

# 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

# 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

## Doorey's Law of Work Blog

A Discussion of Issues and Debates for Students and Others

Home Prof. David Doorey Copyright MHRM Wiki Library Osgoode LLM School of HRM

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### Categories

- Arbitration Cases
- City of Toronto Bargaining
- Employment Law
- General
- Guest Blogs
- Human Rights Issues
- Industrial Relations and Labour Law
- Labour Law E-Journal
- Real Life Pleadings
- Scholarship
- Uncategorized
- Work Law Cases
- Workplace Law

### City of Toronto Bargaining

- City of Toronto Bargaining Diary

### Current Course Blogs

- Osgoode Hall LLM (Perspectives)

### Employment Law Forms

- Calculating ESA Entitlements
- ESA Claim Form
- ESA Hours of Work, Overtime Info
- Filing an ESA Complaint
- Human Rights Legal Support Centre

### Legal Research

## Another Senator Lambasts Tories' Wasteful, F Attacks on Unions

April 17, 2013 | Posted by admin

The Conservative's latest attack on its nemesis, the labour movement, the Senate, which is playing its role of providing "sober second thought" opposition to Bill C-377.

That's the Bill that would bury "labour organizations" in a pile of ad red-tape in order to produce reams of useless information about how their time and money, at huge expense to taxpayers who will have to collect, monitor, and reporting of the colossal pile of information the Bill.

A while back, Senator Hugh Segal chastised the Tories for using Parliament playing petty partisan games designed to silence dissent in the guise

Yesterday, it was Liberal Senate House Leader, Senator Cowan, here.



Senator Cowan Expresses Hypocrisy of Bill C-377

Senator Cowan notes that the Bill is so that it's impossible to know what it sets, noted the same when I recently debated Senator Eaton on this blog. Senator Eaton said the Bill says one thing, and I told her that way. One of us is wrong, but in fairness, we won't know who until a Court sorts it out, at great expense to taxpayers and labour organizations alike. Senator Cowan reads the Bill the same way I did, which is that, "It requires separate entries naming every person who receives money from a labour organization and listing what they received if the cumulative value is over \$5,000."

The Bill Would Capture Employers Associations As Well

## Research Matters: Finding Solutions to Homelessness

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### Patterns of Emergency Shelter Use in Three Canadian Cities of Different Size

By Tim Aubrey  
April 04, 2013

Twenty years ago, Randy Kuhn and Dennis Culhane published the results of a groundbreaking study<sup>1</sup> in the American Journal of Community Psychology showing that over 80% of people who use emergency shelters in large American cities experienced homelessness for short periods of time and most frequently as a one-time event in their lives. In contrast, a relatively small minority demonstrated a cyclical use of shelters with multiple episodes for short periods of time or a small number of stays but for long periods of time. Although these latter two groups were relatively small making up 10% each of the shelter population, they were shown to occupy over 60% of the shelter beds.

Recently, I collaborated with a group of colleagues (Elisavinda Fung<sup>2</sup>, Stephen Huang<sup>3</sup>, and Melissa Culhane<sup>4</sup>) from the University of Ottawa and St. Michael's Hospital on a study that evaluated four years of shelter data from three Canadian cities of different sizes, namely Toronto, Ottawa, and Guelph (this study replicated the analyses of the influential Kuhn and Culhane study). In line with the results of the American study, our research identified three distinct and similar patterns of shelter stays in the three Ontario cities.

The largest group of shelter users, characterized as "temporary", experienced a small number of homeless episodes for relatively short periods of time. This group comprised 68% of shelter users in both Toronto and Ottawa. We also found a smaller group of users that we defined as having "episodic" shelter use, who experienced multiple homeless episodes for short periods of time. This group represented 11% and 9% of shelter users in Toronto and Ottawa respectively. Finally, the smallest group of shelter users, representing 4% of shelter users in Toronto and 2% in Ottawa, had a relatively small number of homeless episodes but for long periods of time.

The two smaller groups of shelter users occupied over one half of the shelter beds in both Toronto and Ottawa. Similar to the American research, our findings suggest that housing and support services targeting the episodic and long stay users are likely to be the most efficient strategy for reducing the shelter population in Canadian cities. A paper on the findings of our research has been published in Housing Studies. The paper is available online here<sup>5</sup>.

