

Social Media Strategies

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VARI HALL

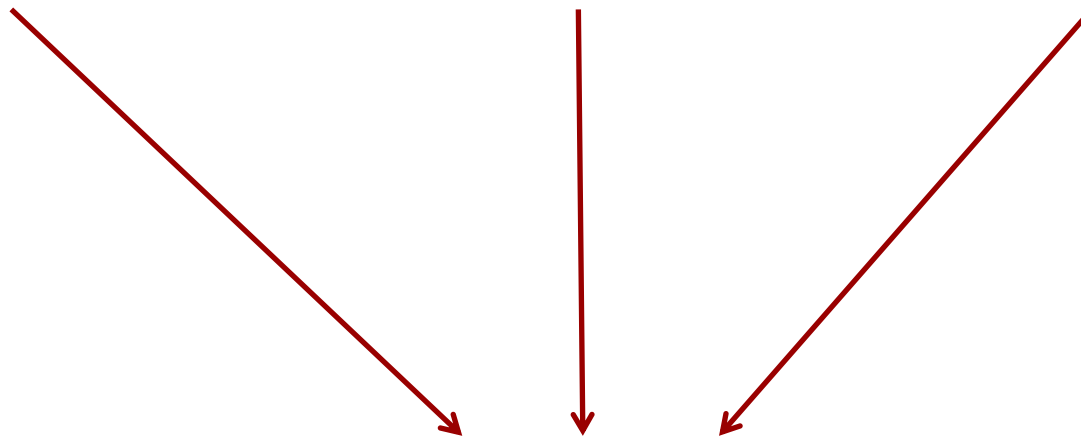
KMb Services Offered at York

Connecting ↔ **Partnering** ↔ **Collaborating**

(Events, Social Media)

(Brokering Relationships/Projects)

(Grant/Project Support)



Impact

(Impact Assessment, Mentoring, Success Stories)

Developing a Social Media Strategy

Helps you:

- Avoid “shiny object” syndrome
- Plan in a thoughtful and strategic way
- Carefully consider what you will do before investing time and resources
- Plan content and a schedule for releasing content
- Identify who will work on what when working in a group setting
- Manage expectations

Social Media Strategy Building

Need to consider:

- Team
- **Primary Goals**
- **Audience**
- Current Conversation
- Selecting Tools
- **Content**
- **Measuring Success**
- Name and Design
- Evaluation

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

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

Twitter



Homeless Hub
 @homelesshub · FOLLOWS YOU
 A single place to find homelessness information from across Canada.
 Canada
 homelesshub.ca
 Joined October 2009

Tweet to Message



TWEETS 13.2K FOLLOWING 4,563 FOLLOWERS 9,849 FAVORITES 358 LISTS 6

Tweets Tweets & replies Photos & videos

Homeless Hub @homelesshub · 4m
 Centretown homeless provide funding, fears future bit.ly/1z... #homelessness

Homeless Hub @homelesshub · Jan 20
 Sign our petition to call upon Government to repeal the Safe Streets Act
 chn.ge/15s8s1P #onpoli #RepealSafeStreetsAct

Change.org
 The legislative assembly of Ontario: Repeal the Safe Streets Act
 LETTER TO THE LEGISLATIVE ASSEMBLY OF ONTARIO
 WHEREAS the Ontario Safe Streets Act, 1999 has negative impact on the safety and well-being of people who are homeless and has been proven to be...

Homeless Hub @homelesshub · 10m
 RT @michaelspott: Alberni Valley - new street #homeless + people at risk of #homelessness



UnitedWayYorkRegion
 @unitedwayork · FOLLOWS YOU
 Uniting people and resources to improve our communities
 York Region, Ontario, Canada
 york.unitedway.ca
 Joined June 2010

Tweet to Message



TWEETS 3,798 FOLLOWING 942 FOLLOWERS 2,068 FAVORITES 101 LISTS 6

Tweets Tweets & replies Photos & videos

UnitedWayYorkRegion @unitedwayork · 2h
 Every community has diverse needs. Regardless of where you live, you can help! Phone 2-1-1 or visit #211Day

UnitedWayYorkRegion @unitedwayork · Feb 6
 Need help connecting to the right information or visit 211.ca. Available 24/7, with help in 10 languages.

UnitedWayYorkRegion @unitedwayork · Feb 6
 UWYR's #StrengthInvestments project, WS YOU 177 invites you to Community Caring 21!

UnitedWayYorkRegion @unitedwayork · Feb 5
 WS YOU 177 invites you to Community Caring 21! Presentations, music, food, mural unveiling + more!

