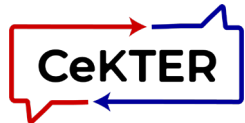# Using Social Media to Improve Knowledge Translation in Your Employment Research and Practice

November 3, 2021 & December 1, 2021

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

Moderator: Melody Riefer, MSW

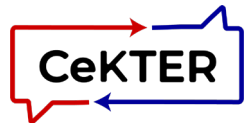CeKTER | Center on Knowledge Translation for Employment Research

Presenters

Jean Wnuk, BA, MBA

Gretchen Grappone, LICSW

Karen Jacobs, EdD, OT, OTR, CPE, FAOTA

Acknowledgements

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.
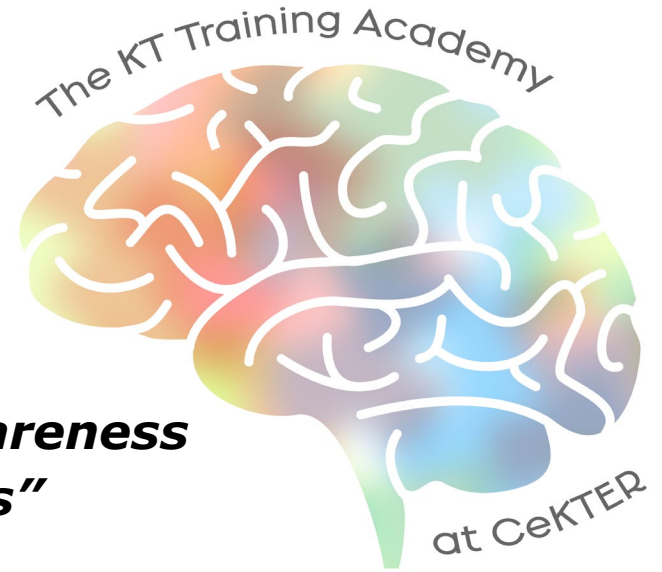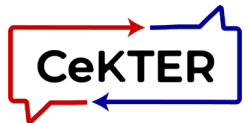
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Knowledge Translation (KT) Training Academy

"*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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The KT Training Academy at CeKTER
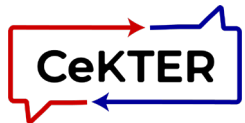
How Can Social Media Help With Your KT Goals?

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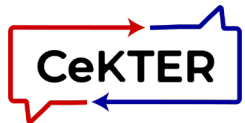
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Setting S.M.A.R.T. Goals

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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The KT Training Academy
at CeKTER
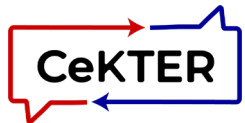
Social Media S.M.A.R.T. Goal Examples

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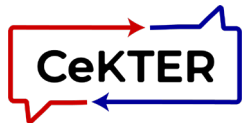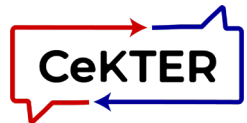
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Case Study: Making Sense of Employment Research Webinar Series S.M.A.R.T. Goals

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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The KT Training Academy at CeKTER

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.
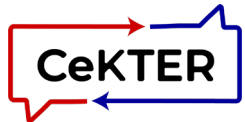
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Step 1: Defining Your Target Audience

	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?]		
Prefered 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
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.)
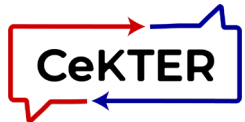
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Breakout Rooms to Discuss

-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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at CeKTER
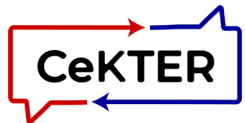
Share Projects and your S.M.A.R.T. GOALS

Photo by **Markus Winkler** from **Pexels**

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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
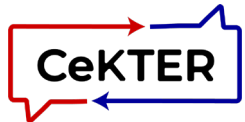
Importance of Accessibility

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/cekter/resources/accessibility/2021/07/accessible-social-media-content/

