

Using Social Media to Improve Knowledge Translation in Your Employment Research and Practice

Session 2 - December 1, 2021

Presented by the KT Academy at
Center on Knowledge Translation for Employment Research
(CeKTER)



Center on Knowledge Translation for Employment Research

Presenters



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Moderator



Acknowledgements

The contents of this presentation were funded by the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR), Grant #90DPEM0004.

NIDILRR is a Center within the Administration for Community Living (ACL). ACL is in the Department of Health and Human Services (HHS). The contents of this presentation do not necessarily represent the policy of NIDILRR, ACL, or HHS and you should not assume endorsement by the Federal Government.

The territory on which Boston University stands is that of The Wampanoag and The Massachusetts People. We offer this land acknowledgement as a way of inviting truth into our conversation over the next hour and a half.



Center on Knowledge Translation for Employment Research

Knowledge Translation (KT) Training Academy



The KT Training
Academy at CeKTER

***“Building capacity for promoting the awareness
and use of employment research findings”***

The KT Training Academy CeKTER offers a variety of classes to increase the capacity of NIDILRR grantees and their collaborators for disseminating and implementing employment research findings.



Center on Knowledge Translation for Employment Research

Our KT Academy Training Goals

Session 1: Clarify the role social media can play in your overall dissemination strategy. Set realistic, measurable “S.M.A.R.T.” KT goals for a specific research project . Use social media “Best Practices” to identify 3-5 strategies to reach your goals.

Homework: Begin implementation of the social media plan.

Session 2: Review progress, measure effectiveness of activities using analytics tools, and receive/offer group feedback to help everyone increase effectiveness.



Can you relate?



How Can Social Media Help With Your KT Goals?

Your objective	Social media goal	Metric(s)
Increase awareness of organization	Awareness <i>(these metrics inform your current and potential audience)</i>	Followers, shares, etc.
Generate feedback from stakeholders	Engagement <i>(these metrics show how stakeholders are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive webinar registrations, newsletter signups, research brief downloads	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	# of Webinar registrations, email signups, downloads, etc.
Improve Research study participation	Enrollment <i>(these metrics reflect how engaging your survey invitation is)</i>	Completion of qualification survey



Reminder: Setting S.M.A.R.T. Goals

- ❑ Set goals that are **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**imely
- ❑ Make sure they are aligned to your organization's objectives to accurately measure your results
- ❑ Track the right metrics to stay focused on what matters



The 3 next steps.

Step 1: Understand who your **target audience** is, and where to find them online.

Step 2: Identify **potential partners**, how to reach them online, and how to leverage their social media network.

Step 3: **Audit your current social media strategy** and refine what you're doing to achieve your goals.



Metrics & Methods to Measure Success

- Analytics on individual social media pages (by page or w/social media management tool)
- Analytics on your website (using Google Analytics)
- Other measurements
 - Sign ups for your mailing list / listserv
 - Downloads of your research brief or paper
 - Registrations for your webinar or training
 - Enrollments in your research study



Our Case Studies Today

- Case Study 1: Boston University's Center for Psychiatric Rehabilitation
- Case Study 2: UMass Chan Medical School's Transitions to Adulthood Center for Research at iSPARC
- Case Study 3: Colorado's Department of Vocational Rehabilitation



Case Study 1: Making Sense of Employment Research Webinar Series

Making Sense of Employment Research highlights recently published employment research via Boston University's Center for Psychiatric Rehabilitation, a NIDILRR employment research grantee.

Each webinar reviews a recent employment study in a clear and relevant way and answers questions posed by participants.



<https://www.youtube.com/watch?v=yS7uGxmyt2M&t=9s>



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Case Study 1: Making Sense of Employment Research Webinar Series S.M.A.R.T. Goals

1. Increase attendance at the next (January 2022) webinar by 25% over our average attendance
2. Increase the views of archived webinars by 25% by December 1, 2021
 - <https://cpr.bu.edu/resources/making-sense-of-employment-research-webinars/>
 - https://www.youtube.com/playlist?list=PLI_lh_cxbiLXGUvrZyKESOOvkk4GmvAy
3. Test a TikTok account by December 1, 2021
4. Increase our Twitter followers by 10% a month for 6 months (<https://twitter.com/psyrehab>)



Case Study 1: Making Sense of Employment Research Webinar Series – Measuring Status through Metrics

1. No progress - no date has been set yet for our next webinar
2. Views on YouTube: Goal exceeded – views of our sample video increased from 38 views on 11/03/21 to 107 as of 11/29/21
3. TikTok account created on 11/22/21.
4. # Twitter followers on 11/03/21 was 118. As of 11/29/21 was 143, a 22% increase.



How to Find Your Twitter Metrics

Left Navigation

-> MORE...->

Analytics: First view is monthly overviews.



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The screenshot displays the Twitter Analytics interface. At the top, navigation tabs include 'Analytics', 'Home', 'Tweets', and 'More'. The main content is divided into two sections: 'Sep 2021' (30 days) and 'Aug 2021' (31 days). Each section features a 'TWEET HIGHLIGHTS' area with a 'Top Tweet' and a 'Top Follower'. The 'Top Tweet' section includes a tweet by Jonathan Delman (@Jondelman) from Sep 19, which discusses mental health barriers. The 'Top Follower' section highlights the Pacific Rim Conference (@PacRimHawaii). To the right of the tweet highlights is a 'Top mention' section for Jonathan Delman, showing a tweet from Sep 19 about mental health barriers. Below this is a 'Top media Tweet' section for the Pacific Rim Conference, featuring a video tweet from Sep 22. On the far right, a 'SUMMARY' table provides an overview of key metrics for each month.