UnitedWayYorkRegion @unitedwayork · Feb 5
 NeighbourhoodNetwork @NeighbourNetwork · Feb 5
 #Collaboration in action yesterday! Some of our members met to work on @mynetworknorth! @unitedwayork



ResearchImpact
 @researchimpact · FOLLOWS YOU
 ResearchImpact is Canada's knowledge mobilization network connecting university, community, business and government for public good.
 Canada
 researchimpact.ca
 Joined May 2009

Tweet to Message



TWEETS 15.1K FOLLOWING 1,253 FOLLOWERS 5,850 FAVORITES 21 LISTS 2

Tweets Tweets & replies Photos & videos

Research Exchange @UOS_RESS · 7h
 Opportunity for lay member of ESRC Administrative Data Research Network approvals panel:
 adrn.ac.uk/news-events/la... #ADRN

Homeless Hub @homelesshub · Feb 6
 Sign up for our upcoming webinar on legal and justice issues experienced by people who are homeless Feb 19 1PM (EST): bit.ly/1xhgJfp

Harold Jarche @hjarche · Feb 6
 online workshop: from training to performance to social jarche.com/services/works... starts tomorrow

ResearchImpact @researchimpact · Feb 7
 RT @KNAER_RECRAE: Maximize your #KMB efforts with our @KNAER_RECRAE resources knaer-recrae.ca/images/resourc... @KMBChat @BonnieZink

ResearchImpact @researchimpact · Feb 6
 #FF @CellCAN_Network for a great day of thinking about #KMB for regenerative medicine and cell therapy @NCE_RCE

Videos

Envisioning PLUS

Joined 3 years ago 📍 envisioninglgbt.com



✓ Follow

✉ Message

Envisioning Global LGBT Human Rights is an international research and participatory documentary film project, working to advance social justice and equality for LGBT (Lesbian, Gay, Bisexual and Transgender) people.

You are welcome to use the video shorts for educational and other work. Please contact us to obtain permission, by emailing envision@yorku.ca.

71
Videos

0
Likes

0
Following

0
Groups

0
Channels

0
Albums

Recently Uploaded

+ See all 71 videos



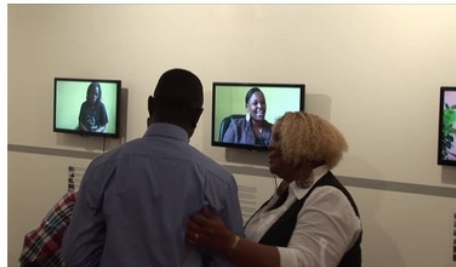
And Still We Rise_Trailer

2 months ago



Envisioning Global LGBT Human Rights, at...

1 year ago



Imaging Home: Resistance, Migration, and ...

1 year ago



Veena

1 year ago

<https://vimeo.com/envisioning>

Infographics

What Games Are Older Adults Playing?

The Most Popular Gambling Activities

58% of older adults participate in **Lotteries**

47.9% buy Raffle Tickets

23% play **Electronic Gaming Machines** in casinos

8% play **BINGO**

Men prefer games of perceived skill such as casino table games

Whereas Women prefer bingo & electronic gaming machines

EVIDENCE ROUNDUP

Alternative Treatments for Problem Gambling

Summary

While there is little research on the effectiveness of alternative therapies alone to treat problem gambling, there may be applications for using them in conjunction with traditional therapies for problem gambling. This review outlines what is known in the research to date about the effectiveness of alternative therapies for problem gambling.

ALTERNATIVE TREATMENTS WITH STRONGER EVIDENCE

MINDFULNESS/MEDITATION

- Higher levels of mindfulness are associated with lower levels of gambling severity (5, 6)
- Increased gambling severity is linked to emotional dysregulation, stress proneness, impulsivity, and experiential avoidance (5, 6)
- Mindfulness treatment has been shown to be just as effective as Cognitive Behavioural Therapy (CBT) in improving problem gambling behaviour (7)
- Meditation, in combination with CBT, has been found to be effective in treating problem gambling (8)
- Mindfulness may help reduce problem gambling by reducing psychological distress (9)
- More extensive research using larger sample sizes and a controlled study design are needed to explore the applications of mindfulness approaches to problem gambling treatment (10, 11)

ALTERNATIVE TREATMENTS WITH LESS EVIDENCE

ACUPUNCTURE

There is inconclusive evidence that combining acupuncture with counselling is better than counselling only for problem gambling (1)