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SOCIAL Media = being SOCIAL ON Your Pages

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

- ⅓ of content promotes your project / work and converts audience (this project you are working on)
- ⅓ of content shares related ideas and stories from thought leaders & researchers in your field
- ⅓ is original engaging, interactive content (often "lighter" content)

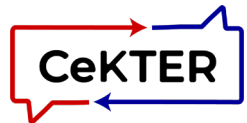The KT Training Academy
at CeKTER
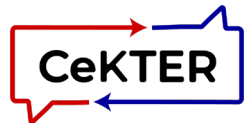
SOCIAL Media = being SOCIAL OFF Your Pages

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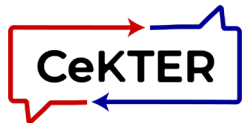
Use it to confirm ideas about research and as an opportunity to engage in conversation with audience.

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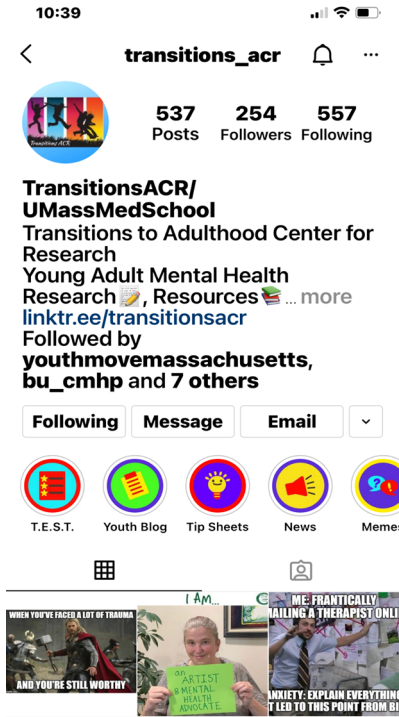- Set up Google Alerts using your keywords

Pexels.com.com/Andrea Piacquadio

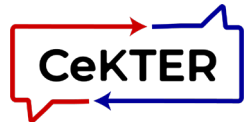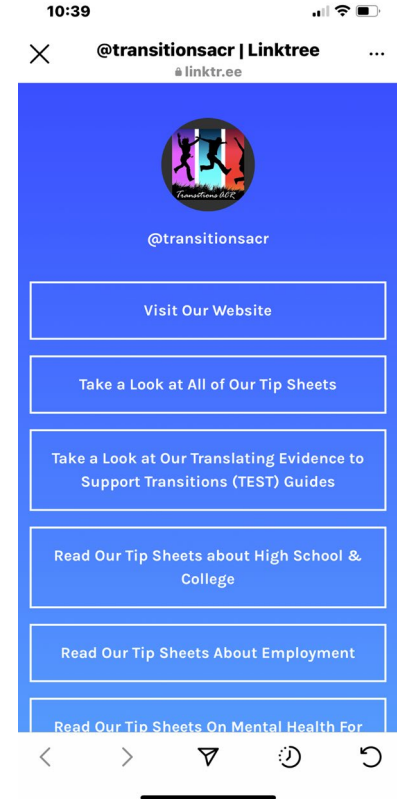**CeKTER** | Center on Knowledge Translation for Employment Research

