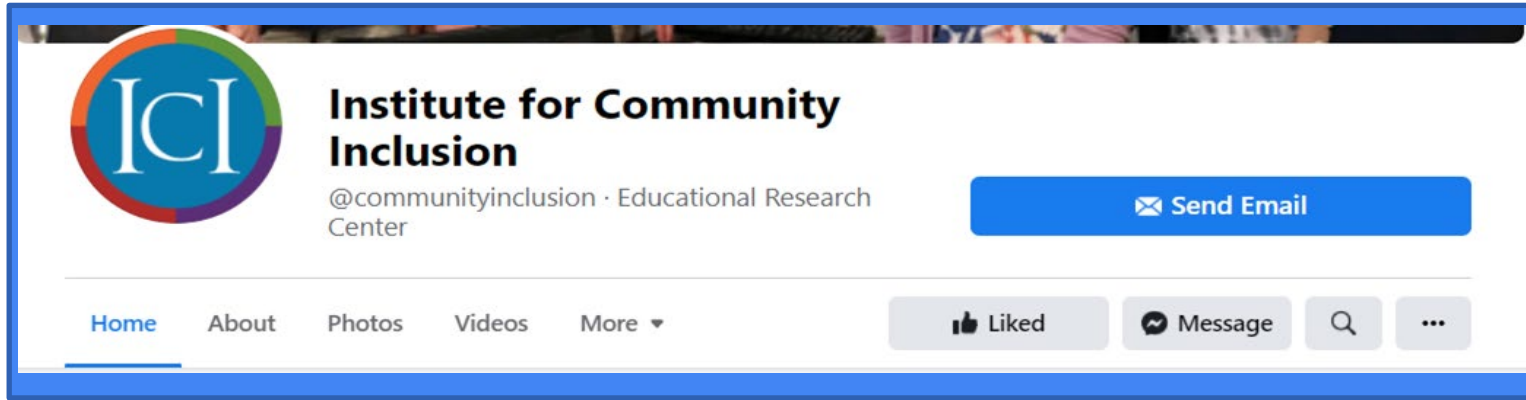
The image shows the top section of a Facebook profile for The National Research & Training Center on Blindness & Low Vision. On the left is a circular profile picture with a maroon background, featuring a white 'M' with 'STATE' written across it, and the text 'NATIONAL RESEARCH AND TRAINING CENTER ON BLINDNESS AND LOW VISION' below. To the right of the profile picture, the name 'The National Research & Training Center on Blindness & Low Vision' is displayed in bold black text, followed by the handle '@theNRTC · Educational Research Center'. A prominent blue button with a white speech bubble icon and the text 'Send Message' is positioned to the right. Below the button is the text 'Hi! Please let us know how we can help.'. At the bottom of the header, there are navigation tabs: 'Home' (underlined), 'About', 'Photos', 'Videos', and 'More' with a dropdown arrow. On the right side of the navigation area, there are three buttons: 'Liked' with a thumbs-up icon, a search icon, and a three-dot menu icon.

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Facebook Action Button/Handle Example 2



The image shows the top section of a Facebook profile for the Institute for Community Inclusion. On the left is a circular profile picture with the letters 'ICI' in white on a blue background, surrounded by a multi-colored ring. To the right of the profile picture, the name 'Institute for Community Inclusion' is displayed in bold black text, followed by the handle '@communityinclusion' and the description 'Educational Research Center'. A prominent blue button with a white envelope icon and the text 'Send Email' is positioned to the right of the profile information. Below this, a navigation bar includes links for 'Home', 'About', 'Photos', 'Videos', and 'More'. At the bottom right of the navigation bar are icons for 'Liked', 'Message', a search icon, and a three-dot menu icon.



The image shows the top section of a Facebook profile for the Transitions to Adulthood Center for Research. On the left is a circular profile picture featuring silhouettes of people running against a colorful background. To the right of the profile picture, the name 'Transitions to Adulthood Center for Research' is displayed in bold black text, followed by the handle '@TransitionsACR' and the description 'Nonprofit Organization'. A prominent blue button with a white pencil icon and the text 'Sign Up' is positioned to the right of the profile information. Below the button, the website 'lp.constantcontact.com' is listed with a small icon. Below this, a navigation bar includes links for 'Home', 'About', 'Photos', 'Videos', and 'More'. At the bottom right of the navigation bar are icons for 'Liked', 'Message', a search icon, a three-dot menu icon, and a small circular profile picture of the user.

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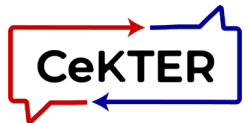


Twitter - #Hashtags and @Handles



A perfect platform for engaging in ongoing conversation with a group, social listening & building stakeholder engagement using #hashtags and @handles.