EXERCISE

Physical activity has been shown to significantly reduce gambling behaviour, anxiety, depression, and craving to gamble (2)

HYPNOSIS

Self-hypnosis in CBT for problem gambling may help reinforce treatment (3) and may help sustain abstinence from problem gambling (4)

REFERENCES

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Adolescents & Gambling

2/3 of under age **North American** adolescents have gambled for money

43% have used practice gambling sites

4.6% have wagered \$\$ gambling online

2.8% of Ontario students have a gambling problem

Adolescents are most attracted to:

- Board games
- Dice
- Scratch tickets
- Playing cards
- Sports or lotteries

For more information and references, please see GREO's Adolescent and Gambling Evidence Roundup

Research Summaries

research
summary



Street involved youth less likely to attend programs focused on HIV.

What is this research about?

In North America there are an estimated 2 million street involved youth. Street involved youth have higher rates of infections such as HIV and other STIs. They are also exposed to a greater amount of respiratory illness and malnutrition. Outreach is the first step in service delivery for street involved youth. Organizations approach outreach in several ways, and have different methods for understanding successful outreach.

Outreach is done to attract youth to a number of intervention programs that focus mostly on nutrition, health and counseling. Outreach usually consists of: meeting youth in their environment; forming a relationship with youth; providing youth with services, or connecting youth to other services.



WHAT YOU NEED TO KNOW

It is important that organizations who are participating in outreach build trust, and treat youth respectfully for successful engagement. Youth prefer programs designed for them and staffed by younger people. Youth identified stigma as a major reason for avoiding STI & HIV related programs.

The Canadian Observatory on Homelessness has partnered with the Knowledge Mobilization (KMB) Unit at York University to produce Research Snapshots on the topic of Youth Homelessness in Canada.

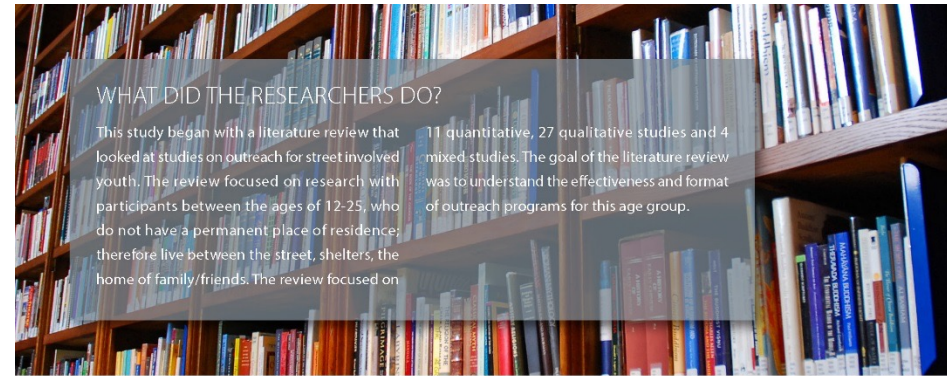


KEYWORDS

Youth Homelessness, Outreach, Health Programs, Literature review, Intervention, STI, HIV, Stigma

ARTICLE SOURCE

Connolly, J. A., & Joly, L. E. (2012). Outreach with Street-Involved Youth: A Quantitative and Qualitative Review of the Literature. *Clinical Psychology Review*, 32, p.524-534. Available online at: <http://www.sciencedirect.com/science/article/pii/S0272735812000700>



WHAT DID THE RESEARCHERS DO?

This study began with a literature review that looked at studies on outreach for street involved youth. The review focused on research with participants between the ages of 12-25, who do not have a permanent place of residence; therefore live between the street, shelters, the home of family/friends. The review focused on

11 quantitative, 27 qualitative studies and 4 mixed studies. The goal of the literature review was to understand the effectiveness and format of outreach programs for this age group.

WHAT DID THE RESEARCHERS FIND?

Research highlighted a few trends with regards to youth service outreach. Young women are more likely to use healthcare services though a higher % of young men participate in outreach. Engagement rates ranged from 18.9% to 97%; however, the average rate for street involved youth engaged was 63%. Youth are approximately 8 times more likely to attend programs that are not related to HIV/STIs. Youth's levels of comfort with the relative program determined their

engagement. Youth value confidentiality, respect and trust. This can be achieved in simple ways such as calling youth by their name and listening to them. Youth reported disliking strict rules, such as curfews that entail loss of privileges. Youth found that outreach was most successful when:

- Programs are designed for youth and staffed by young workers.