Identifying the Patterns of Emergency Shelter Stays of Single Individuals in Canadian Cities of Different Sizes<sup>6</sup>

Tim Aubrey is a PhD Professor at the School of Psychology and Director and Senior Researcher at the Centre for Research on Educational and Community Services at the University of Ottawa. He is currently holder of the Faculty of Social Sciences Research Chair in Community Mental Health and Homelessness. One of the major of his career, Dr. Aubrey has collaborated on research projects with community organizations and government at all levels, contributing to the development of effective social programs and policies.

Tags: housing, Toronto, Ottawa, Guelph Category: Housing | Shelters

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ASD Mental Health

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EDITOR

## IN THE NEWS: CENTERS FOR DISEASE CONTROL REPORT — INCREASING ASD RATES?

April 6, 2013

recent articles

WORLD AUTISM: Eric Asperger Awareness Month, and the Canadian Task

RECEIVE EMAIL UPDATES FROM ASD MENTAL HEALTH BLOG

Your email:

# Twitter

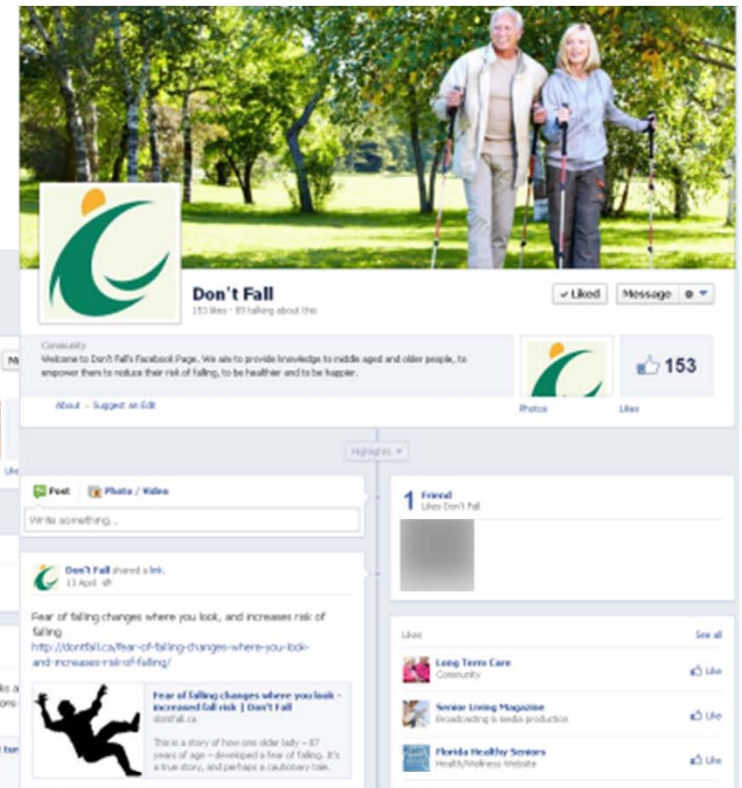
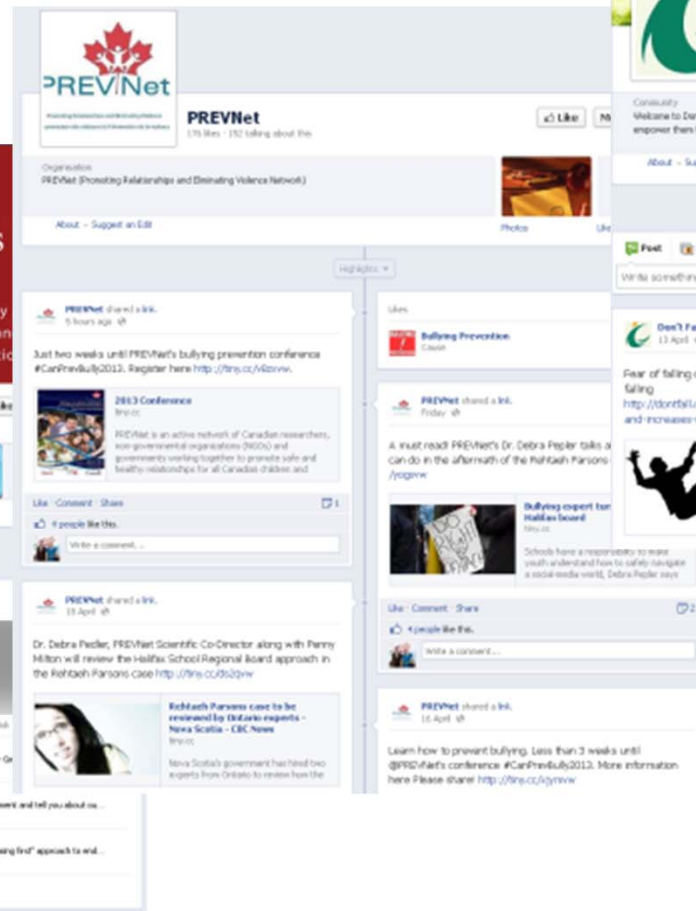
The collage features five Twitter profiles and their associated tweet threads:

