

Social Media: What's the Point of 2.0?

ORS Brown Bag Session
September 22, 2011

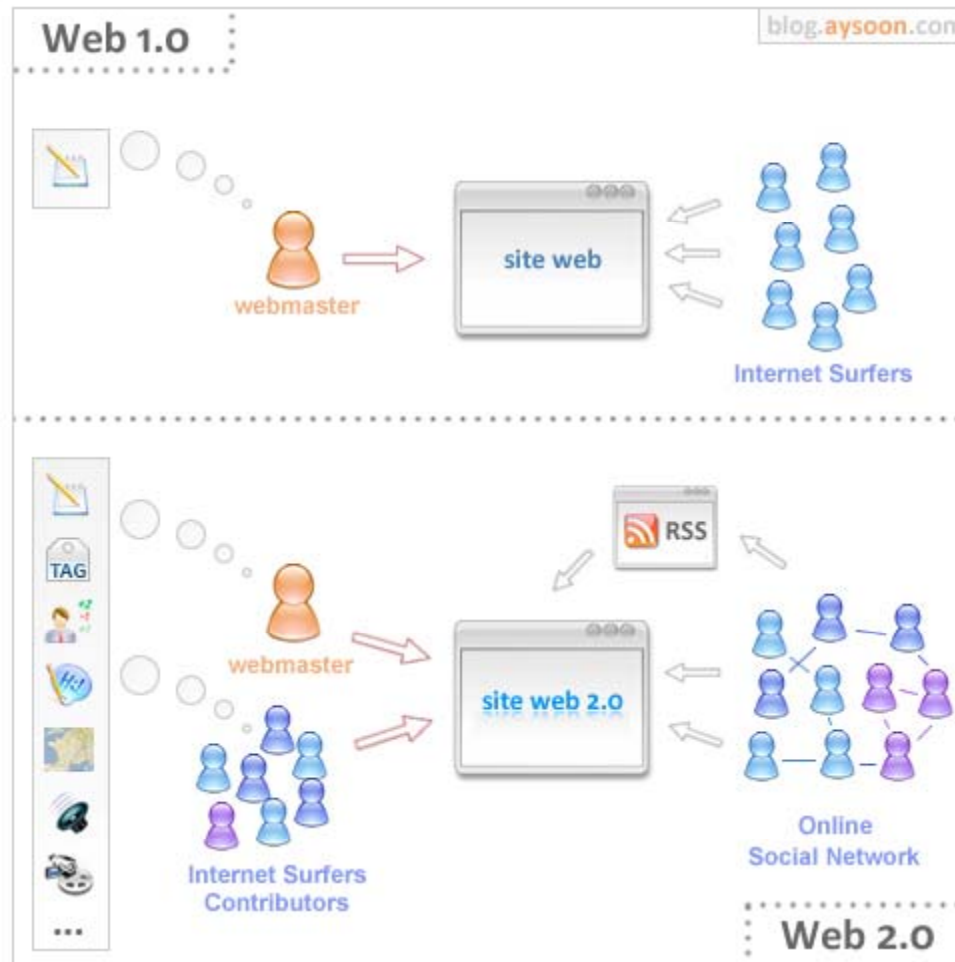
Krista Jensen
Knowledge Mobilization Officer

Social Media

Social Media is defined as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and that allow the **creation and exchange of user-generated content**"