- Workers are willing to meet in unconventional places (away from school).
- Workers intentionally meet in youth friendly and gang neutral areas.
- Workers have strong promotional materials including fliers, posters and handouts

HOW CAN YOU USE THIS RESEARCH?

When community agencies are designing programs, it is important to keep in mind the needs and preferences of youth. Youth who are involved in the street are in need of STI related resources and programs. However, the stigma is still enough to stop youth from using the services. Given the preference of youth to not attend STI or HIV specific services, it is important to make sure that information and resources are available through other programs.

Service providers and others who work with youth should be trained to be sensitive to their needs. This training may include antioppression training and workshop on barriers that street-involved youth face.

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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

Some twitter suggestions

- Tweet 3-5 times a day
- Tweets should be a mix of retweets and original content.
Retweet to tweet ration = 3:1
- According to HubSpot, Wednesday is the best day to post on twitter. And the best times are 12:00; 15:00; 17:00 and 18:00
- Tweets with hashtags are more likely to be retweeted
- Tweets with images are more likely to be retweeted
- But always look at your analytics to help guide you

Example



[ABOUT HOMELESSNESS](#) [DOING RESEARCH](#) [COMMUNITY PROFILES](#) [SOLUTIONS](#) [ABOUT US](#)



canadian
observatory on
homelessness

The Roadmap for the Prevention of Youth Homelessness – 6 Breakout Report Series

[View 6 Breakout Reports](#)

The Canadian Observatory on Homelessness is the largest national research institute devoted to homelessness in Canada. The COH is the steward of the Homeless Hub – a library of over 30,000 resources.

[About the COH](#) >

[COH Publications](#)

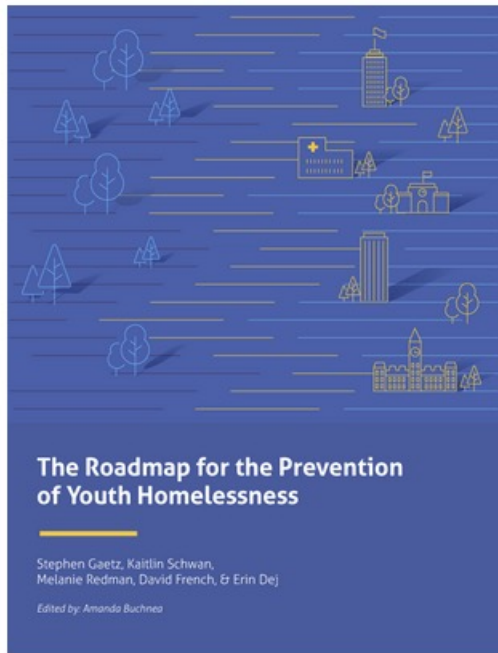
[Community
Workspace on](#)

[Making the Shift: a
Youth Homelessness](#)

[Hub Solutions](#)