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/

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
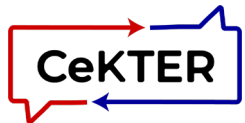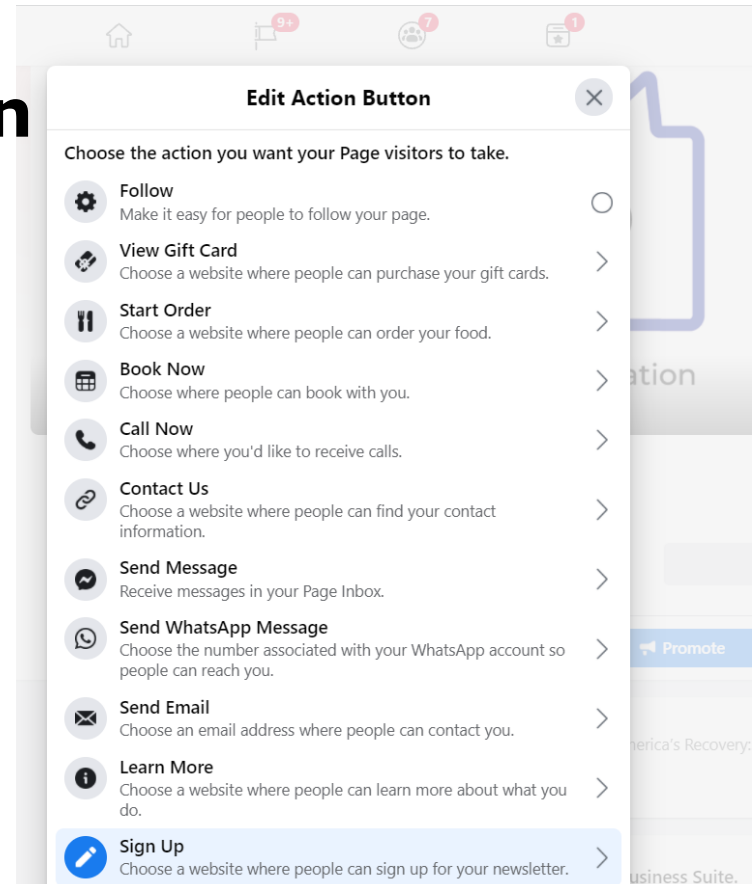Put emojis at the ends of posts / add image descriptions
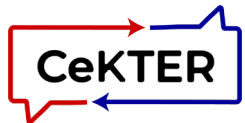
CeKTER Center on Knowledge Translation for Employment Research
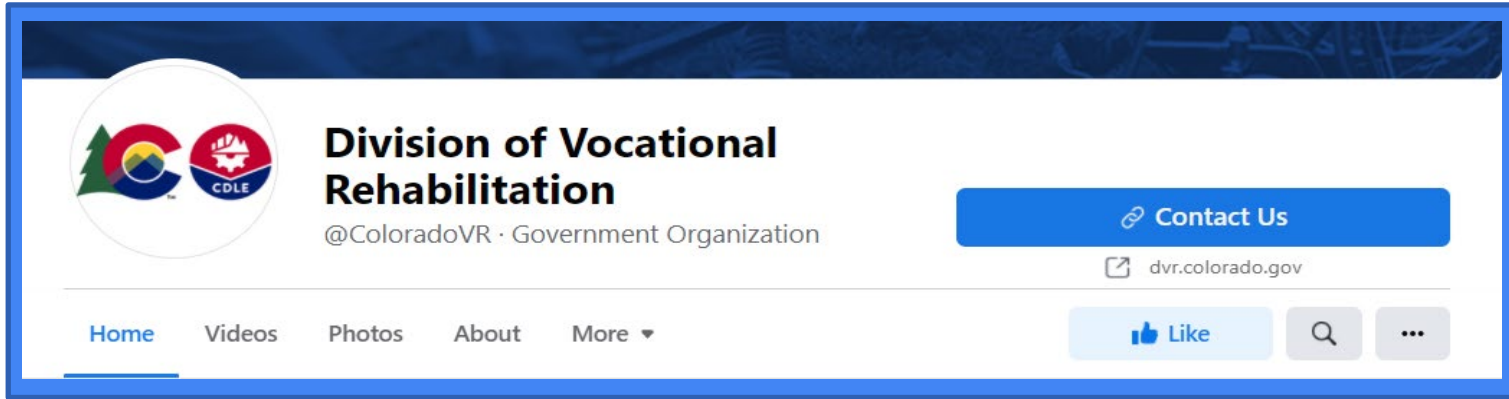
Facebook Tip: Action Button