- YCEC (@YCEC\_YorkU)**: The York Centre for Education and Community seeks research matter by strengthening the links among the colleges, schools and communities. York University - <http://yorku.ca/ycec>. 330 TWEETS, 145 FOLLOWING, 151 FOLLOWERS.
- Roger Keil (@rkeil)**: Director, City Institute at York University | Cities | Toronto. <http://www.yorku.ca/city>. 10,444 TWEETS, 826 FOLLOWING, 1,502 FOLLOWERS.
- John Dupuis (@dupuis)**: Acting Associate University Librarian, Information Services University. Once and future science librarian. Toronto, ON - <http://scienceblogs.com/infodiv>. 19,059 TWEETS, 2,816 FOLLOWING, 2,569 FOLLOWERS.
- PREVNet (@PREVNet)**: Promoting Relationships & Eliminating Violence. Canada's authority on research and resources for bullying prevention for children & youth. Canada - <http://www.preynet.ca>. 904 TWEETS, 766 FOLLOWING, 942 FOLLOWERS.
- Homeless Hub (@homelesshub)**: A single place to find homelessness information from across Canada. Canada - <http://www.homelesshub.ca>. 4,710 TWEETS, 1,581 FOLLOWING, 3,926 FOLLOWERS.

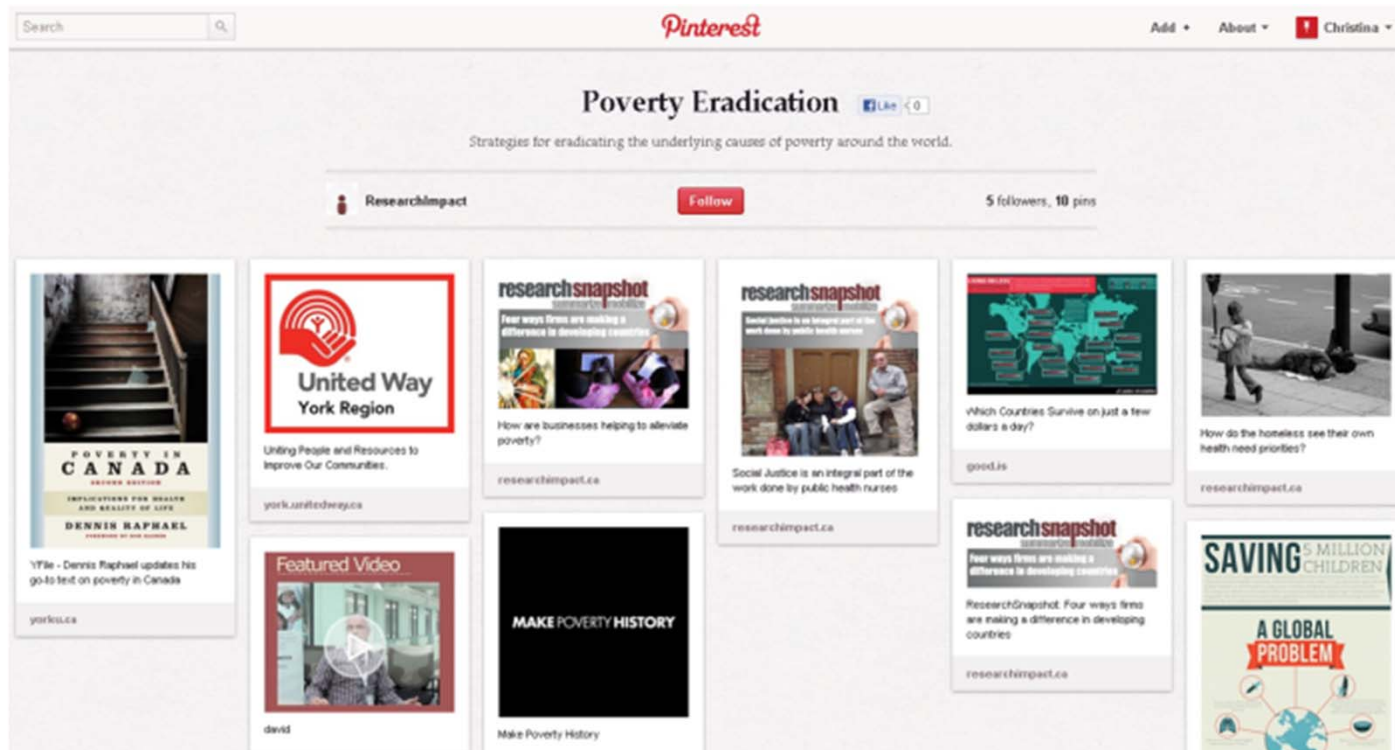
Key tweets visible in the threads include:

- YCEC**: Research Matters: Life in 2030. Discuss the future we are creating it. May 9: [bit.ly/1HvWv](http://bit.ly/1HvWv) @OntarioResearch
- YCEC**: Teacher ed programs begin to contract. Drop in apple teacher education most pronounced in Ontario [bit.ly/1DwWp](http://bit.ly/1DwWp)
- YCEC**: CERLAC Brown Bag Seminar Series: May 8, 12-2pm Lounge. Michele Switzer talks about research on Urban livelihood!
- YCEC**: How do teachers educate global citizens through con engagement? Read about it here: [bit.ly/1DwWp](http://bit.ly/1DwWp)
- YCEC**: Degree in hand... now what? Find out! [bit.ly/17X12kd](http://bit.ly/17X12kd)
- Roger Keil**: @rkeil @EvergreenCanada Bridgeworks (Ne April 23 tomorrow! How to pay for transit in Toronto? [www.evergreen.ca/what-are-expected](http://www.evergreen.ca/what-are-expected) ...