Example



Full Report 

 188 page research report

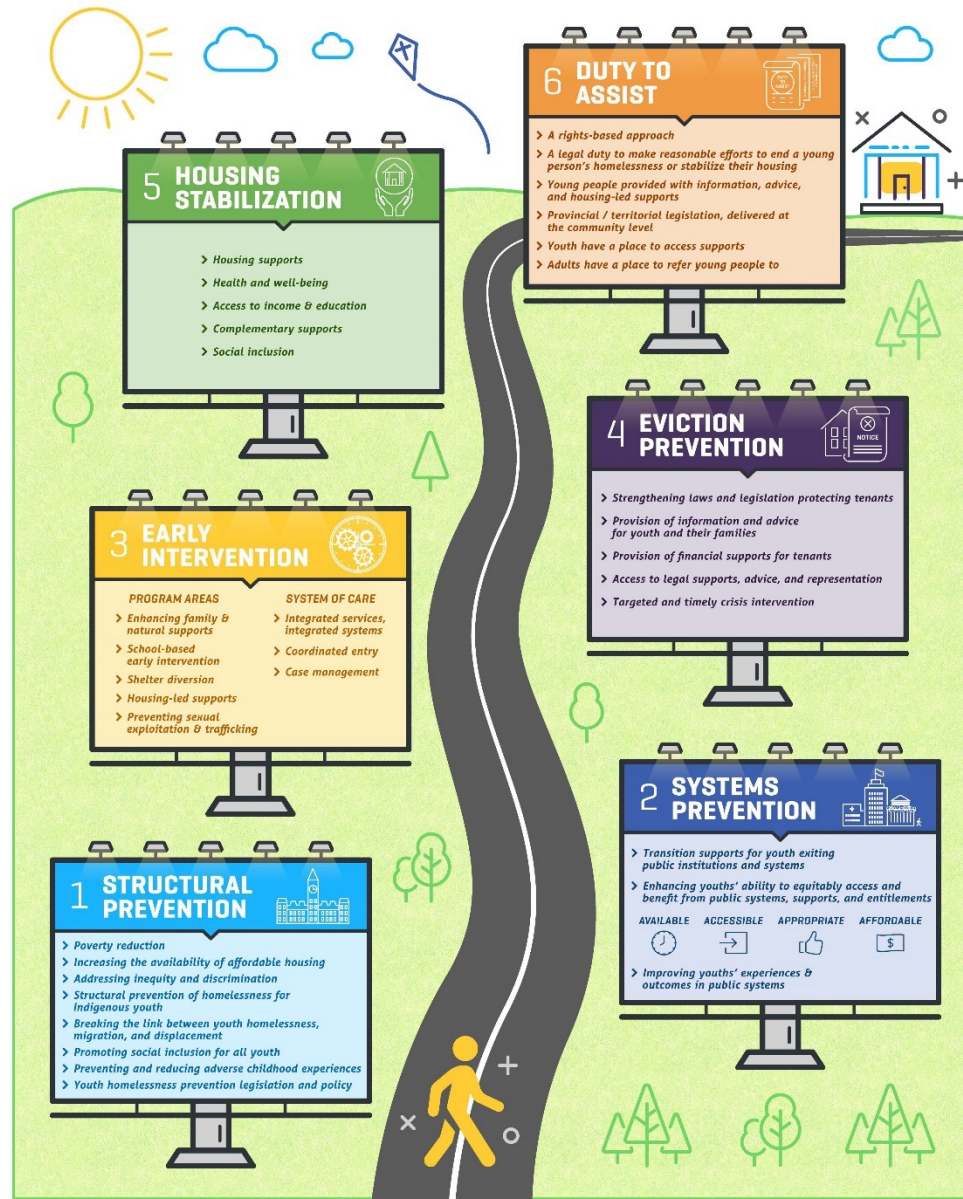
Executive Summary 

 16 page summary of the report

Infographic 

 1 page visual summary

The Roadmap for the Prevention of YOUTH HOMELESSNESS

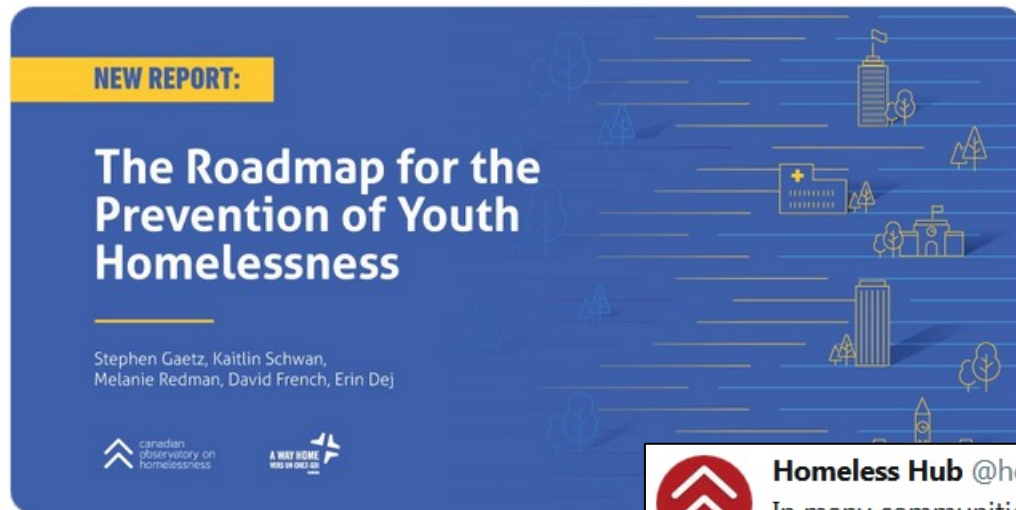


Pinned Tweet



Homeless Hub @homelesshub · Nov 20

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



🗨️ ↻ 21 ❤️ 28 ✉️



Homeless Hub @homelesshub · Dec 11

In many communities, over 50% of homeless adults had their first experience before 25. This means that opportunities to prevent their homelessness started in their youth.

This NEW report offers strategies for preventing #youthhomelessness: homelesshub.ca/youthprevention...