SEP 2021 SUMMARY	
Tweets	13
Tweet impressions	3,894
Profile visits	584
Mentions	8
New followers	9

AUG 2021 SUMMARY	
Tweets	14
Tweet impressions	4,430

Click here to see more details



How to Find Your Detailed Twitter Metrics

Use the date range in the upper right hand corner.

Lots of data here, just not easy to grab.



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The screenshot displays the Twitter Analytics interface for the 'Tweets' section. At the top, navigation tabs include 'Analytics', 'Home', 'Tweets', and 'More'. The date range is set to 'Mar 2 - May 31, 2021', and there is an 'Export data' button. A summary states: 'Your Tweets earned 19.1K impressions over this 91 day period'. Below this is a bar chart showing daily tweet activity from March to May. A secondary chart on the right shows 'YOUR TWEETS' impressions per day, with a note: 'During this 91 day period, you earned 210 impressions per day.' The main content area lists individual tweets with columns for 'Tweets', 'Top Tweets', 'Tweets and replies', 'Promoted', 'Impressions', 'Engagements', and 'Engagement rate'. Three tweets are visible, each with a preview of the tweet content and its corresponding metrics. On the right sidebar, there are three charts: 'Engagements' (1.5% engagement rate), 'Link clicks' (34 total, 0 on May 31), and 'Retweets without comments' (67 total, 0 on May 31). At the bottom, a 'Likes' chart shows 145 total likes, with 0 on May 31.

Tweet	Impressions	Engagements	Engagement rate
TransitionsACR @TransitionsACR · May 14 @adagreatlakes is hosting a webinar: Higher Education and the Americans with Disabilities Act (ADA) on May 19th, 2-3:30 pm ET. Free, RSVP by 5/18 buff.ly/2RaNVge Presenters will review relevant regulations for colleges, universities, and community colleges. pic.twitter.com/MYjIDAADTc	357	8	2.2%
TransitionsACR @TransitionsACR · May 14 #FactFriday 1 in 6 youth aged 6-17 experience a mental health condition each year. Help is available and recovery is possible. #MHAM #MHAM2021 #MentalHealthAwarenessMonth #MentalHealthMatters #NotAlone #Tools2Thrive pic.twitter.com/HjGx9bFQEB	659	9	1.4%
TransitionsACR @TransitionsACR · May 9 Here's to all the moms and mom-like figures who keep us going in our lives! Happy Mother's Day. #MHAM2021 #BecauseMentalHealthMatters #EndTheStigma #MHAM #MentalHealthAwarenessMonth #MentalHealthMatters #NotAlone #Tools2Thrive pic.twitter.com/bBmCvHTqMN	463	11	2.4%
TransitionsACR @TransitionsACR · May 7	559	8	1.4%

Case Study 2: New TEST Practice Guides

The Translating Evidence to Support Transitions (TEST) project created a series of practice guides to increase the use and adoption of 3 research-informed practices for the transition planning of HS students with emotional behavioral disturbances who receive Special Ed services

- **student-led IEP meetings**
- **community agency representation at IEP meetings**
- **concentrations of CTE coursework along career paths**



Transitions to Adulthood Center for
Research
Transitions ACR



HOME ABOUT US RESEARCH SERVICE MODELS YOUTH & FAMILY VOICE PUBLICATIONS RESOURCES BLOGS NEED HELP COMEBACK



TEST is a Transitions ACR project completed in collaboration with NTACT and AIR.



NTACT
National Technical Assistance Center on Transition



<https://www.umassmed.edu/TransitionsACR/models/test/>

Presenter: Robin Tasca



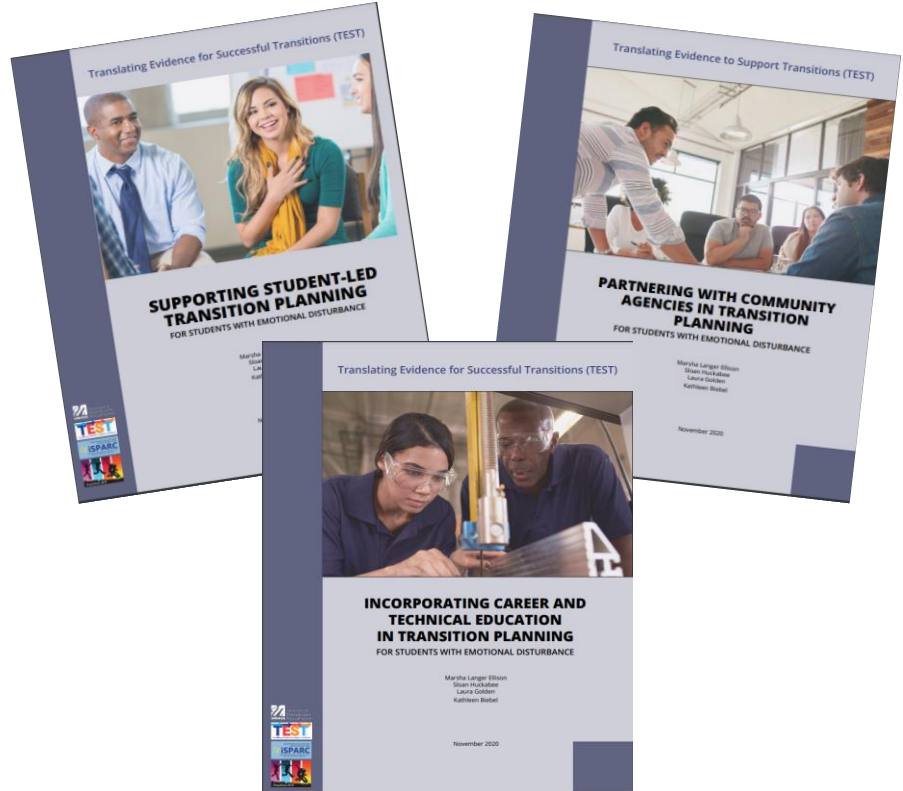
Center on Knowledge Translation for Employment Research

Case Study 2: The TEST Project Goal

[Transitions to Adulthood Center for Research](#) had an overall project goal to get these into the hands of Transition Planners, Special Ed teachers, Guidance & Mental Health Counselors, etc. ASAP.