- Roger Keil**: @rkeil 40 years of social justice & the city by @profdrdhar [progr.gc.ca/cuny/education/social...](http://progr.gc.ca/cuny/education/social...) via @nikheyne
- Roger Keil**: @rkeil @mpdc so what's up with Suarez?
- Los Angeles Times**: @latimes Mayor Villaraigosa gets good marks from majority of poll shows [lat.ms/lnhG](http://lat.ms/lnhG)
- Los Angeles Times**: @latimes Mayor Villaraigosa gets good marks from majority of poll shows [lat.ms/lnhG](http://lat.ms/lnhG)
- Roger Keil**: @rkeil @SeemJumim Seemheim Historisches Rathaus 1599: 360°deg. panorama by Ackermann, Michael CR... [bit.ly/1DwWp](http://bit.ly/1DwWp)
- PREVNet**: Just two weeks until @PREVNet's bullying prevention conference #CanPrevBully2013. Register here [tiny.cc/8B2w](http://tiny.cc/8B2w) and please
- PREVNet**: A must read! @PREVNet's Dr. Debra Pepler talks about what schools can do in the aftermath of the #Rohaan Parsons case [tiny.cc/8B2w](http://tiny.cc/8B2w)
- PREVNet**: @PREVNet's Dr. Debra Pepler named to review the Halifax School Regional Board approach in the #Rohaan Parsons case [tiny.cc/8B2w](http://tiny.cc/8B2w)
- PREVNet**: Learn how to prevent bullying. Less than 3 weeks until @PREVNet's conf. #CanPrevBully2013. More info here & go RT [tiny.cc/8B2w](http://tiny.cc/8B2w)
- PREVNet**: @PREVNet's Dr. Wendy Craig on CTV's Canada AM - The key to preventing bullying lies in teaching empathy [tiny.cc/8B2w](http://tiny.cc/8B2w)
- Homeless Hub**: The gaps within services for homeless women include transitional housing: [ow.ly/1Mg](http://ow.ly/1Mg)
- Homeless Hub**: It is time for a national focus on housing via @maytree\_canada - sharasjuge #canprevbully #B2CCH
- Homeless Hub**: Homelessness Myth #24: They All Frequent Bars. Do all homeless people really hang out in bars? [ow.ly/1Mg](http://ow.ly/1Mg)
- Randy Roberts**: @RandyRoberts Not to be Forgotten: Homeless Women in Hamilton - Summary Report. Homelessness unacceptable Via @HomelessHub... to me [11g0R9](http://11g0R9)
- Homeless Hub**: Money, Why Don't These Kids Have Homes? [ow.ly/1Mg](http://ow.ly/1Mg) How do you talk to your kids about the work you do?

