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Using social media for research uptake and policy advocacy

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Learning objectives

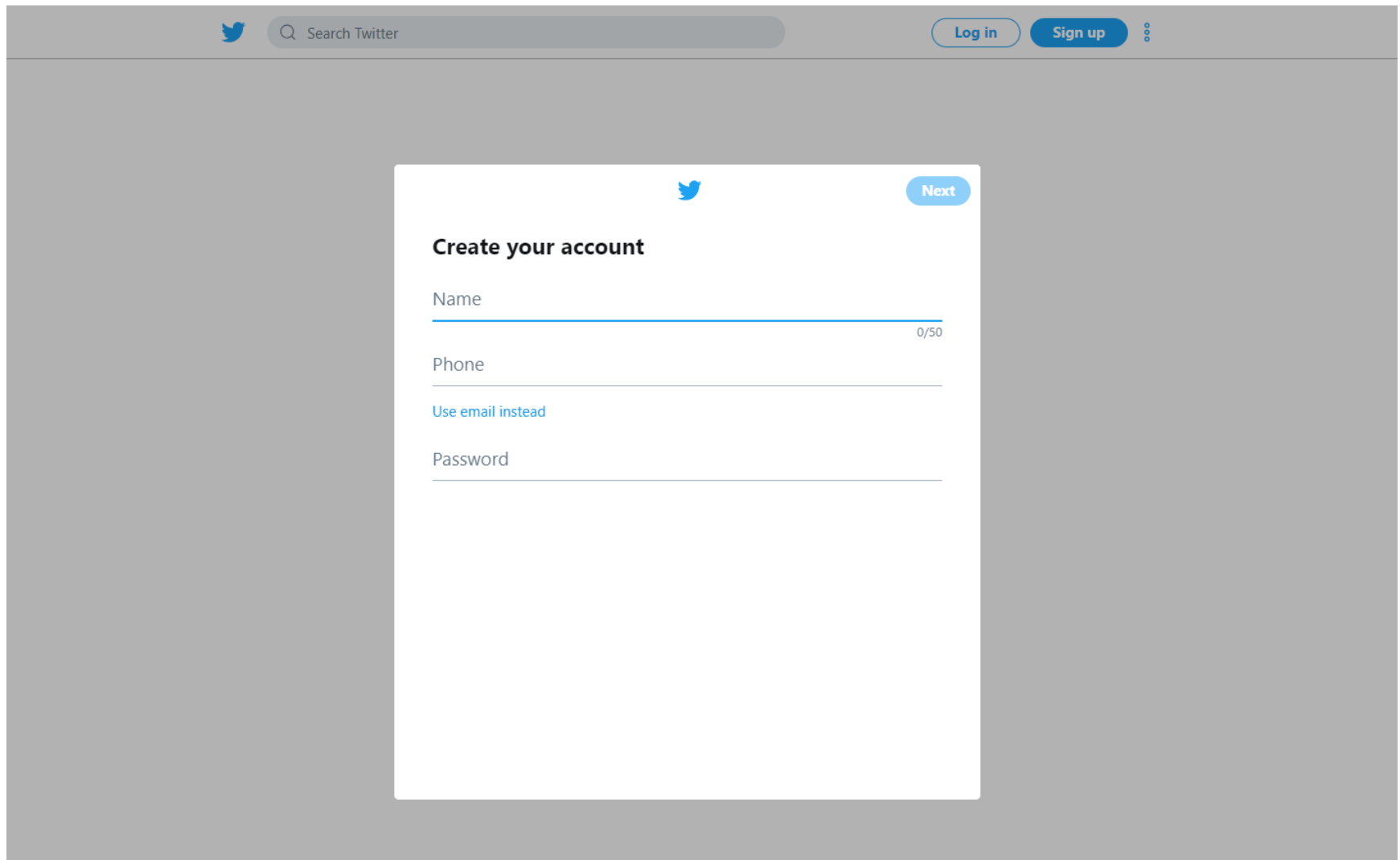
By the end of the webinar, participants will be able to:

- Describe the various uses of social media for research uptake and policy advocacy (*Background*)
- Tweet or post according to your goals as a researcher (*Practical application*)
- Understand how social media analytics can be used to inform content development (*Monitoring*)



How can social media help me as a
global health researcher?