- Create a list of hashtags that are significant to your stakeholders and add them to your posts (3-5 per post)
- Monitor hashtags manually or use a tool like Buffer, Hootsuite, or HubSpot.
- Create unique hashtags for your events or topics of interest. (e.g., #EmploymentResearch, #CekterAcademy), making it easy to find content by topic.
- Tag relevant people/organizations using their handle to make sure they see your posts @name (e.g., @Cekter_Employmt)



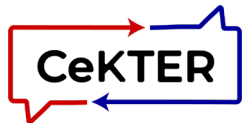
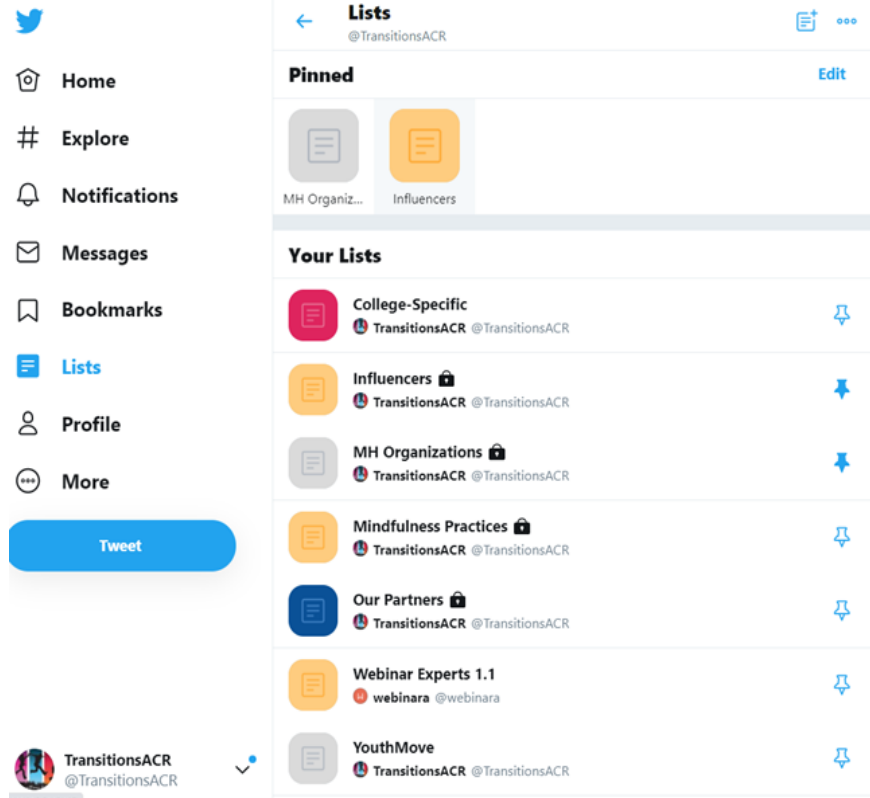
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Twitter Tip – The List Feature

- Use Twitter’s “List” feature to segment your feed by topic of interest.
- Accessibility Awareness: #CamelCaseHashtags / Put emojis at the ends of posts / add image descriptions



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Instagram - #VeryVisual



Create engaging visuals, e.g. photographs (1080 x 1920 pixels) & videos (600 x 600 pixels)

Videos (60 seconds [first 2 seconds are most important]; do not use horizontal video)

Common types of videos: education on specific topics, interviews, how -to-tutorials, interesting stories, sneak peeks & behind the scenes

Can reuse videos on other social media platforms

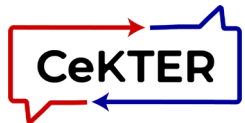
Tag other accounts who you'd like to build a relationship with

Download separate apps: Hyperlapse (allows you to speed up the video) & Boomerang (mini videos that loop back & forth)

Accessibility Awareness: #CamelCaseHashtags / Put emojis at the ends of posts / add image descriptions



Pexels.com.com/Omkar Patyane



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LinkedIn – A Professional Platform



A great place to develop relationships, employment opportunities, recruitment for studies

Thoroughly complete your profile

Seek out others via priority connections & keywords

Consistently publish work (photos help gain attention)

Several Research / Disability oriented groups to join ([Massachusetts Disability Policy Consortium](#), [Disability Advocates](#), [Integrated Disability](#), [Campaign for Disability Employment](#), [Academic Research and Publishing - Tips and Resources](#))

Accessibility Awareness: #CamelCase Hashtags / Put emojis at the ends of posts / add image descriptions