View the Guides here:

<https://www.umassmed.edu/TransitionsACR/models/test/test-guides/>



Case Study 2: TEST Practice Guides

S.M.A.R.T. Goals

1. **Generate 50 downloads of the Practice Guides in first 60 day period**
2. **Capture contact information from people who downloaded the guides so the TEST team could follow-up w/them**
 - Built a web page that captures user contact info for follow-up survey
 - Create immediate awareness of new TEST Practice Guides through ambitious social media & email marketing campaign in first 60 day period
 - Identify which social media platform generated the best results

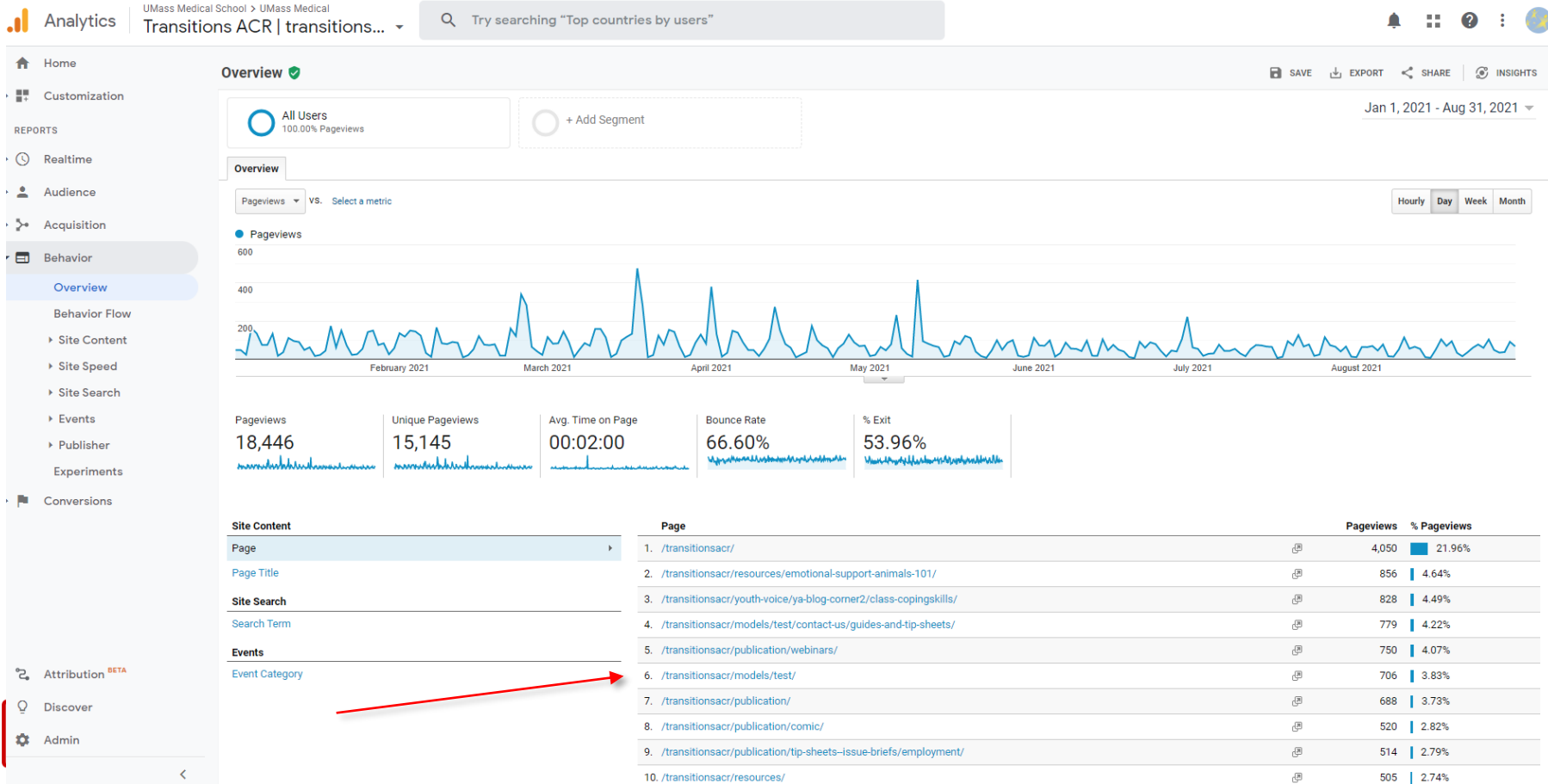


TEST Goals: Unique Web Page

1. Created unique landing page on website which can be tracked w/Google Analytics
2. <https://www.umassmed.edu/TransitionsACR/models/test/>
 - a) Included project description and products
 - b) Requested that someone provide their contact information prior to gaining access to the TEST Practice Guides
 - c) Accomplished the goal of measuring results
 1. Visits to the web page
 2. # of downloads
 3. Contact info for interesting audience members



TEST Goal 1: Web Page Analytics1



TEST Goal 1: Web Page Analytics2

Automatically Grouped Pages | Level of Detail | Export

All Users
100.00% Sessions

+ Add Segment

This report is based on 415 sessions (4.19% of sessions). [Learn more](#)

- Customization
- REPORTS
 - Realtime
 - Audience
 - Acquisition
 - Behavior
 - Overview
 - Behavior Flow
 - Site Content
 - Site Speed
 - Site Search
 - Events
 - Publisher
 - Experiments
 - Conversions
- Attribution BETA
- Discover
- Admin



TEST Goal 2: Social Media Campaign

Hint: Use Canva for easy creation of social media graphics.

www.canva.com

SUPPORTING STUDENT-LED TRANSITION PLANNING

There are 3 levels of student involvement in IEPs:

Level 1: Student-Involved

Level 2: Student-Partnered

Level 3: Student-Led

These levels exist on a continuum, and depending on each student, levels of participation may look different.