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?
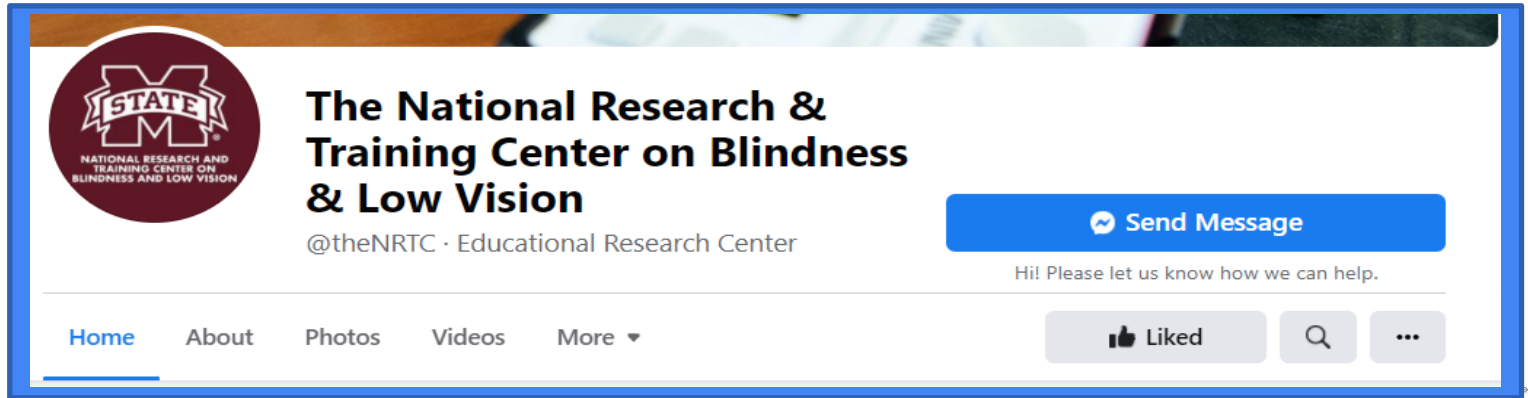

Edit Action Button

Choose the action you want your Page visitors to take.

Follow
Make it easy for people to follow your page.

View Gift Card
Choose a website where people can purchase your gift cards.

Start Order
Choose a website where people can order your food.

Book Now
Choose where people can book with you.

Call Now
Choose where you'd like to receive calls.

Contact Us
Choose a website where people can find your contact information.

Send Message
Receive messages in your Page Inbox.

Send WhatsApp Message
Choose the number associated with your WhatsApp account so people can reach you.

Send Email
Choose an email address where people can contact you.

Learn More
Choose a website where people can learn more about what you do.

Sign Up
Choose a website where people can sign up for your newsletter.

