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

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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
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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