PARTNERING WITH COMMUNITY AGENCIES IN TRANSITION PLANNING

Start by Asking...

Who is already involved?

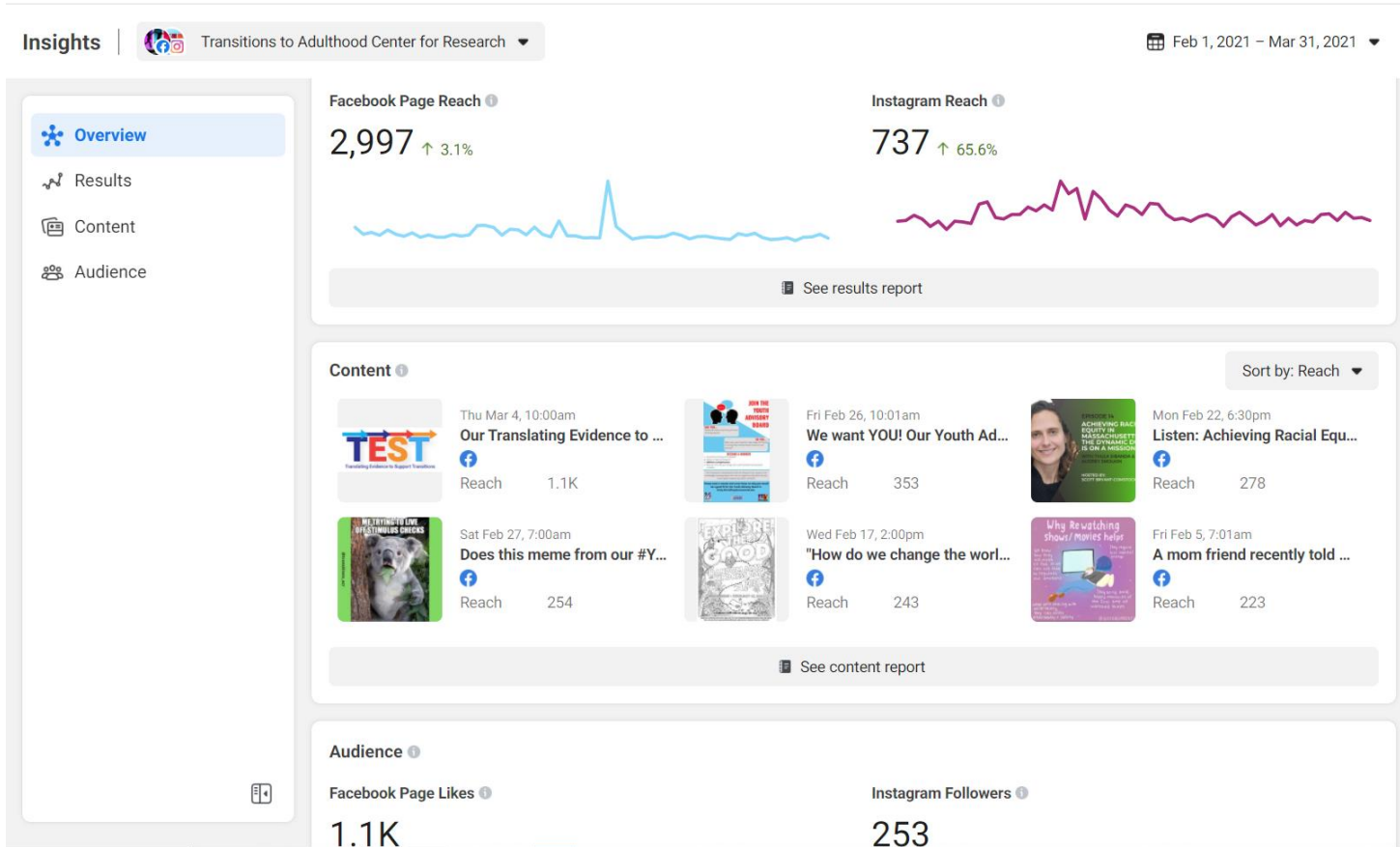
Identify current services agency/organization partners involved in the transition planning

Who could become involved?