Facebook Action Button/Handle Example 1

Division of Vocational Rehabilitation
@ColoradoVR · Government Organization

🔗 Contact Us

dvr.colorado.gov

Home   Videos   Photos   About   More ▾   👍 Like   🔍   ⋯
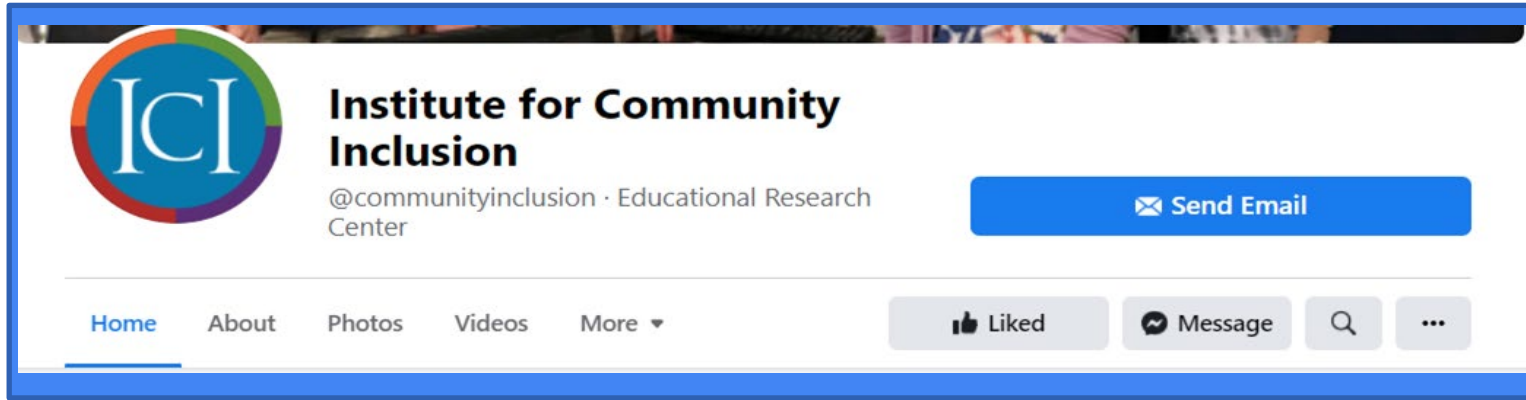
The National Research & Training Center on Blindness & Low Vision
@theNRTC · Educational Research Center

💬 Send Message

Hi! Please let us know how we can help.

Home   About   Photos   Videos   More ▾   👍 Liked   🔍   ⋯

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Facebook Action Button/Handle Example 2

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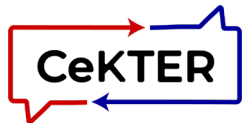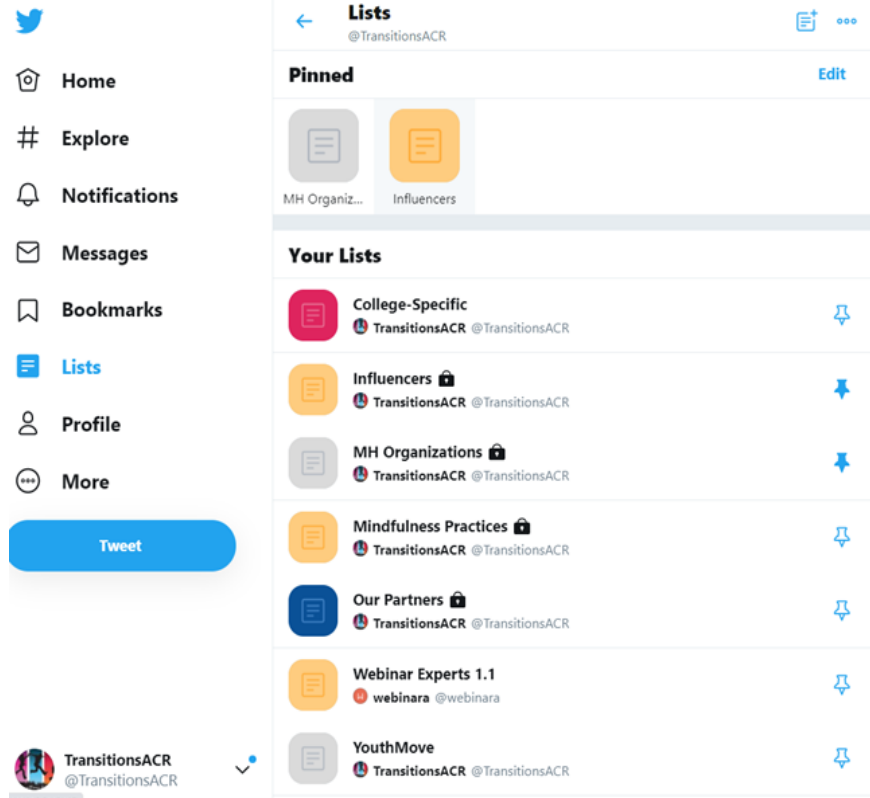
Videos (60 seconds [first 2 seconds are most important]; do not use horizontal video)