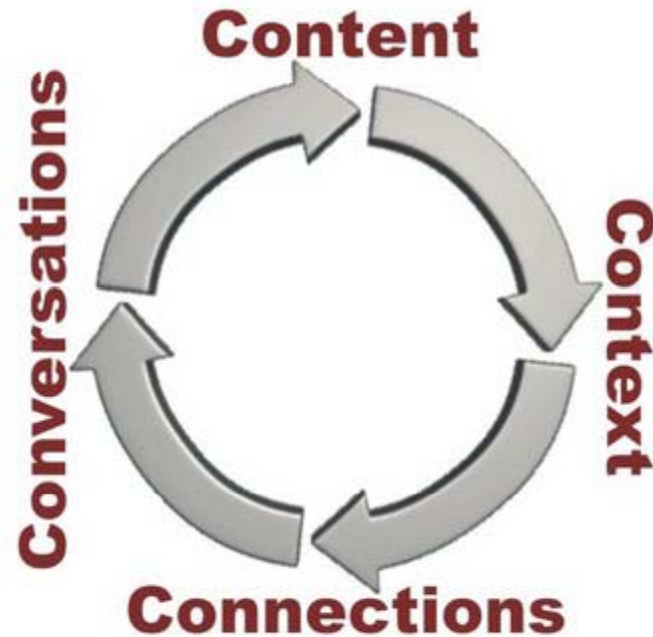
Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68