Getting Started



The image shows a screenshot of the Twitter account creation interface. At the top, there is a search bar with the Twitter logo and the text "Search Twitter". To the right, there are buttons for "Log in" and "Sign up", along with a menu icon. The main content area is a white modal box titled "Create your account" with a Twitter logo and a "Next" button. The form includes fields for "Name" (with a 0/50 character count), "Phone", and "Password". A link "Use email instead" is positioned between the "Phone" and "Password" fields.

Webinar Hashtag

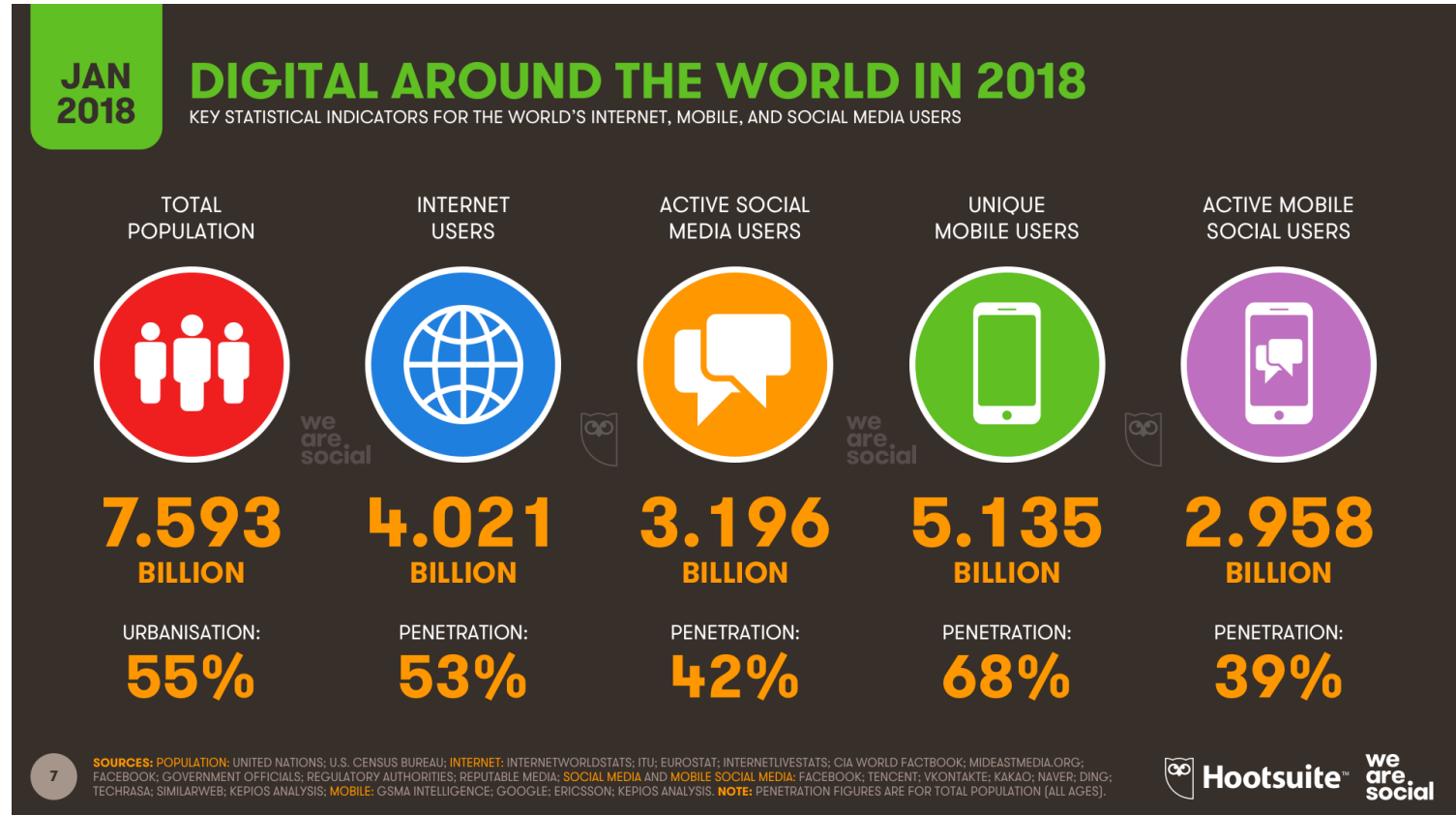
- Tweet your questions, comments, and reactions!