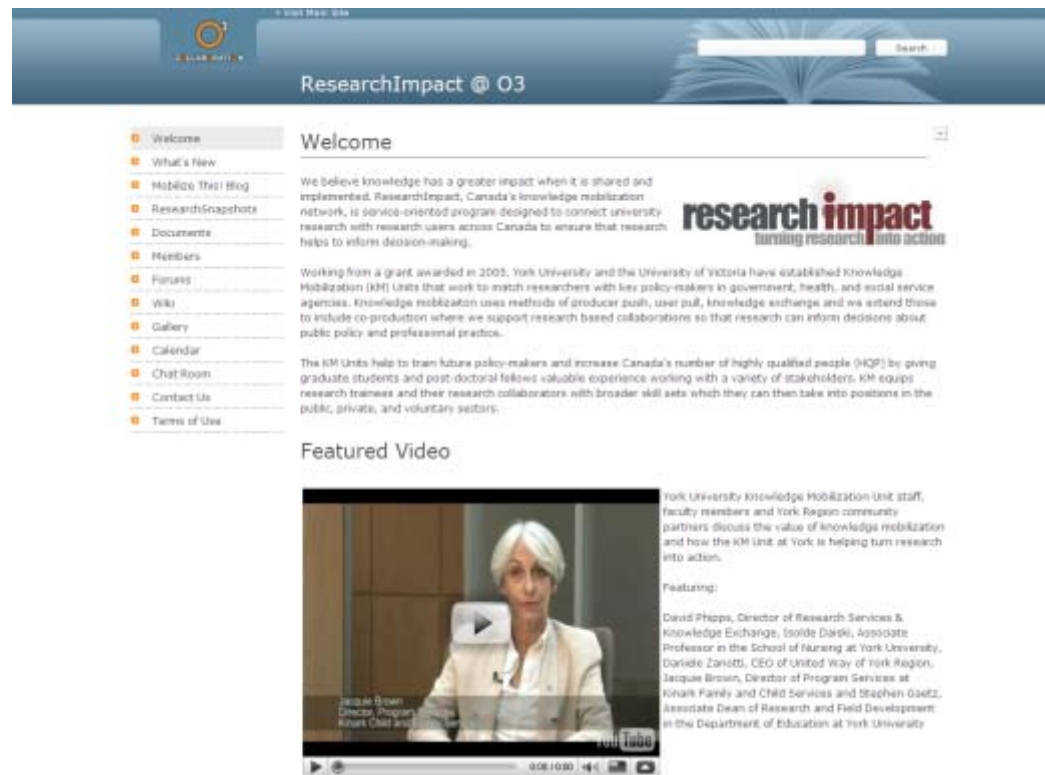
# Facebook



# 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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