Social Media: Web 1.0 vs. Web 2.0



<http://www.sizlopedia.com/2007/08/18/web-10-vs-web-20-the-visual-difference/>

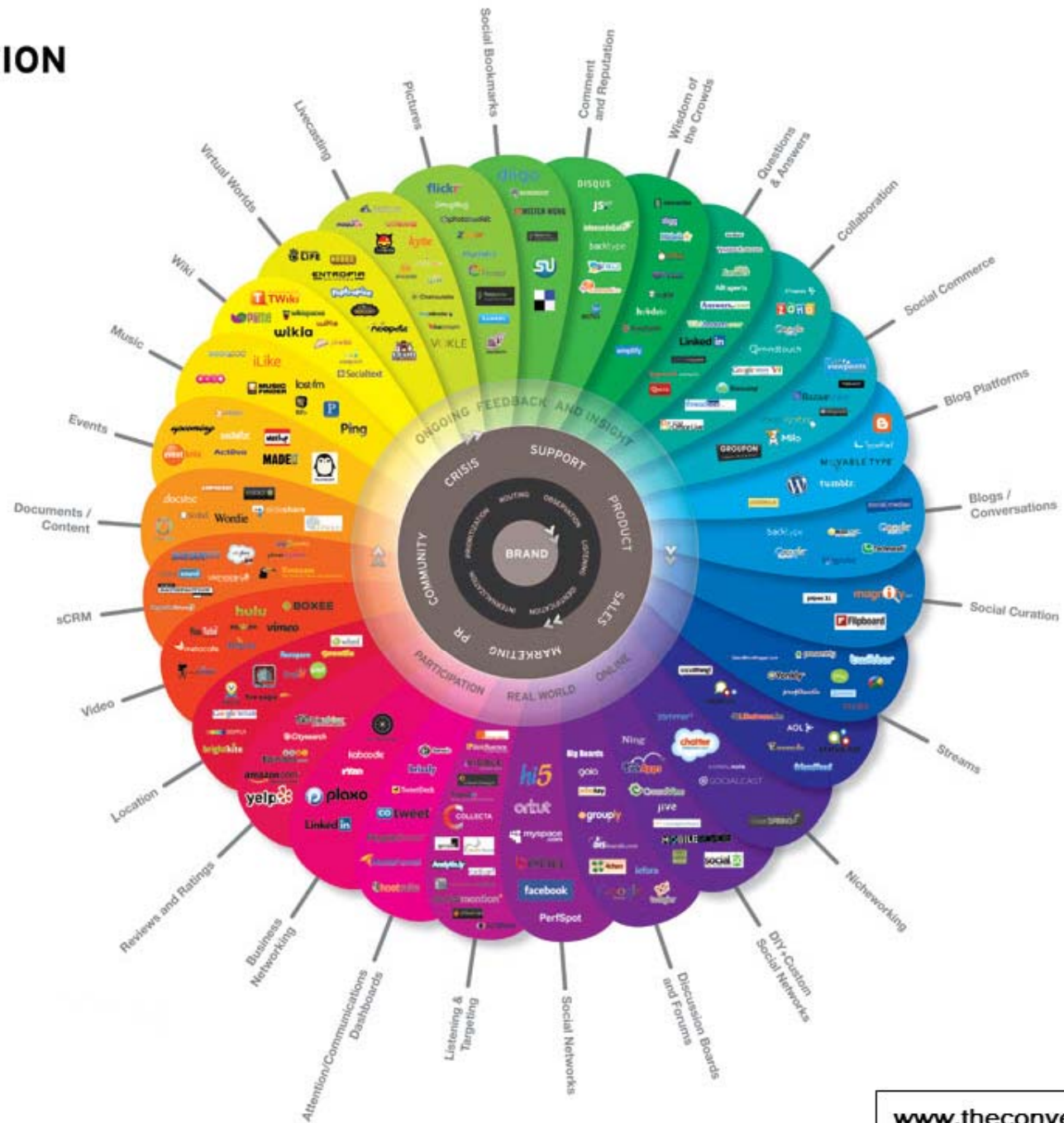
Social Media: 4 Cs of Social Media



<http://webbiquity.com/social-media-marketing/the-four-cs-of-social-media-marketing/>

THE CONVERSATION PRISM

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Social Media Tools for Collaboration



flickr

You Tube



Linked in

COLLABORATION



delicious

Eventbrite
Events Made Easy

Blogging with Wordpress



Mobilize This!

A ResearchImpact blog from Canada's knowledge mobilization network

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10
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11

the kmb road show – outreach in 2011 / la mobilisation des connaissances (mdc) – la tournée de sensibilisation 2011 [Edit](#)

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Tags: [KM in the AM](#), [Kmb](#)

By Michael Johnny – ResearchImpact York

While 2011 is only 9 weeks old, York's Kmb Unit has had lots of outreach activity designed to promote Knowledge Mobilization services at York University.

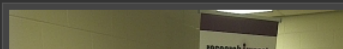
Bien que l'année 2011 ne soit entamée que depuis 9 semaines, l'Unité de mobilisation des connaissances de York a planifié toute une série d'activités de sensibilisation afin de promouvoir les services développés à l'Université de York.

While I am not an avid viewer of the Antiques Roadshow, the concept is a fascinating one for me; people lining up with their unique 'treasures' to share with experts in hope of finding what they possess is of significant value. I can't say that our efforts in promoting York's Knowledge Mobilization (Kmb) Unit are significantly different. When we present our Kmb services people approach us to learn about who we are and what we do. Through this exchange, people develop a greater sense of what we can do to support them. With a clear and common understanding of our capacity to broker research and knowledge based collaborations, quite often people visiting our booth will then share a specific need or expertise they have within their organization, research unit or area of study.



Similar to the experts behind the desk at the Antiques Roadshow, we work with them to polish the idea and seek a relevant collaborative match to provide value for the person who made the initial inquiry. Our colleagues at RéseauImpactRecherche – UQAM have a great word for this in French- valorisation. But we don't have an equivalent word in English. People sometimes dismiss their ideas feeling they may not fit our mandate or their work may not be attractive to collaborators. But like the 'treasures' of the Antique Roadshow every project opportunity holds the potential to be extremely valuable for all involved!

Since the start of the New Year, York Kmb has been involved in 11 unique events/functions where we've



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tags

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CAURA CBR Climate change
Community **Conference**

Blogging with Wordpress

Highlights

- Allows you to share stories and information with wider audience
- Way to promote your services, events and activities
- Wordpress.com is free, web accessible and easy to use

Tips:

- Information you would put into a newsletter can go into a blog
- Aim for at least one post a week

Microblogging with twitter

ResearchImpact
@researchimpact Canada
ResearchImpact is Canada's knowledge mobilization network, connecting university researchers with community and government organizations.
<http://www.researchimpact.ca>

2,444 Tweets 213 Following 945 Followers 83 Listed

Timeline Favorites Following Followers Lists

KMbeing Gary Myers
Knowledge Mobilization Seminar-Fitness - Getting It Right | CPA Ontario: <http://bit.ly/ihs7KE>
3 hours ago

