Moving Beyond ‘Join the Conversation’: Utilizing Social Media for Knowledge Mobilization

Krista Jensen
Knowledge Mobilization Officer, Office of Research Services
PhD Student, Faculty of Education
York University

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Knowledge Mobilization at York

Service unit that:

• Fosters collaboration
• Builds a culture of knowledge mobilization (KMb)
• Supports co-production of knowledge and research
• Connects policy and practice relevant research to decision makers
• Builds capacity and delivers tools for knowledge mobilization
Why Use Social Media for KMb?

• Disseminate knowledge and research in an iterative and interactive way

• Build communities for partnerships, collaboration and sharing

• Get academic research into the hands of people who can use it

Image adapted from http://webbiquity.com/social-media-marketing/the-four-cs-of-social-media-marketing/
KMb Learning Sessions

Hands on capacity building sessions for faculty, staff and graduate students on:

- Social Media for Research
- Building a Social Media Strategy
- Wordpress
- Twitter
- O3 Collaboration Platform
Blogging
Twitter
Facebook
Pinterest
Online Collaborative Platforms

ResearchImpact @ 03

Welcome

Welcome to the ResearchImpact website. 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 2003, York University and the University of Victoria have established Knowledge Mobilization Units (KMU) that work to match researchers with key policy-makers in government, health, and social service agencies. Knowledge mobilization uses methods of push, pull, knowledge exchange and on-demand tools to include in production where we support research based collaborations to that research can inform decision making.

The KMUs 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. KMUs equip research teams and their research collaborators with broader skill sets which they can then take into positions in the public, private, and voluntary sector.

Featured Video

York University Knowledge Mobilization Unit staff, faculty members and York Region community partners discuss the value of knowledge mobilization and how the KMU at York is helping turn research into action.

Featuring:

David Pyper, Director of Research Services & Knowledge Exchange, York University; Danielle Fehr, Associate Professor in the School of Nursing at York University; Jacqueline Carroll, CEO of United Way of York Region; Jacqueline Brown, Director of Program Services at York University, and Flesh Meredeth, Associate Dean of Research and Field Development in the Department of Education at York University.
Social Media Strategy

• Engage in social media activities in a planned, thoughtful and purposeful way

• Build a collection of social media tools that suit your specific needs and goals

• Sharing is the key-> focus on building relationships and not just on getting your message out
My Research Interests

Exploring knowledge sharing in online spaces

• How is community online formed and maintained?
• How does knowledge and research get shared in online spaces?
• How can online tools be used to share knowledge and research to enable social change?
Questions?

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kejensen@yorku.ca
@atomickitty