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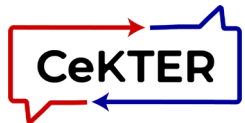
Tag other accounts who you'd like to build a relationship with

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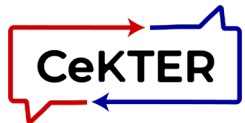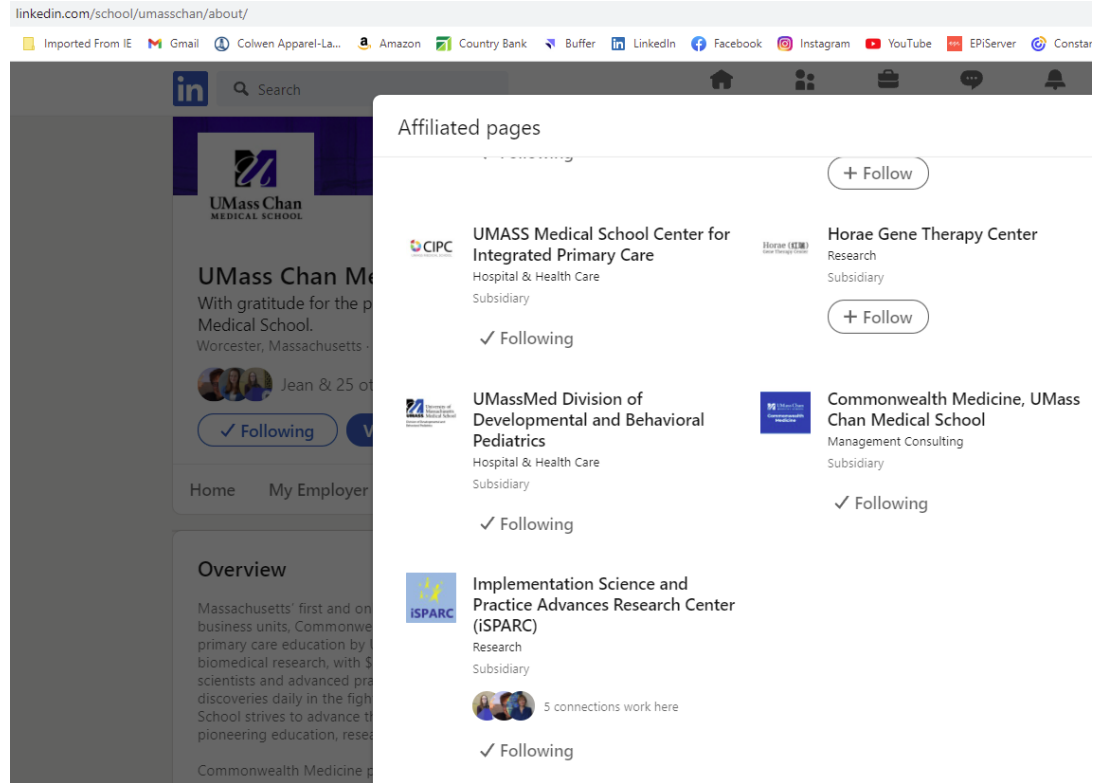
If your organization is a division of a larger organization on LinkedIn, connect the accounts via Affiliated Pages.

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.

