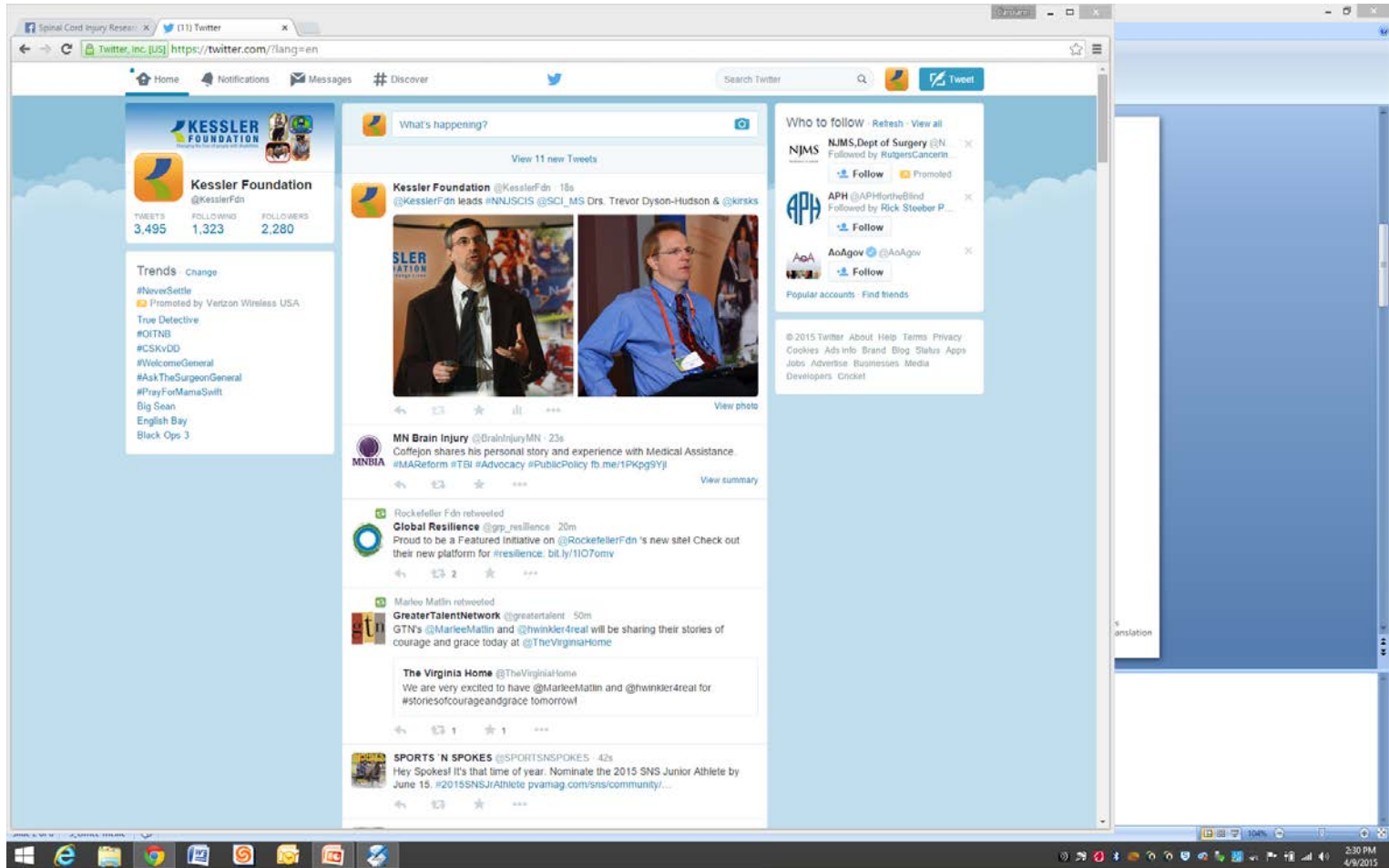


Carolann Murphy, PA
***Northern NJ SCI System/
Kessler Foundation***

Facebook.com/SCIRehabResearch

The screenshot displays the Facebook profile for "Spinal Cord Injury Research". The page header includes the name "Spinal Cord Injury Research" and navigation options like "Page", "Messages", "Notifications", "Insights", and "Publishing Tools". The profile picture features the "SCIResearch" and "KESSLER FOUNDATION" logos, with the text "Spinal Cord Injury Research Medical Research" and a "Sign Up" button. The cover photo shows a person's legs in a wheelchair. The "Timeline" tab is active, showing 592 likes and 11 visits. A post from the Kessler Foundation is visible, dated April 26, 2015, with the text "What have you been up to?". The right sidebar shows "THIS WEEK" statistics: 12 Page Likes, 67 Post Reach, and 0 Sign Up. The bottom of the screenshot shows a Windows taskbar with various application icons and a system tray with the time 3:28 PM on 3/23/2015.

On Twitter @KesslerFdn



YouTube.com/KesslerFoundation

The image is a screenshot of a web browser displaying a YouTube video. The video player shows a scene where several individuals are working with a large, complex exoskeleton. One person is seated in the device, while others are adjusting it. A blue banner across the video reads "KESSLER FOUNDATION/EXO BIONIC TRAINING OCTOBER 2011". Below the video, the title "Meet the Ekso test pilots at Kessler..." is visible, along with the Kessler Foundation channel name and a subscriber button. The video has 68,320 views. To the right of the video player is a "Up Next" sidebar with a list of recommended videos, including "Ekso Bionics Introduces a Bionic Exoskeleton" and "Introduction of Spatial Neglect with AM Barrett, MD". At the bottom of the screenshot, a Windows taskbar is visible, showing various open applications and the system clock indicating 3:37 PM on 5/25/2015.

Facebook Account Usage

- ▶ 592 LIKES; large proportion of individuals, advocacy groups
- ▶ Share research updates, new grants, scientists' activities
- ▶ Publicize consumer/professional events & conferences