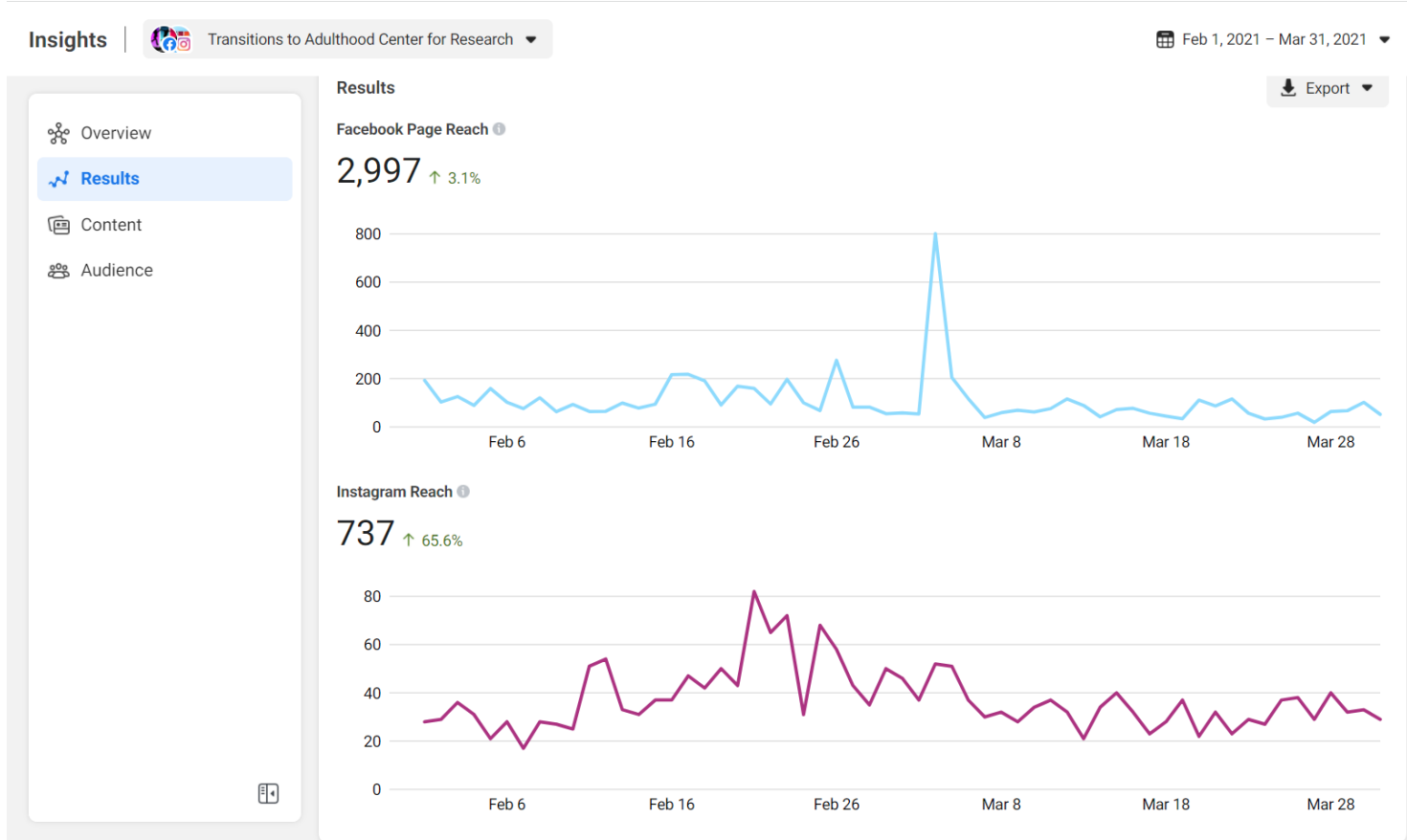
Identify new potential services agency/organization partners



TEST Goal 2: Social Media – Facebook Insights



TEST Goal 2: Social Media – Instagram Insights

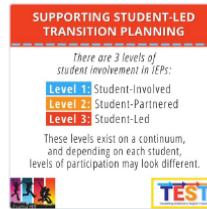


TEST Goal 2: Social Media Results

- Here's Sample Results from Buffer. (Other options: Hootsuite, Later, Sprout Social)

Campaign post insights

● TEST Manuals



March 16, 2021 01:01pm

transitions_acr

The level of student involvement in IEPs should be as individualized as the plans themselves. The three level theory can help students and their support systems identify the current level of involvement and set a goal for...

Impressions	Engagements	Comments	Eng. Rate
28	6	0	21.43%



March 15, 2021 02:17pm

Transitions to Adulthood Center for Research

CTE courses are the most useful to students who have a particular career in mind, so the first step is to identify potential career options. Learn more from the Incorporating Career and Technical Education in Transition Plan...

Impressions	Engagements	Comments	Eng. Rate
71	0	0	0%

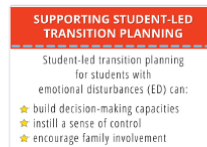


March 14, 2021 04:00pm

transitions_acr

Start with what you know! Identify agency/organization partners that are already involved in the transition plan, then look toward the future for potential partners. The Transitions ACR recently put out 3 manuals...

Impressions	Engagements	Comments	Eng. Rate
42	4	0	9.52%



March 12, 2021 04:12pm

UMass SPARC

Student-led transition planning offers so many great benefits including these and even more for students with ED. Download the Supporting Student-Led Transition Planning for Students with Emotional Disturbance Manu...



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TEST Goal: Identify best social media platforms

Buffer gives us results in a format that is helpful for this analysis by allowing us to see the results of each platform compared against each other.

However, we did not track platforms relative to actual downloads of the TEST practice guides.



TEST Goal 3: Guide Downloads

- ✓ Total downloads: 152 in first 4 months. (218 to date)
- ✓ Total unique emails: 169
- ✓ Total NEW emails: 84

We were pretty excited that we could track this dissemination.



Photo by [Jill Wellington](#) from [Pexels](#)

TEST Project – Metrics & Measurements

1. Total Social Media Posts = 32 from Jan-Apr
2. Total Social Media Engagement = 2684 post impressions/171 engagements
3. Total mentions in emailed newsletters= 4 from Jan-Apr
4. Total visits to page - 835 visits to the new landing page
5. Total emails collected - 227 captured / 169 unique addresses
6. Total downloads to date - 218
7. Feedback – 24 completed surveys out of 184 individuals

<https://www.umassmed.edu/TransitionsACR/models/test/contact-us/guides-and-tip-sheets/>



Case Study 3: Increase Enrollment in the SEEKS Intervention

Securing Employment and Economic Keys to Stability (SEEKS) is a NIDILRR –funded project with the Office of Independent Living Services, Division of Vocational Rehabilitation, Colorado Department of Labor and Employment.