#sm4research

“I’m excited to learn about #sm4research today with @NTDCOUNTDOWN and @FHI360”

The impact of social media

- More than **1 in 3** people use social media globally.¹



ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

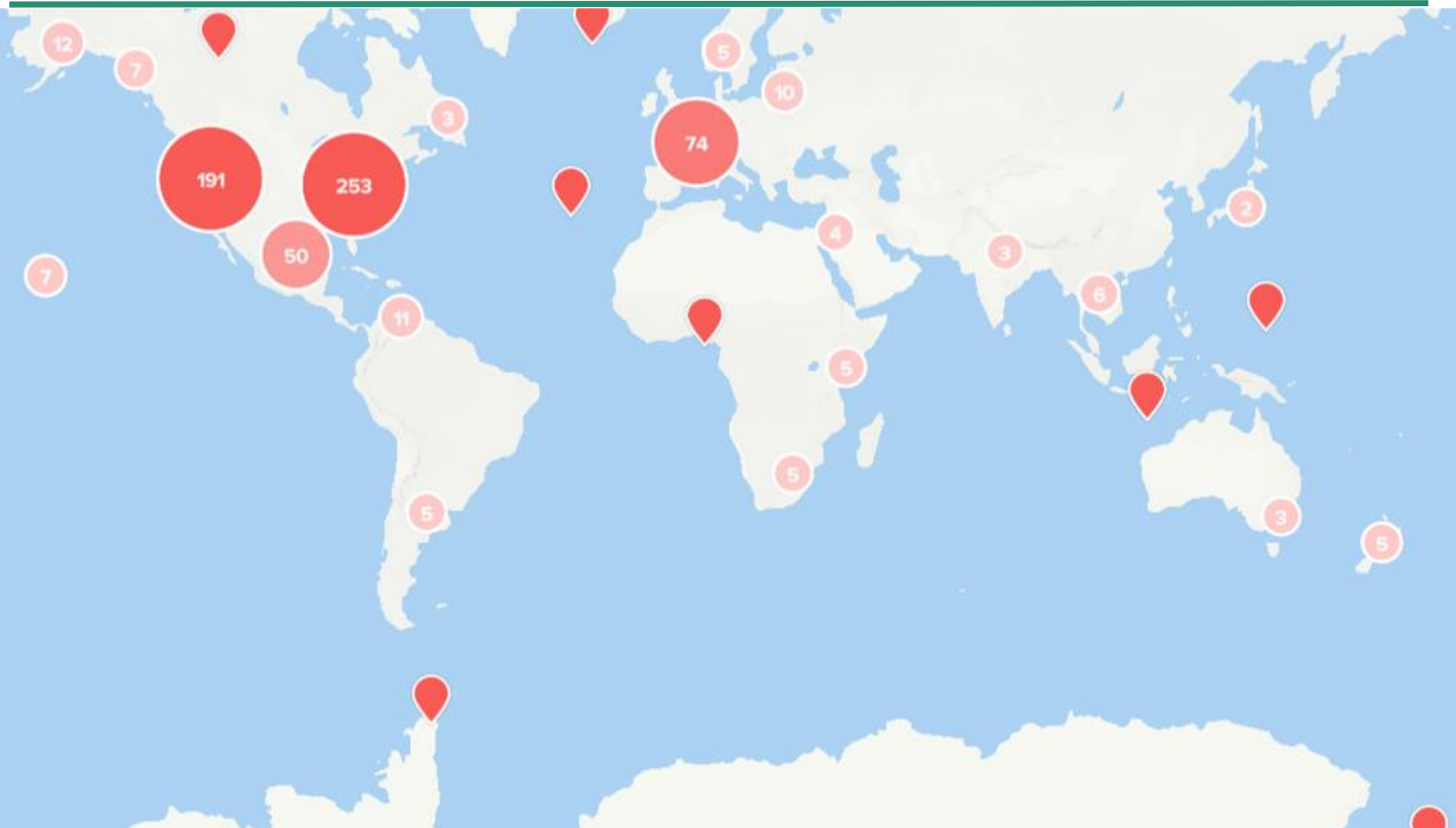
PENETRATION:

