JOIN US!
January 16 | 1 - 2 PM EST

REJOIGNEZ-NOUS!
Le 16 Janvier | 13 h à 14 h (HE)

with / avec:
Krista Jensen, KMb York

SOCIAL MEDIA STRATEGIES FOR RESEARCH

STRATÉGIES DE MÉDIAS SOCIAUX POUR LA RECHERCHE

Turning research into action  |  De la recherche à l’action
Agenda

• Social Media Strategy Building
• Examples
• FAQs
• Q and A
Social Media Strategy Building

Need to consider:

• Team
• Primary Goals
• Audience
• Current Conversation
• Selecting Tools
• Content

• Measuring Success
• Name and Design
• Evaluation
Team

• If you are working in a group setting, put together a team of people to work on social media
• Identify the person or persons who will have primary responsibility for populating, maintaining and monitoring your site
• Ensure they have the time and enthusiasm to devote to this project. List the team members
Primary Goals

• What are you hoping to accomplish?
• Define your goal(s) for your social media presence
• Are you trying to communicate research results, find partners to collaborate with, generally promote your work?
• Keep in mind that you may want to do all of these and may need to select a collection of tools
Audiences

• Who do you hope to reach?
• Identifying your audiences will help you tailor your content and also choose the right tool
• List your primary audiences
• Remember- Maybe one of your partners already has access to audiences you want to reach
Current Conversation

• This is when the listening begins. Survey the social media landscape for the “thought leaders” in your field

• What are people already saying? Who is saying it? What tools are they using?

• List the topics, people and sites that are leading the conversations that are relevant to you

• This will help decide which tools to use and the type of content to present
Selecting Specific Tools

• Now that you know your goals, audience and where the current conversation is happening, you can start thinking about which tools to use
• At the beginning, it may be best to just pick a few tools and concentrate on doing them well but you can plan to add new ones in the future
• Map out which tools you will use now and which you will work towards using
## Selecting Social Media Tools

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Content

• What content will you share?
• Identify the content you already have to share, as well as the content you plan to develop
• Is it primarily news updates, research developments, or networking information? Photographs? Video?
• List the content you will be sharing via social media
• Also think about how often you will post content
It is time for a proactive, rather than reactive, approach to youth homelessness. The Roadmap for the Prevention of Youth Homelessness is designed to help service providers, policy makers, communities, advocates, researchers, and all people in Canada better understand the meaning of youth homelessness prevention. It provides a clear definition of youth homelessness prevention, a prevention typology, and a common language for policy and practice, outlining:

- What is youth homelessness prevention, and what isn’t it?
- Who is responsible for youth homelessness prevention?
- What are systems approaches to prevention?
- What program models and interventions exist?
- What is the evidence for youth homelessness prevention?

The Roadmap is a useful guide to why and how prevention can contribute to a comprehensive systems response to youth homelessness, detailing evidence-based and informed program models that can help communities and governments implement plans to prevent and end youth homelessness. The Roadmap has been directly informed by conversations with youth across Canada who have experienced homelessness. In order to reform our response to youth homelessness, it is critical that youths’ voices, experiences, and insights are the cornerstone of the work.

Breakout Reports

The Prevention Report Series offers distinct reports on each element of youth homelessness prevention outlined in The Roadmap, including:

- Structural Prevention
- Systems Prevention
- Early intervention
- Eviction prevention
- Housing stabilization
- Duty to Assist

Each report outlines targeted policy and practice components, as well as key evidence and examples from around the world. The series provides an easy way to start thinking about each element of prevention and how it might work in your community, organization, or government department/agency.

AUTHORED: Stephen Caunce, Kristin Schmack, Malerie Badman, David French and Erin Day
EDITOR: Amanda Buchna
PUBLICATION DATE: 2018
The Roadmap for the Prevention of Youth Homelessness

Stephen Gaetz, Kaitlin Schwan, Melanie Redman, David French, & Erin Dej

Edited by: Amanda Buchnea
Executive Summary
In Canada, we have more programs designed to help youth-at-risk AFTER they become homeless than we do programs designed to PREVENT youth from becoming homeless in the first place. Given that we know the devastating impacts of homelessness - for ANY length of time - on a young person's life - we have to change the way we address youth homelessness.

In our NEW report on youth homelessness prevention, we provide a roadmap for making this change at both the policy and ground level.
bit.ly/2TrCiOj

“"If you are sleeping outside, in the middle of - like, why does it have to get THAT BAD before you qualify for help that you could have used - like a year ago?"

Edmonton Youth
Homeless Hub @homelesshub · 20 Nov 2018

Just released: The NEW report from the COH & @AWayHomeCa, Roadmap for the Prevention of Youth Homelessness! It offers a conceptual framework for prevention & concrete examples of how to put it into practice. bit.ly/2TrCiOj
#yearofprevention

NEW REPORT:

The Roadmap for the Prevention of Youth Homelessness

Stephen Gaetz, Kautilin Schwan, Melanie Redman, David French, Erin Dej
Homeless Hub @homelesshub · 4h
We can't end #YouthHomelessness unless we focus on stopping the flow of young people into homelessness in the first place.

THIS report offers a roadmap to prevent + end youth homelessness: bit.ly/2SiW81c

@AWAYHomeCa #endhomelessness #prevention
Preventing Youth Homelessness in Canada - The Way Forward

Webinar
Listen to the full podcast:

Homeless Hub Podcast [Ep 2]: Reimagining t...

Podcast
Measuring Success

• Determine how you will measure the success, or lack of success, of all your social media tools

• Possible ways to measure include:
  • Increased traffic to your website
  • Better communication with prospective partners
  • A new network of colleagues
  • You can also count but remember that engagement is more than just numbers

• List how you plan to measure each tool’s success, and what you’ll use to track that success
Name and Design

- Identify a simple and descriptive name for your profile that clearly identifies your affiliation with your university, research project or organization.
- Do you already have a logo you can use? If not, do you have a photo you can use as your logo?
- Try to use the same logo, photos and colour scheme across all of your tools.
Evaluation

- How will you know you are being successful?
- Consider:
  - What’s working?
  - What’s not working?
  - Do we need to change anything?
  - Are there any new tools we could be using?
  - How and when do we sunset social media properties?
- Ongoing evaluation should also be part of your strategy. Define your timeline
FAQs

• How much should I share?
• Should we post as an individual or a team?
• How do we get more followers?
Q and A
Contact info

Krista Jensen
Knowledge Mobilization Officer
Innovation York
York University

kejensen@yorku.ca
416-736-2100 ext 88847