COLORADO
Division of Vocational
Rehabilitation

Department of Labor and Employment

<https://dvr.colorado.gov/dvr-programs-and-services/help-applying-for-social-security-disability-benefits-in-co>

Presenter: Sarah Hansen



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Case Study 3: The SEEKS Intervention Background

SEEKS is designed to better understand what helps individuals w/ disabilities to:

- Improve employment & education outcomes
- Increase monthly income
- Expand community participation



COLORADO
Division of Vocational
Rehabilitation

Department of Labor and Employment

SEEKS is a random assignment research project where participants will be assigned to a control group (services as usual) or an intervention group (new services being tested).



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Case Study 3: The SEEKS Intervention (more background)

The Intervention will provide 3 services to people applying for Social Security disability:

- Social Security disability application assistance.
- Employment Services to obtain employment
- Benefits Counseling to support an individual to make an informed choice about disability and other benefits and choosing to work
- *The SEEKS intervention model addresses the myth that people who receive Social Security disability benefits cannot work. It promotes the expectation that people with disabilities can contribute to the business bottom line in the competitive, integrated workforce, while addressing limited economic resources experienced by people with disabilities.*



Case Study 3: SEEKS Enrollment – Challenges

Colorado DVR was not getting enough people enrolled in the research project

➤ Why?

The initial thoughts: A “Social Media Campaign!”

BUT... Colorado DVR quickly realized that Social Media is just one piece of the overall dissemination strategy and setting some S.M.A.R.T. goals to achieve increased enrollment would be helpful.



SEEKS Enrollment - S.M.A.R.T. Goals

1. Increase enrollment directly through our DVR website via a unique Enrollment “Landing Page” on website, in multiple languages – 30 days
2. Get partners (CILS) to create their own page and/or direct audience to SEEKS page – 60 days
3. Promote landing page via multiple mediums (Print, Video & Social Media) (Ongoing effort)
4. Enlist aid of employment –related service organizations to disseminate link to landing page on website (Ongoing effort)



Help Applying for Social Security Disability Benefits in CO

Translation Help

Traduccion Espanola or use Google Translate for other languages. Click here for how to use Google Translate.

Get Help Applying for Disability Benefits such as SSI or SSDI in Colorado

Did you know that it is possible to work and receive social security disability benefits at the same time? While employment can be about more than a paycheck, there's no denying that the ability to earn money, support oneself and plan for the future is among the top benefits for most people.

Are you concerned that work won't provide enough income for you to live as independently as you would like? We can help you understand how Social Security disability benefits like Supplemental Security Income (SSI) and Social Security Disability Insurance (SSDI) can help maximize your income. If you qualify, we can help you apply for these benefits while you work or pursue employment. This service is provided state-wide by Center for Independent Living staff, at no cost to you.

Whether you are interested in work or not, if you are a resident of Colorado and need help with social security disability benefits, fill out the form to the right (or [this form](#) in Spanish) and someone will be in touch with you within 2 business days.

Share this [flyer](#) about the Centers for Independent Living with your friends.

Comparta este [folleto](#) sobre los Centros para Vivir Independiente con sus amigos.

Request for Assistance in Applying for SSI/SSDI

Do you need help applying for SSI or SSDI? Complete the form below and a representative from the Office of Independent Living Services will contact you.

jean.wnuk@gmail.com (not shared) [Switch account](#)

* Required

First and Last Name *

Your answer

City and/or County where you reside

Your answer

Are you between the ages of 18 and 60?

Yes

No

SEEKS Goal 1: Multilingual Landing Page for Enrollment

<https://dvr.colorado.gov/dvr-programs-and-services/help-applying-for-social-security-disability-benefits-in-co>

(used a simple Google Form)

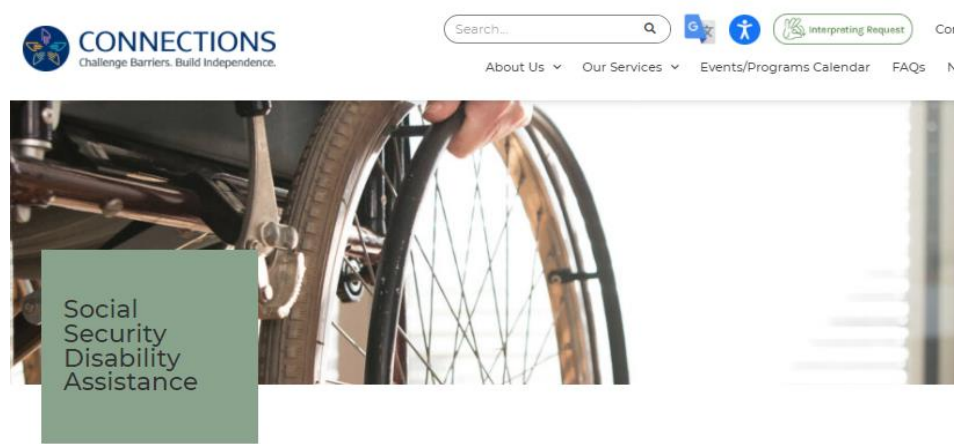


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SEEKS Goal 2: Have Centers for Independent Living (CILS) to host/direct people to enrollment page

- Partner website example:

<https://connectionscolorado.org/independent-living-assistance/social-security/>



Help with Social Security Disability Benefits

Do you have a medical or mental health condition that makes it difficult to work? Do you have questions about Social Security disability?



Applying for [Social Security's Supplemental Security Income \(SSI\)](#) and [Social Security Disability Insurance \(SSDI\)](#) can be a confusing and complex process. Trained and knowledgeable staff from Connections for Independent Living are available to help!