42%

Increasing global reach

- 2017²
 - 2.789 billion
 - 37% of total population
- 2016³
 - 2.307 billion
 - 31% of total population

The influence of social media



Tweet your answer

What is a benefit of using social media in your work?

Tweet using [#sm4research!](#)

Why social media for global health programs?



Illustrative LSTM programs and partnerships utilizing social media

- COUNTDOWN
- CNTD
- A-WOL
- Re-BUILD
- IMPALA
- Stop TB partnership



Best practices from COUNTDOWN's social media

- Have a strategy and guidance
- Use SM platforms that serve your purpose
- Post frequently
- Cross-post on LinkedIn, listservs, other professional groups

The image shows two overlapping screenshots. The background is a screenshot of a blog page titled 'Blogs' with a navigation bar 'Home > Publications & Resources > Blogs'. The blog posts are listed by date: 2018, 17 August, 23 July, 18 June, 14 May, 10 May, and 03 April. The foreground is a document titled 'COUNTDOWN SOCIAL MEDIA' with the subtitle 'Quick Strategic Tips to Increase Engagement'. It contains sections on 'POST ORIGINAL CONTENT', 'USE HASHTAGS', and 'REUSE ORIGINAL CONTENT REGULARLY'. A statistic states '88% of researchers believe that more can be done to increase visibility and impact of their work.' The document also lists various hashtags and social media icons for Twitter, LinkedIn, Facebook, and Instagram.

Practical Application (so how does this work, anyway?)

Recipe for a Tweet

Message

Have something to say

Hashtags

Use # liberally

Mentions

Use @ to talk directly to someone or reference them in your post

Use a link if there is a relevant one

Recipe for a Tweet

Diseases

- #schisto
- #onchocerciasis
- #LymphaticFilariasis
- #beatNTDs
- #Soiltransmittedhelminths

Cross-cutting themes

- #poverty
- #outreach
- #infectiousdiseases
- #implementationscience
- #equity
- #gender
- #treatment
- #SDGs
- #HealthForAll

Use a link if there is a relevant one

Recipe for a Tweet

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Use @ to talk directly to someone or reference them in your post

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Real world scenario 1: academic conference or meeting

Before

- Connect with collaborators who will be there
- Tweet about your contribution or about a session you want to attend and why. Bonus: tag others who might attend or would be interested in it

During

- Share about **people** you are excited to be meeting and what you like about their work
- Post a picture or update, but **explain** why it is important or exciting

After

- Post reflections on the conference
- Did you learn something that is informing your work?

Practice example: COR-NTD 2018 “Engage to Eliminate”

- Who’s going to @COR_NTD @ASTMH #TropMed18? Can’t wait to talk about _____! #BeatNTDs Engage to eliminate!
 - #UHC #SDG3 #HealthForAll
 - #capacitybuilding
 - #healthworkers
 - #equity
- Presenting on _____ at @COR_NTD @ASTMH #TropMed18. Join me to learn _____

Real world scenario 2: your journal article is published

- You can talk about your research (hint: you don't have to give away your results!)
- Leading up to publication, think about other related research and co-authors
- Write a blog post to broaden your audience
- Post on LinkedIn, too
- Re-post periodically, when there is a good opportunity