🗨️ ↻ 7 ❤️ 6 ✉️

 **The Homeless Hub**  



2 December at 10:00 · 

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

The Roadmap for the Prevention of Youth Homelessness

  26 16 shares

 **The Homeless Hub** 

2 hrs · 

In our new Roadmap for the Prevention of Youth Homelessness, we advocate for SYSTEMS prevention. But what is it?

"Systems prevention of youth homelessness involves identifying and addressing policies, programs, and practices within public systems that create barriers to young people's access to supports, and which expose young people to the risk of homelessness."

Read our mini report on systems prevention to learn more: <https://bit.ly/2DS3wYX>

Key Forms of Systems Prevention

The systems prevention of youth homelessness involves three primary domains:

- 1) Transition supports for youth exiting public institutions and systems, including for youth leaving care, corrections, and healthcare or mental healthcare settings.
- 2) Enhancing youths' ability to equitably access and benefit from public systems, supports, and entitlements, which can be achieved by improving "The Four 'A's": access, availability, affordability, and appropriateness.
- 3) Improving youths' experiences and outcomes in public systems, including by:
 - Tackling discrimination and inequity in public systems;
 - Embedding youth choice, youth voice, and self-determination in public systems;
 - Responding to abuse and neglect in public systems; and
 - Addressing silos and gaps within and between government funded departments and systems, and also within non-profit sectors.

 7 5 shares

Questions?



Migrant Resilience

@bmc_irmu

Building Migrant Resilience in Cities is a #SSHRC funded partnership that creates and disseminates original knowledge about migration and settlement. #cdnimm

Toronto, Ontario

Tweets **260** Following **168** Followers **126** Likes **58** Lists **0** Moments **0** [Edit profile](#)

Tweets Tweets & replies Media

You Retweeted



Ahmed Hussen @HonAhmedHussen · Dec 8

"They're peddling in a conspiracy theory that's beneath a mainstream political party that has access to evidence and access to testimony from experts who have clearly said this agreement is not a threat to 🇨🇦 sovereignty, it will not erase our border."



Some Youtube

YouTube Search

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Michael Ungar explains his conception of R... Michael Ungar explains his conception of Resilience
106 views · 1 year ago

Uploads PLAY ALL

- Luisa Veronis explains the BMRC project 1:03
- Virginie Mesana explains her research angle-BMRC 0:21
- Chedly Belkhdja explains what motivates him to... 1:28
- Stephan Reichhold explains "Vivons nos quartiers" 1:28

Top Tweet

earned 1,801 impressions

New "bmrc_irmu" report by Jacqueline Veres and Francine Schlosser reveals how to support international students during their education to build resilience and increase retention post-graduation #cdnimm
bit.ly/2yYRfOU pic.twitter.com/swoLXqZjiz



8 6

View Tweet activity

View all Tweet activity

Top mention

earned 23 engagements



Tara Bedard

@tara_bedard · Nov 16

Awesome workshop on gender, resilience and migration led by @JennaLHennebry and Allison Petrozzello today at the @bounceforwardwr summit, with great participant insights. @bmrc_irmu @ImmigrationWR
pic.twitter.com/ezKJBqwdDo



6 6

Top media Tweet earned 944 impressions

Ne manquez pas ce résumé de recherche sur les pratiques d'inclusion des nouveaux arrivants dans les quartiers de MTL.

bit.ly/2DwTdcC #cdnimm

#polqc" @MIDI_QC @centrecsai

@lamaisonneeorg @CentraideMtl

@DrRootz @CIPEConcordia @ccrweb

@MTL_Ville @CriemCirm

pic.twitter.com/6EZGFVTIBk



↻ 4 ❤️ 7

[View Tweet activity](#)

[View all Tweet activity](#)

Top Tweet earned 1,093 impressions

The Anatomy of Settlement Services is a guide that has already helped dozens of professionals, from Ontario to Quebec, better understand the settlement sector in Canada. This was possible thanks to “@SSHRC_CRSH” funding. bit.ly/2mLRB51
[#cdnimm](#) [#SSHRC40](#) [#SSHRCfunded](#)
twitter.com/bmrc_irmu/stat...