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Lessons from KT between university and health: production, transmission and reception <http://bit.ly/evhMBv> via <http://bit.ly/eVzxvX> #KMb
1 hour ago

researchimpact ResearchImpact
<new blog post> The #KMb Road Show – Outreach in 2011 <http://bit.ly/ebL7DI> #YorkU
5 hours ago

researchimpact ResearchImpact
Today's ResearchSnapshot: 'Management' policies are hurting the nutrition of homeless youth in Toronto <http://bit.ly/cEVCv4>
6 hours ago

marcopolis Marco Campana
How Much Do We Care About Social Services? <http://ow.ly/4bcX5>
#ONpoli #community #poverty #governance
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New hiring approach improves success rate for immigrants <http://ow.ly/4b7zF> #ISAwards #integration #Toronto #innovation
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Microblogging with twitter

Highlights

- Send out short (140 character) messages called tweets
- Allows you to share updates, opinions, resources and information with followers
- Good way to connect with other people with shared interests and build communities of practice

Tips:

- Use a URL shorten like <http://bit.ly/> to save on characters in your tweets and track who clicks on your links
- Back up your tweets regularly with TweetBackup <http://tweetbackup.com>
- Aim for at least one tweet a day

Collaborative Online Platform othree.ca



- Welcome
- What's New
- Moblize This! Blog
- ResearchSnapshots
- Tools for Kmb
- Journal Club
- Members
- Documents
- Forums
- Blogs
- Wiki
- Gallery
- Calendar
- Contact Us
- Terms of Use
- Special Workshop on Knowledge
- Translation and Brokering, October 20, 2010

Welcome

We believe knowledge has a greater impact when it is shared and implemented. ResearchImpact, Canada's knowledge mobilization network, is a service-oriented program designed to connect university research with research users across Canada to ensure that research helps to inform decision-making.



Working from a grant awarded in 2005, University of Victoria, University of Saskatchewan, University of Guelph, York University, Université du Québec à Montréal and Memorial University have established Knowledge Mobilization (Kmb) Units that work to match researchers with key policy-makers in government, health, and social service agencies. Knowledge mobilization uses methods of producer push, user pull, knowledge exchange and we extend those to include co-production where we support research based collaborations so that research can inform decisions about public policy and professional practice.

The Kmb Units help to train future policy-makers and increase Canada's number of highly qualified people (HQP) by giving graduate students and post-doctoral fellows valuable experience working with a variety of stakeholders. Kmb equips research trainees and their research collaborators with broader skill sets which they can then take into positions in the public, private, and voluntary sectors.

Featured Video

See members of Project Teen Mom talk about the use of O3 to connect project team members from York University's LaMarsh Centre, the York Region Children's Aid Society and Kinark Child and Family Services.



Collaborative Online Platform othree.ca


Highlights

- Suite of social media tools including:
 - Document sharing
 - Wikis
 - Blogs
 - Member profiles
 - Forums
 - Events Calendar
- Free for researchers and their partners
- Software developed by Canadian company (IGLOO), so data is stored in Canada


Tip:

- A collaborative platform like this great for collaborative research projects

Social Bookmarking with delicious

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 Report from The Partnership Project, how Ontario can be more responsive to voluntary sector
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25 FEB 11 [U of Guelph Partnership Practices: Working with Community, Industry & Government](#)
[EDIT](#) | [SHARE](#) | [DELETE](#) Guelph partnerships collaboration

23 FEB 11 [video: Special Workshop on Knowledge Brokerage and Knowledge Translation](#)
 video from Expert Panel closing KT/KB workshop Oct 2010. David Phipps (ResearchImpact-York) on panel
[EDIT](#) | [SHARE](#) | [DELETE](#) video KTKB2010 knowledge_mobilization