- ▶ Display images/videos of research activities
- ▶ Promote SCI research; recruit study participants
- ▶ Communicate with research & clinical partners
- ▶ Share patient education information; promote awareness


Twitter Usage

- ▶ Single Foundation Twitter account for Kessler Foundation; 2400 FOLLOWERS; large proportion of institutions/agencies
- ▶ Connect with collaborators, funders, agencies, politicians, grantees, advocacy organizations, media outlets and reporters
- ▶ Share research news, press releases, MSKTC and @SCI_MS information
- ▶ Publicize consumer/professional conferences, webinars, lectures – our own and our partners
- ▶ Common hashtags #spinalcordinjury #spinalcordresearch #NNJSCIS

YouTube Usage

- ▶ Non-profit channel used for dissemination/archiving of Foundation videos
- ▶ Raise awareness of Foundation rehabilitation research & disability employment funding
- ▶ Feature interviews with research participants, scientists; footage describing or illustrating studies, eg, exo-assisted walking, treadmill training, etc.
- ▶ Link videos to web articles, posts and tweets

SCI Research Facebook Activity



The screenshot shows a Facebook post from the page "Spinal Cord Injury Research". The main image features three large, shiny blue foil balloons that form the number "500". There are also several smaller balloons, including light blue and lime green ones, at the base of the larger ones. The post is titled "500 LIKES! Something to celebrate." and was posted by Carolann Murphy. The right-hand side of the screenshot shows the Facebook interface, including options to tag photos, add location, and edit the post. Below the post, there are suggestions for other pages like "Brain Injury Institute" and a sponsored advertisement for "Shop L.L.Bean".

Spinal Cord Injury Research
Posted by Carolann Murphy (?)
Page Liked · February 8 ·

500 LIKES! Something to celebrate.

Tag Photo Add Location Edit

Unlike · Comment · Share

Spinal Cord Injury Research, Traumatic Brain Injury Research, National Rehabilitation Information Center (NARIC), Spinerig Wheels and 7 others like this.

Write a comment...