For no-cost assistance, please contact us at (970) 352-8682 or complete the form below.



Center on Knowledge Translation for

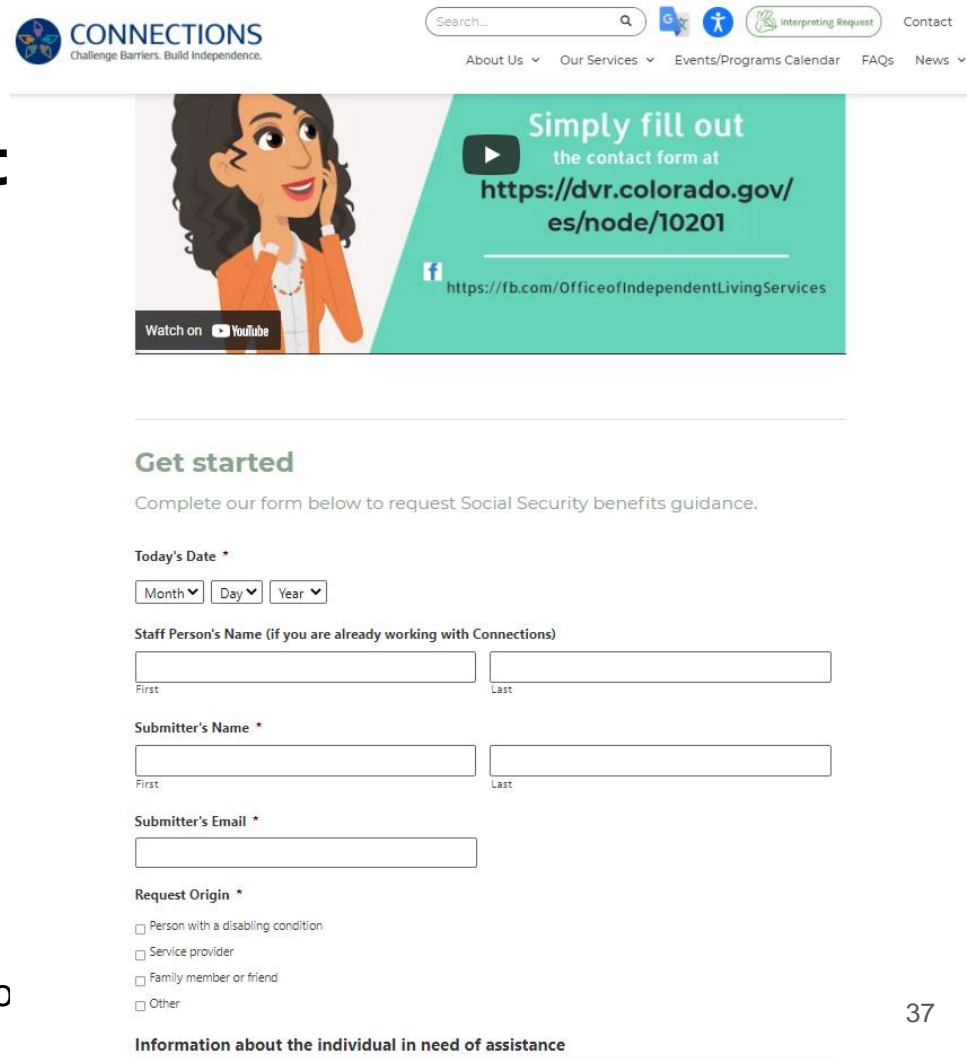
SEEKS Goal 2: Have Centers for Independent Living (CILS) to host/direct people to enrollment page 2

- Partner website example:

<https://connectionscolorado.org/independent-living-assistance/social-security/>



Center on Knowledge Translation fo




The screenshot shows the top of a website for "CONNECTIONS" with the tagline "Challenge Barriers. Build Independence." The navigation bar includes a search bar, a Google Translate icon, an "Interpreting Request" button, and links for "About Us", "Our Services", "Events/Programs Calendar", "FAQs", and "News". A banner features a woman on the phone and text: "Simply fill out the contact form at https://dvr.colorado.gov/es/node/10201" and a Facebook link "https://fb.com/OfficeofIndependentLivingServices". Below the banner is a "Get started" section with the instruction "Complete our form below to request Social Security benefits guidance." The form includes fields for "Today's Date" (Month, Day, Year), "Staff Person's Name" (First, Last), "Submitter's Name" (First, Last), "Submitter's Email", and "Request Origin" (checkboxes for "Person with a disabling condition", "Service provider", "Family member or friend", "Other"). At the bottom, it says "Information about the individual in need of assistance".

SEEKS Goal 4: Promote & offer enrollment via multiple mediums

The printable flyer is also
available in Spanish.



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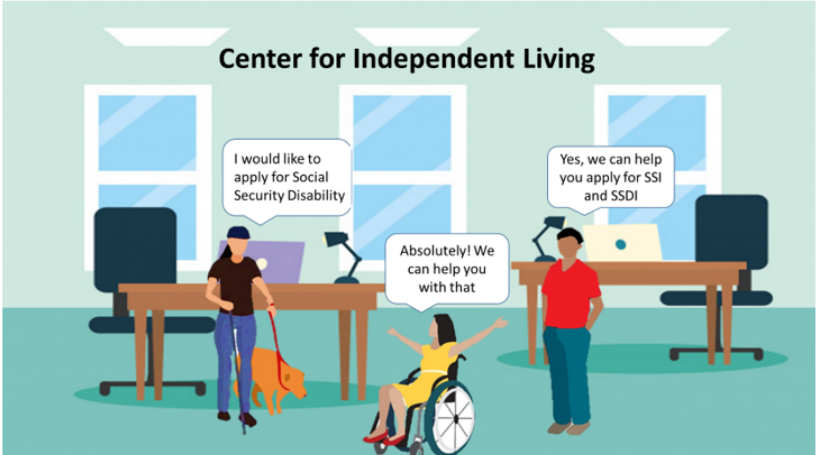
COLORADO
Office of Independent
Living Services
Division of Vocational Rehabilitation