21 FEB 11 [Helping social research make a difference](#)
 (pdf) Huw Davies and Alison Powell: narrative, metaphor, theatre, co-production: Helping social research make a difference has proved uncommonly challenging, despite the political and professional rhetoric offering overt support. Too often, interactions around research between researchers, policy makers, managers and practitioners can feel both disappointing and frustrating. This paper, and the accompanying seminar, seek to explore why this is so, and what we might do in consequence.
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15 FEB 11 [Digital Technology Innovation in Scholarly Communication and University Engagement](#) **6**
 report from a SSHRC funded digital media synthesis grant. including RI-York David Phipps as author
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Tags **People** **Options**

Top 10 Tags

research	67
knowledge mobilization	38
health	26
data repositories	25
policy	25
events	23
KMb	21
training	21
resources	19
knowledge	17

All Tags **249**

aboriginal	2
AcademyHealth	1
adult	1
AIDS	1
article	3
at-risk	1
australia	1
Barwick	1
binning	1
bloq	1
BrockU	1
brokerinq	4
Budget	1
Campbell Collaboration	1
CanKnow	1
careers	4
CBR	6
CCGHR	1
CCKM	1
CCL	1

Social Bookmarking with delicious

Highlights

- Allows you to save and tag your favourite websites
- Makes your favourites accessible on any computer
- Uses tagging to categorize and organize
- Share your favourites with others, on your website or blog through RSS or by embedding
- Can be used to create a library of online resources

Tip:

- Other similar sites are <http://www.stumbleupon.com> ;
<http://digg.com> ; <http://www.reddit.com/>

Tips for Using Social Media

- Develop a social media strategy to help guide you and avoid “shiny object” syndrome
- Think about which tools you will use for various purposes, eg. Wordpress for blogging, delicious for sharing resources, eventbrite to manage events, linkedin to connect with professionals
- Don't feel that you have to use every tool, especially at the beginning. Start by picking a few tools that suit your goals and use them well

Tips for Using Social Media

- Try to use the same username across various tools and sites and develop a common look and feel
- Think about how you are going to measure and evaluate success before you start
- Remember that this does take time and resources
- Have fun with it!

Additional Resources

Bit.ly <http://bit.ly>

- URL shortener that lets you track who clicked on your links and creates a QR code for your shortened link that you can add to print materials

Cambridge Community Television www.slideshare.net/cctvcambridge

- Good presentations on how to develop a social media strategy

The Conversation Prism www.theconversationprism.com

- Visual of many social media tools for various purposes

NameChk <http://namechk.com/>

- Let's you see if your username is available on social networking sites

Online Database of Social Media Policies

<http://socialmediagovernance.com/policies.php>

- Links to over 175 social media policies and guidelines in use by various organizations, including many universities

Additional Resources

SlideShare www.slideshare.net

- Post your presentations online and allows you to embed them on your website

TweetBackup <http://tweetbackup.com>

- Twitter doesn't archive tweets but you can backup your tweets and export them to Excel with this tool

TweetChat <http://tweetchat.com/>

- Allows you to have a tweetup, a kind of twitter “conference call”, using hashtags. This tool will show only conversations with your chosen hashtag

TweetStats <http://tweetstats.com>

- Show some statistics and analytics on your tweets. Also can create a word cloud of all the words you tweet

Additional Resources

Twuffer <http://twuffer.com/>

- Allows to you schedule in tweets for a later time. Good to use if you are going to be away or plan to tweet daily about a resource, eg. ResearchSnapshots

Vanderbilt University Social Media Handbook

<http://web.vanderbilt.edu/resources/social-media-handbook/>

- Very good resources on how to create a social media strategy and how to start using various tools

YorkU's Social Media Guidelines

http://www.yorku.ca/ycom/socialmedia/SocialMediaGuidelines2010_R5.pdf

- Guidelines for setting up YorkU affiliated social media sites such as facebook and twitter

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Website
<http://www.researchimpact.ca>

O3 Space
<http://researchimpact.othree.ca>

Mobilize This! Blog
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twitter
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