“Online conversations about your paper are guaranteed once it is published, so having a diverse online presence ensures you can take part in those conversations”

<https://researchforevidence.fhi360.org/3-ways-to-promote-your-published-research>

Real world scenario 2: examples



Hot off the press👏👏 Blog on our work in Nigeria with @Sightsavers partners using action research to foster multi-sectoral stakeholder collaboration and community engagement. -

countdown.lstmed.ac.uk/news-events/news-19-jun-2018 ...
@sallytheobald @DFID_NTDS @EvidenceAction @LSTM_NTDS



1:54 AM - 19 Jun 2018

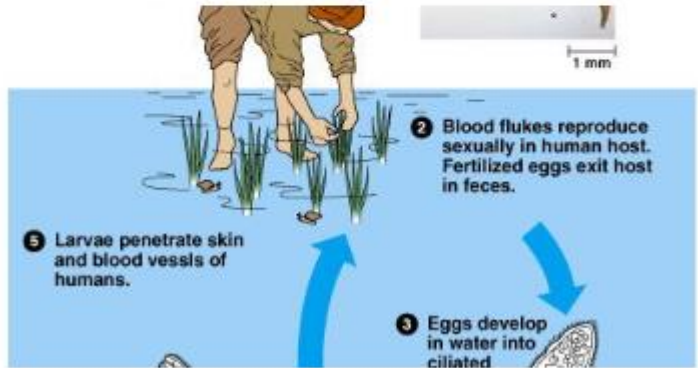


COUNTDOWN Nigeria and Policy and Research



Top Tweet earned 3,305 impressions

It is great to see increasing focus on #FemaleGenitalSchistosomiasis in the #AIDs Conference currently taking place in Amsterdam. #FGS makes its patients more susceptible to contracting #HIV. Read these papers to understand more - bit.ly/2LAWbWB & bit.ly/2i0bwxL pic.twitter.com/3gPIPn4KbR



24 retweets 23 likes

Real world scenario 3: dissemination meeting

- Include partners, such as NGOs, working groups, etc.
- Mention key players that are present and those who could not attend
- Explain what is important about it



Monitoring

Five metrics to track and what they mean

1. Posts

- Valuable as a comparison tool

2. Reach

- Total number of people who have seen your content



Blogs present an opportunity to reflect as a researcher on your research and fieldwork



Posts that tell a story are more engaging
e.g., How you investigate snail populations



Timely blogs get more views
e.g., post after attending a strategic policy group meeting

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2015	237	1.8K	736	395	284	549	493	439	717	535	425	376
2016	415	335	385	430	699	672	415	495	293	363	390	324
2017	254	393	404	414	436	248	300	881	586	362	509	279

Five metrics to track and what they mean (cont.)

1. Log in to twitter

2. Go to: analytics.twitter.com

The screenshot shows the Twitter Analytics interface for the account **COUNTDOWNNonNTDS** (@NTDCOUNTDOWN). The navigation bar includes 'Analytics', 'Home', 'Tweets', 'Audiences', 'Events', and 'More'. The 'Audiences' tab is highlighted with a red circle. The dashboard features a '28 day summary' with the following metrics:

Metric	Value	Change
Tweets	44	↑528.6%
Tweet impressions	29.5K	↑212.4%
Profile visits	385	↑31.8%
Mentions	56	↑154.5%
Followers	2,840	↑48