We can help you apply for SSI or SSDI

Get more information at <https://dvr.colorado.gov/es/node/10201>
or call your local Center for Independent Living

*Available in Alternate Formats

Center for Independent Living



I would like to apply for Social Security Disability

Absolutely! We can help you with that

Yes, we can help you apply for SSI and SSDI

Atlantis Community
Serving Adams, Arapahoe, Clear Creek, Denver, Douglas, Elbert, and Jefferson counties
(303) 733-9324

Center for Independence
Serving Chaffee, Delta, Eagle, Garfield, Gunnison, Hinsdale, Lake, Mesa, Montrose, Ouray, Pitkin, and San Miguel counties
(970) 241-0315

North West Colorado Center for Independence
Serving Grand, Moffat, Rio Blanco, Routt, and Summit counties
(970) 871-4838

Center for People with Disabilities
Serving Adams, Boulder, Broomfield, Gilpin, Jefferson, and Weld counties
(303) 442-8662

Center Toward Self-Reliance
Serving Alamosa, Baca, Bent, Conejos, Costilla, Crowley, Custer, Fremont, Huerfano, Kiowa, Las Animas, Otero, Prowers, Pueblo, Rio Grande, and Saguache counties
(719) 546-1271

Connections for Independent Living
Serving Logan, Morgan, Phillips, Sedgwick, Washington, Weld, and Yuma counties
(970) 352-8682

Disabled Resource Services
Serving Jackson and Larimer counties
(970) 482-2700

Southwest Center for Independence
Serving Archuleta, Dolores, La Plata, Montezuma, and San Juan counties
(970) 259-1672

The Independence Center
Serving Cheyenne, El Paso, Kit Carson, Lincoln, Park, and Teller counties
(719) 471-8181

Centers for Independent Living are nonprofits that are designed and operated by individuals with disabilities to provide an array of independent living services to Coloradans with disabilities.

SEEKS Goal 4: Social Media Plan

- Created YouTube Videos with links to enrollment form
 - <https://www.youtube.com/channel/UCufkoubSByE-HPfszRjtRQ>
 - <https://youtu.be/FbfHE5k-BBA>
- Social Media examples:
 - <https://www.facebook.com/ColoradoVR>
- Centers for Independent Living post on their social media platforms
- Purchased Facebook Ads (what we learned / cost / unique tracking)



SEEKS Project: Metrics & Measurements

- Enrollment Page Views: 843 (since launch in August. Data from Google Analytics)
- Form Submissions: 82 (Captured via Google Forms)
- Eligible for SEEKS study: 27 (lived in an area covered by a Center who is participating in the grant, was within the age range, and did not already have an open case with DVR)
- Enrolled in Study: 8 (Enrollment page works, now disseminate widely)

Enrollment Data:

Currently, we have 83 individuals enrolled in SEEKS.

8 of those individuals have enrolled as a direct result of the form

This means that the form has increased our enrollment by 9.6% in about 3.5 months



Rutgers University



Department of Psychiatric
Rehabilitation and Counseling
Professions
Rutgers, The State University
of New Jersey

GOAL: Recruitment

SMART Goal: The study team will recruit 8-10 students with mental health conditions currently enrolled in CTE programs from New Jersey using two recruitment ads on existing social media sites connected to CTE programs.

Target date: January 15, 2022.

Objectives	Timeframe
We will draft an IRB modification for the recruitment protocol to utilize social media for recruitment.	12/20/2021
We will develop 2 social media recruitment ads. One will use the recruitment flier, the other will be a 30 second video.	12/20/2021
We will identify our target recruitment area (central NJ)	12/20/2021
We will identify up to 10 CTE programs in our target area of NJ that have social media pages on Facebook, Instagram, or LinkedIn.	1/4/2022
We will reach out to social media page administrators.	1/4/2022 or pending IRB approval
We will email and call CTE program directors to gain consent to recruit students from their programs.	1/11/2022
We will develop a question on our screening form to identify how students learned about the study.	1/11/2022

Notes/Talking Points:

- TARGET POPULATION: Students with mental health conditions currently enrolled in NJ CTE programs
- PREFERRED SOCIAL MEDIA NETWORKS: Facebook, LinkedIn, Instagram
- We will be identifying CTE programs in a designated area.
- We will utilize the existing social media accounts of the targeted CTE programs to recruit their students for the study. That way we don't need students to find our page, we're going to them.
- We will craft social media recruitment "ads" for the identified programs.



Center on Knowledge Tran:

Think and Share

- How can you apply this information you've learned to your employment research dissemination?
- What tips and tricks will you share with your organization?
- What are some ways of making social media stories more engaging?



How Do We Keep This Going?

- What other topics on Social Media do you need training on?
- Community of Practice: **info@cekteer.org**
- Technical Assistance – <https://umassmed.edu/cekteer/ta/>
- Coaching: **info@cekteer.org**

General Questions: **info@cekteer.org**



Resources

19 Social Media Metrics That Really Matter—And How to Track Them

<https://blog.hootsuite.com/social-media-metrics/>

How to Prove and Improve Social Media ROI (+ Free Tools)

<https://blog.hootsuite.com/measure-social-media-roi-business/>

The Ultimate Guide to Google Analytics in 2021

<https://blog.hubspot.com/marketing/google-analytics>



Thank you for joining us!

KT Academy at CeKTER



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