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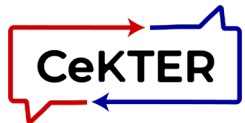
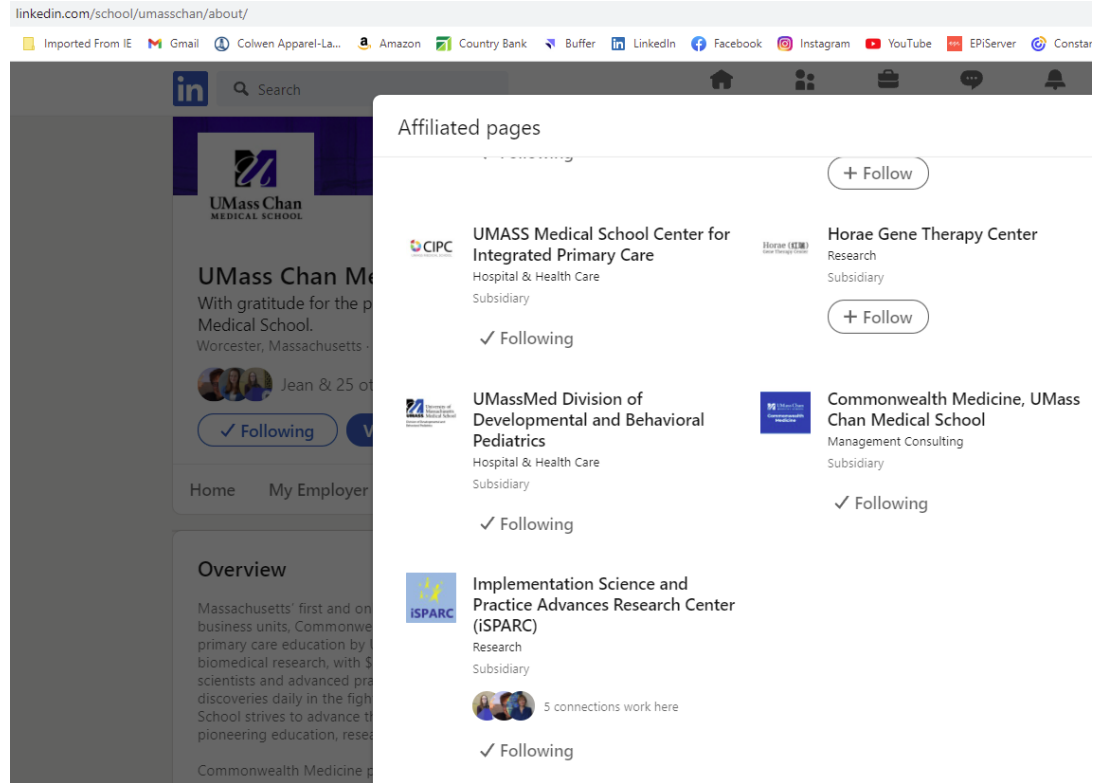


LinkedIn Tip – Affiliated Pages

If your organization is a division of a larger organization on LinkedIn, connect the accounts via Affiliated Pages.

This validates your account and can grow your following.

To be an affiliated page of another, you need to have a common admin for both pages and that person needs to complete a LinkedIn form.



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YouTube – 2nd largest search engine

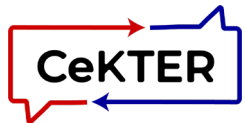
- Close Caption EVERY video using YouTube's automatic settings
- Write robust descriptions that include keywords, links to your other pages, hashtags and video chapters / time stamps.
- Create Video Chapters for your videos (very easy to do).
https://www.youtube.com/watch?v=b1Fo_M_tj6w

Examples:

<https://www.youtube.com/watch?v=TXsVX0T4Q7Q> - great example

<https://www.youtube.com/watch?v=yS7uGxmyt2M&t=334s> –room for improvement!

- If you have multiple videos on specific topics, create Playlists. Videos can be placed in multiple playlists. Add keywords.