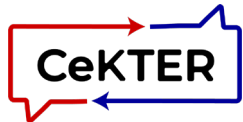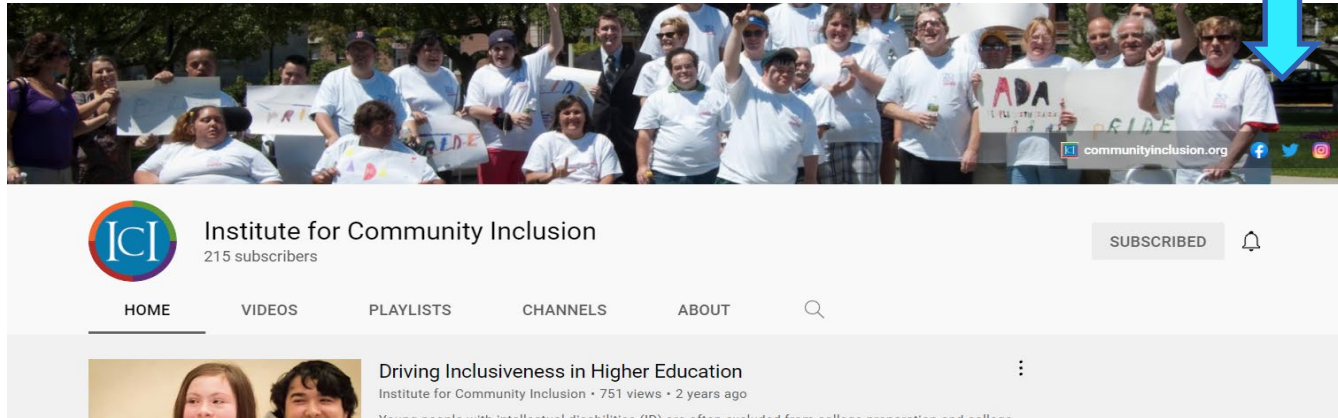CeKTER | Center on Knowledge Translation for Employment Research

The KT Training Academy at CeKTER
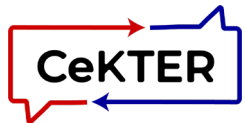
YouTube Tip – Another simple way to improve engagement

Add links to your other SM platforms in your header photo

TikTok and Reddit – HELP!?!

CeKTER
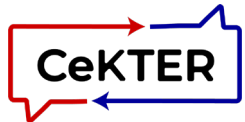
Finally, Now That We Have...

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**
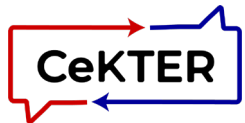
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Our Case Study: Making Sense of Employment Research Webinar Series

Content Strategy:

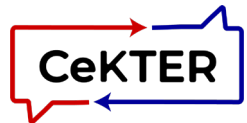Lay out your posting strategy and the process you will use.

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

HOSTED BY
THE CENTER FOR PSYCHIATRIC REHABILITATION

MAKING SENSE OF EMPLOYMENT RESEARCH

BOSTON UNIVERSITY

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_lh_cxbiLXGUvrZYKEsSOOvkk4GmvAy

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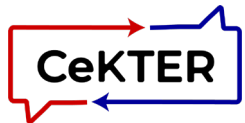
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Posting

The type of original content that we will create and post is:
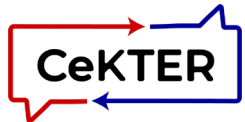
[Reference audience research]

The type of related content we will share is:

[Resource: <u>The Definitive Guide to Content Curation: Strategies, Tips, and Tools</u>]

We will post to the following channels this frequently:

[X channel / X times a day]
[Resource: <u>The Best Time to Post on Instagram, Facebook, Twitter, and LinkedIn</u>]

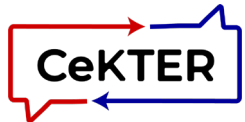CeKTER | Center on Knowledge Translation for Employment Research

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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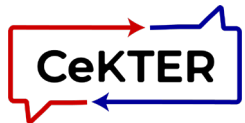
The KT Training Academy
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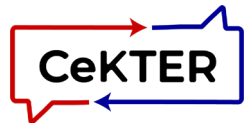
For Session 2

Measuring Your Progress with ANALYTICS

- Google Analytics
- Platform Specific Analytics

- Related resource: <u>The Best Social Media Analytics Tools (+ Free Social Media Report Template)</u>

Questions: Contact Gretchen Grappone at grappone@bu.edu

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

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