 4  3

[View Tweet activity](#)

[View all Tweet activity](#)

Top media Tweet earned 1,158 impressions

Do not miss the BMRC-IRMU New Scholar Report, a summary of what we learnt from our recent Knowledge Exchange event and a reminder of some of the efforts of the sector to successfully settle newcomers in Canada. bit.ly/2oFxGWB #cdnimm pic.twitter.com/DFgpYqD6U4



🔄 5 ❤️ 2

[View Tweet activity](#)

[View all Tweet activity](#)

Top Tweet earned 883 impressions

Panelists presenting on privately sponsored and government assisted refugees at the "@bmrc_irmu" conference. #Cdnimm #brmcirmu #MovingForward pic.twitter.com/qRUGiex56d



🔄 4 ❤️ 2

[View Tweet activity](#)

[View all Tweet activity](#)

TWEET HIGHLIGHTS

Top Tweet earned 662 impressions

Study by BMRC researchers highlights the importance of using the family lens to improve settlement services. Read the Research Digest here: ow.ly/zWmd30jgITB
[#migrantresilience](#) [#cdnimm](#)
pic.twitter.com/r7bqdkSpxX



↻ 3 ♥ 2

[View Tweet activity](#)

[View all Tweet activity](#)

Top media Tweet earned 250 impressions

Learn more about the role of Social Media in the lives of Syrian refugee youth. A Research Digest by "@RAuOttawa" and "@LuisaVeronis". ow.ly/9KXS30j1ToY
[#migrantresilience](#) [#cdnimm](#)
pic.twitter.com/WfCzxvnYET



↻ 1 ♥ 3

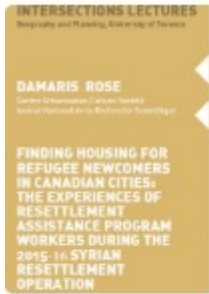
[View Tweet activity](#)

[View all Tweet activity](#)

Top media Tweet

earned 920 impressions

Join us this Friday, November 2nd from 3-5 pm @IntersectionsUT. Damaris Rose @damarisrose_mtl will be speaking on "Finding housing for the refugee newcomers in Canadian cities." For further details bit.ly/2RmIW6o #cdnimm #canadianrefugees #bmcircmu pic.twitter.com/WfLcgjAppD



🔄 2 ❤️ 10

View Tweet activity

View all Tweet activity

Top mention

earned 24 engagements



Luisa Veronis

@LuisaVeronis · Aug 7

#cagigu2018 Thank you to the @bmcircmu team for their great presentations on mixed #neighborhood & #immigrant #resilience, Montreal and #resilience of #settlement sector in face of #refugee arrivals @TCRI by @Roxigaby. @CanGeographers is a great venue to share on #Immigration. pic.twitter.com/TRfv74L5gA



🔄 2 ❤️ 9

View Tweet

TWEET HIGHLIGHTS

Top Tweet

earned 1,319 impressions

Do not miss the Migration Borders Freedom talk with Harald Bauder ("@bmcircmu" partner) . Oct 3 2:30 PM – 4:00 PM, Ross S822 - "@yorkuniversity". Rsvp here bit.ly/2pvHsLe #cdnimm pic.twitter.com/2MCc6i3xbR



🔄 3 ❤️ 2

Top Tweet

earned 1,272 impressions

Why do people migrate? Read BMRC-IRMU's Infographic: ow.ly/Txqc30hK20s
[#cdnimm](#) [#migrantresilience](#) [#bmrc](#)
pic.twitter.com/bE8V8MAzun



↻ 3 ❤️ 3

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower

followed by 13.3K people



Top mention

earned 2 engagements



Amir Ismail & Associates (AIA)

@canadaimmigrate · Jan 19

The latest Canadian Immigration News
[#cdnimm!](#) paper.li/canadaimmigrat...
Thanks to [@P2PConnects](#) [@bmrc_irmu](#)
[@torontosouthlip](#) [#cdnimm](#) [#cdnpoli](#)

[View Tweet](#)