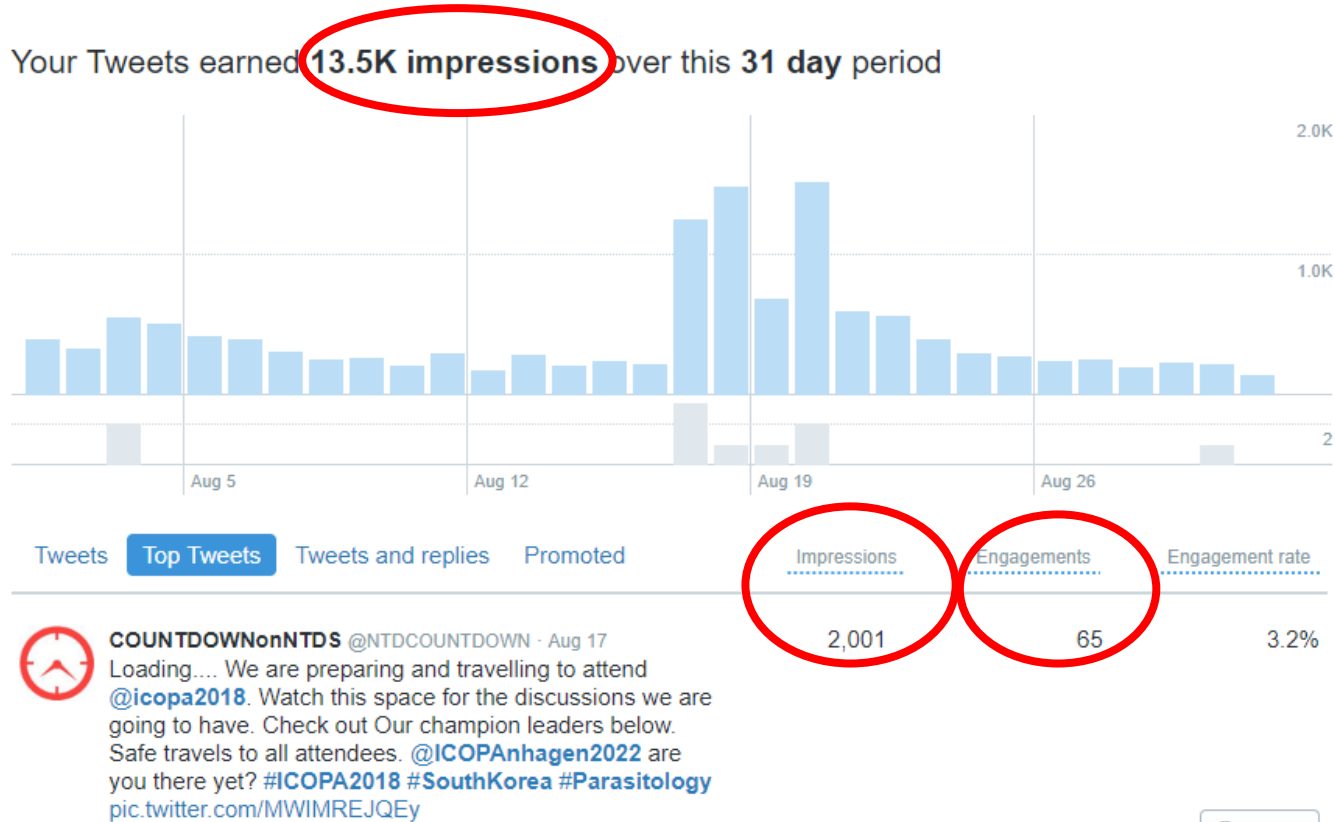
Below the summary, there are sections for 'TWEET HIGHLIGHTS' and 'ADVERTISE ON TWITTER'. The 'Top Tweet' section shows a tweet about the @Sightsavers #UNITED project in Nigeria. The 'Top mention' section features a tweet by Sally Theobald (@sallytheobald) mentioning the IR article. The 'ADVERTISE ON TWITTER' section includes a 'Get started' button and a 'Grow your audience' banner.

UKaid Calling time on Neglected Tropical Diseases
from the British people

Five metrics to track and what they mean (cont.)

3. Impressions

- Total number of times your content is displayed



Five metrics to track and what they mean (cont.)

4. Engagement

- Total number of people who have clicked on, commented on, liked, or shared your content

5. Mentions

- Total number of times your username has been mentioned by others



Using analytics to adapt strategy and content

FHI 360

- Insights
- Let the analytics tell you what aspects of your strategy need improving – for example, are any of your stakeholders missing from the conversation?
- If data points conflict or are confusing, reach out directly to audience and ask for feedback



QUESTIONS?
