Using Social Media to Promote your Research: MSKTC Suite of Tools and Information

MSKTC produced a webinar titled *Using Social Media to Promote Your Research*, which is available on the MSKTC Website [here](#). This webinar was designed to help the attendees understand the pervasiveness of social media; identify who uses social media; learn about the uses for different social media platforms; think about what social media can accomplish; learn about managing social media; and see how some Model Systems are effectively using their own social media. As a follow up to this webinar, researchers can develop a social media strategic plan using the following three tools developed by the MSKTC:

- **Guide for Developing an MSKTC Social Media Plan**: This document is a go-to reference for researchers to navigate different social media platforms and to plan, execute, monitor and optimize their social media efforts;
- **MSKTC Social Media Development Workbook**: This workbook accompanies the Guide to help researchers work through all aspects of a social media plan to communicate about their research;
- **MSKTC Social Media Development Content Calendar**: This tool can help researchers plan for how often they will place content on social media.

The tools can be found [here](#).

The MSKTC also developed a web clinic on social media analytics that reviewed the types of analytics available for Facebook, Twitter, and Pinterest. Participants discussed how to use that data to inform and improve research dissemination and outreach through social media. The web clinic introduced best practices in using analytics, measuring engagement through analytics, creating data reports, and knowing what questions to ask of the researcher’s organization if they do not manage their own social media platforms. A recording of the web clinic is available [here](#).

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**Spinal Cord Injury (SCI)**

**MSKTC Releases New Factsheet: SCI and Sexuality**

The MSKTC collaborated on the new factsheet, *SCI and Sexuality*, with authors Marcalee Alexander, M.D., Trisha Hicks, MSW, LSW, M.Ed., Mindy Aisen, M.D., and Phil Klebine, M.A. The factsheet answers common questions about relationships, sex, and having children after SCI. The factsheet may be reproduced and distributed freely with appropriate attribution. It is available on the MSKTC website [here](#) in both English and Spanish.

**SCI Model System Center Posts New Podcast**

The Northern New Jersey Spinal Cord Injury System Center (NNJSCIS) has posted the podcast, *Integrating Yoga into a Plan of Care for Individuals with Spinal Cord Injury*. This podcast is
part of the SCI Grand Rounds series. In the podcast Karyn Baig, a clinical specialist in physical therapy, discusses the role of yoga in physical and respiratory therapy following SCI and other neuromuscular conditions. She also demonstrated how people with SCI can develop a yoga practice. Access the podcast [here](#).

==========Traumatic Brain Injury (TBI)=====

**Call for Nominations of Papers for the 2015 Rosenthal Award**

Nominations for the 2015 Rosenthal Awards are now being accepted. The Rosenthal Award honors Dr. Mitchell Rosenthal by calling attention to his significant contribution to the TBI Model Systems National Database. The rules for nominating are as follows:

- Formally published: papers in hardcopy journals are considered only if published in the journal in calendar year 2015; papers published in electronic journals are considered if they were posted in 2015. Preprints in whatever format posted online by hardcopy journals in 2014 (accepted authors’ copy, PAP, etc.), but awaiting publication in 2016 or later, are NOT eligible. (Their turn will be next year!)
- Peer reviewed: only papers published in peer-reviewed journals are considered.
- TBI database: papers should report analysis of national database data. Papers with data (e.g. from modules, collaborative research) that supplement the database information will be considered, but each paper should use at least some national database (i.e. form I and/or form II) data.
- 2+ systems: the data from the national database used should have been submitted by at least two model systems. (i.e. “single system” analyses are not eligible).

Papers may be authored by one or more current or former members of our TBI Model Systems or by external researchers who received data base information for a specific analysis of interest. Self-nominations are welcome. Please send citations for papers authored by you and your staff to Dr. Marcel Dijkers from New York Traumatic Brain Injury Model System (NYTBIMS) by April 11, 2016.

**TBI Model System Center is Recruiting Participants for Study**

The Spaulding-Harvard Traumatic Brain Injury Model System Center (SH-TBIMS) is recruiting participants for its Multicenter Evaluation of Memory Remediation after TBI with Donepezil (MEMRI-TBI-D) study. This 10-week study will seek to determine if donepezil is an effective treatment for memory problems among adults with TBI. Eligible participants must be local to the Charlestown, MA area, be 18 to 60 years old, have sustained a TBI more than 6 months ago, and have a family member or friend who can also participate. Participants will be compensated for each study visit. For more information, contact Laura A. Burns, [lburns2@partners.org](mailto:lburns2@partners.org), 617-952-6192.
Model System Researchers to Participate at the American Burn Association 48th Annual Meeting

A host of burn model systems researchers will present papers and deliver lectures to advance the field of burn injury at the American Burn Association’s 48th Annual Meeting in Las Vegas, Nevada from May 3-6, 2016. The list of participants who have submitted conference presentation information to the MSKTC can be found here. Additional information about the upcoming conference can be found in the registration brochure.

Upcoming Events

Feb 14-19, 2016 37th Annual John A. Boswick Burn and Wound Care Symposium
Feb 22–23, 2016 2016 State of the Science Burn Research
Feb 23-25, 2016 National Leadership Conference
Mar 2-6, 2016 Eleventh World Congress on Brain Injury
Mar 16, 2016 Congressional Brain Injury Awareness Day
Apr 6-9, 2016 NABIS 13th Annual Conference on Brain Injury
Apr 13, 2016 Spinal Cord Injury Model System (SCIMS) Pre Course on "Latest Research from the SCI Model Systems (SCIMS) and Future Directions: An Interactive Discussion"

Apr 14-16, 2016 Annual Scientific Meeting of the American Spinal Injury Association (ASIA)
May 3-6, 2016 48th American Burn Association Annual Meeting
May 5-6, 2016 40th Annual Brain Injury Rehabilitation Conference
May 11-12, 2016 6th Annual Traumatic Brain Injury Conference
July 13-14, 2016 2016 TBI Summit
Aug 28- Sept 1, 2016 International Society for Burn Injuries 18th Congress
Sept 4-7, 2016 2016 Academy of Spinal Cord Injury Professionals (ASCIP) Conference