Top media Tweet

earned 832 impressions

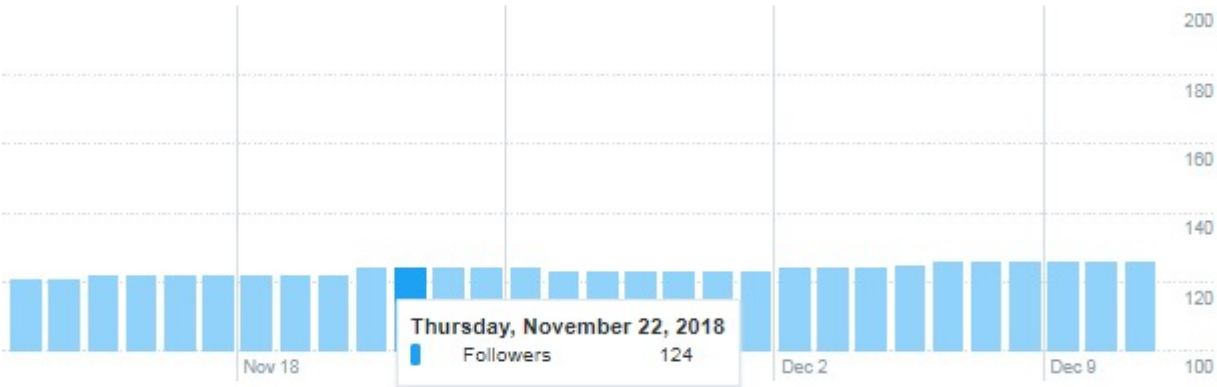
Migration is a positive global phenomenon:
UN Chief. ow.ly/wUcL30hMPNE [#cdnimm](#)
[#migrantresilience](#)
pic.twitter.com/aGPwnynh4P



Our Social Media presence is growing: what can we learn from analytics?

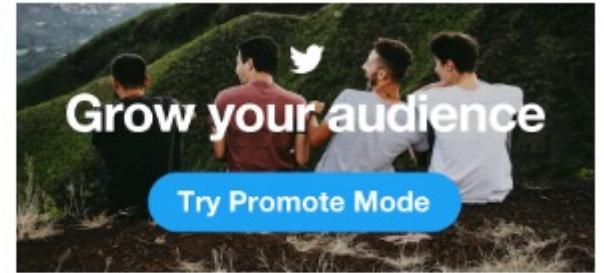
Change in follower counts

Science news



200
180
160
140
120
100

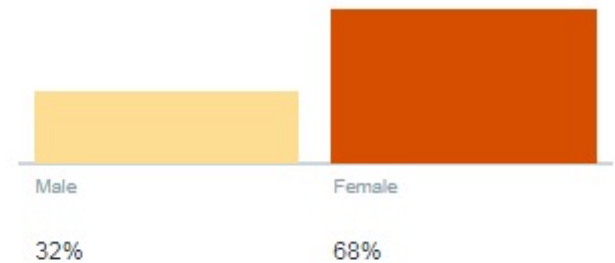
Your current follower audience size is 126
That's 5 more than the same time 30 days ago. You've gained around 0 new followers per day



Interests

Interest name	% of audience
Science news	99%
Space and astronomy	98%
Logs	98%
Technology	98%
Weather	97%
Government	94%
Education news and general info	93%
Politics	92%

Gender



Region

State or region

% of audience

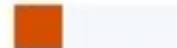
Ontario, CA

62%



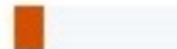
Toronto, CA

18%



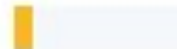
Ottawa, CA

12%



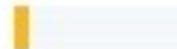
Quebec, CA

9%



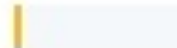
Montréal, CA

6%



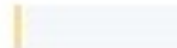
British Columbia, CA

4%



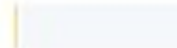
Waterloo, CA

4%



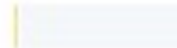
York, CA

3%



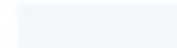
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California, US

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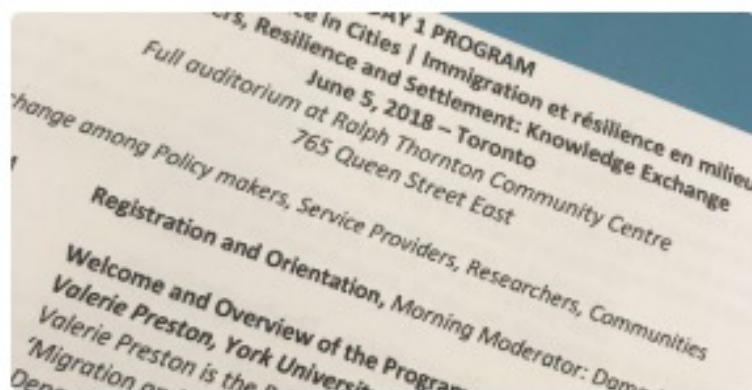
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Tara Bedard

@tara_bedard · Jun 5

W @ImmigrationWR & @JennaLHennebry at the @bmrc_irmu knowledge exchange considering the role of LIPs in fostering institutional and systems resiliency for stronger immigrant & refugee outcomes. pic.twitter.com/WXA6eVvfQr



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JUN 2018 SUMMARY

Tweets

8

Tweet impressions

6,111

Profile visits

191

Mentions

136

New followers

18



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