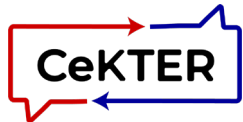
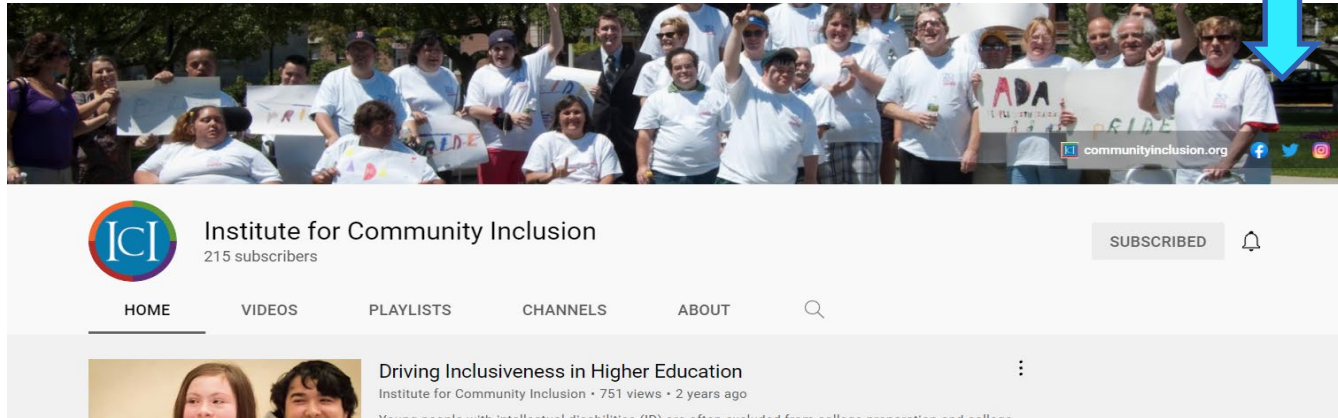


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YouTube Tip – Another simple way to improve engagement

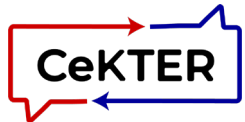
Add links to your other SM platforms in your header photo



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TikTok and Reddit – HELP!?!



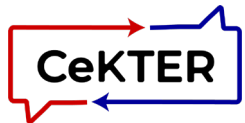
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Finally, Now That We Have...

1. Identified your social media's Specific, Measurable, Attainable, Relevant, and Timely (S.M.A.R.T.) Goals
2. Thought about your
 - ❑ target audience
 - ❑ partnership opportunities
 - ❑ current social media activities
3. Have (hopefully) learned a few new tips for each social media platform

Let's talk about your **Content Strategy to Achieve Those Goals**



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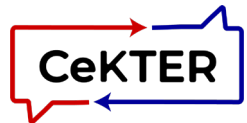


Our Case Study: Making Sense of Employment Research Webinar Series

Content Strategy:

Lay out your posting strategy and the process you will use.

It can be as simple or detailed as you'd like.

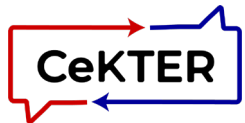


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Gretchen's S.M.A.R.T. Goals

1. Increase attendance at the next (January 2022) webinar by 25% over our average attendance
2. Increase the views of archived webinars by 25% by December 1, 2021
 - <https://cpr.bu.edu/resources/making-sense-of-employment-research-webinars/>
 - https://www.youtube.com/playlist?list=PLI_Ih_cxbiLXGUvrZYKEsSOOvkk4GmvAy
3. Test a TikTok account by December 1, 2021
4. Increase our Twitter followers by 10% a month for 6 months (<https://twitter.com/psyrehab>)



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Posting

The type of original content that we will create and post is:

[Reference audience research]

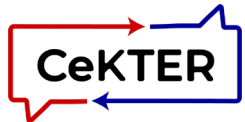
The type of related content we will share is:

[**Resource:** [The Definitive Guide to Content Curation: Strategies, Tips, and Tools](#)]

We will post to the following channels this frequently:

[X channel / X times a day]

[**Resource:** [The Best Time to Post on Instagram, Facebook, Twitter, and LinkedIn](#)]



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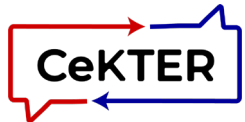


Process

The audience that we need to tailor content to is:

The social media content calendar that maps out our content release schedule to support our SMART Goals is here:

[Resource: [How to Create a Social Media Calendar: Tips and Templates](#)]

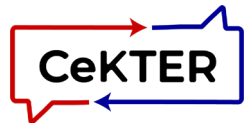


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Your Homework

- Confirm the employment-related project you will use
- Create your S.M.A.R.T Goals
- Consider your audience, partners and audit your current strategy
- Read our accessibility tip sheets
- Know some basic numbers that measure where you are today
- Determine what content strategy supports your goals
- Know what you are going to measure
- Begin implementation of that content strategy



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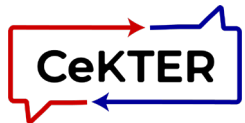
For Session 2

Measuring Your Progress with ANALYTICS

- Google Analytics
- Platform Specific Analytics
- Related resource: [The Best Social Media Analytics Tools \(+ Free Social Media Report Template\)](#)

Questions: Contact Gretchen Grappone at grappone@bu.edu

THANK YOU and we'll see you Dec. 1st !



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