Suggested Pages See All

Brain Injury Institute
870 people like this.
Like

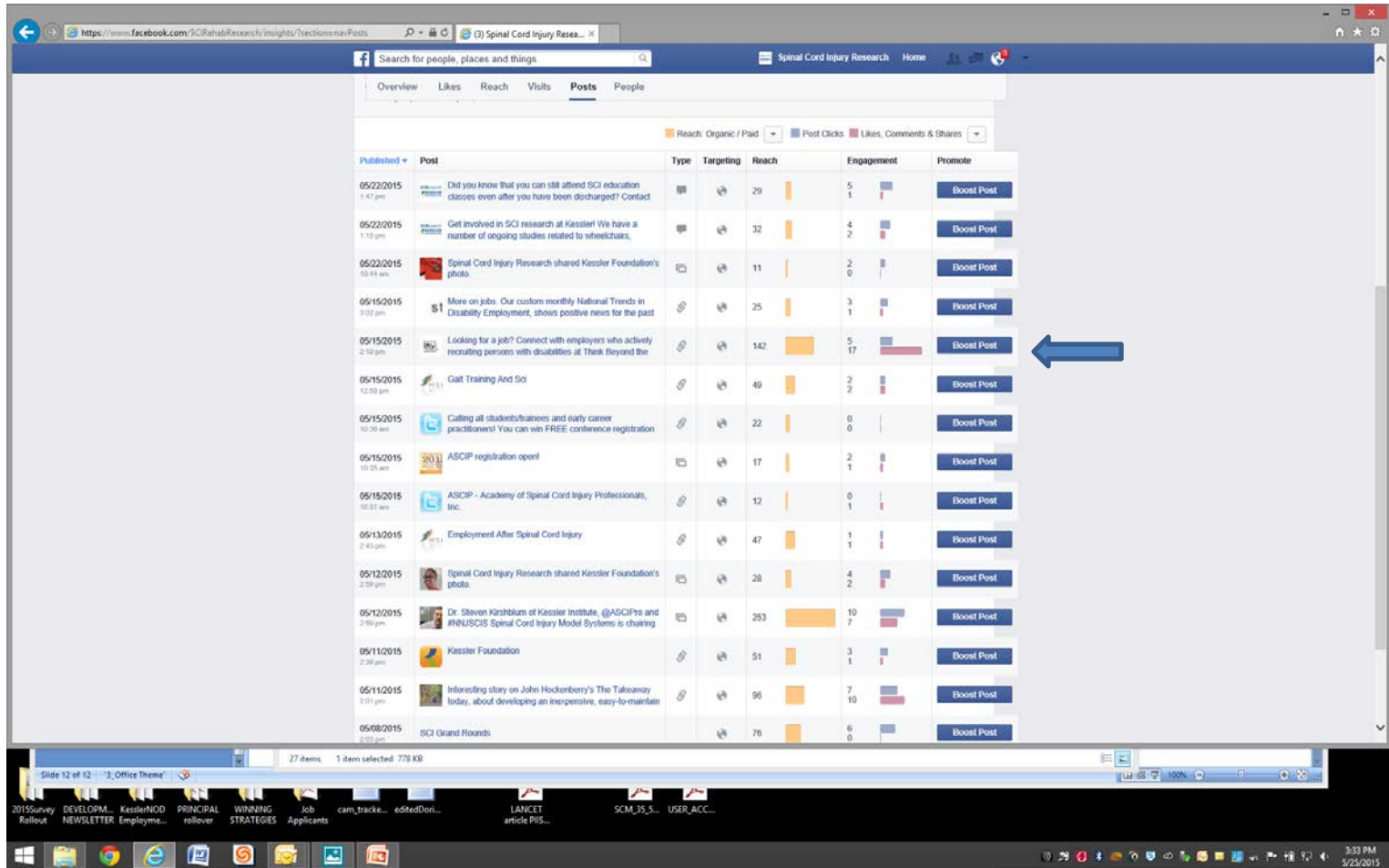
Sponsored Ad Create Ad

Shop L.L.Bean
Caryall Ro
Shipping, 1
533,993 pe

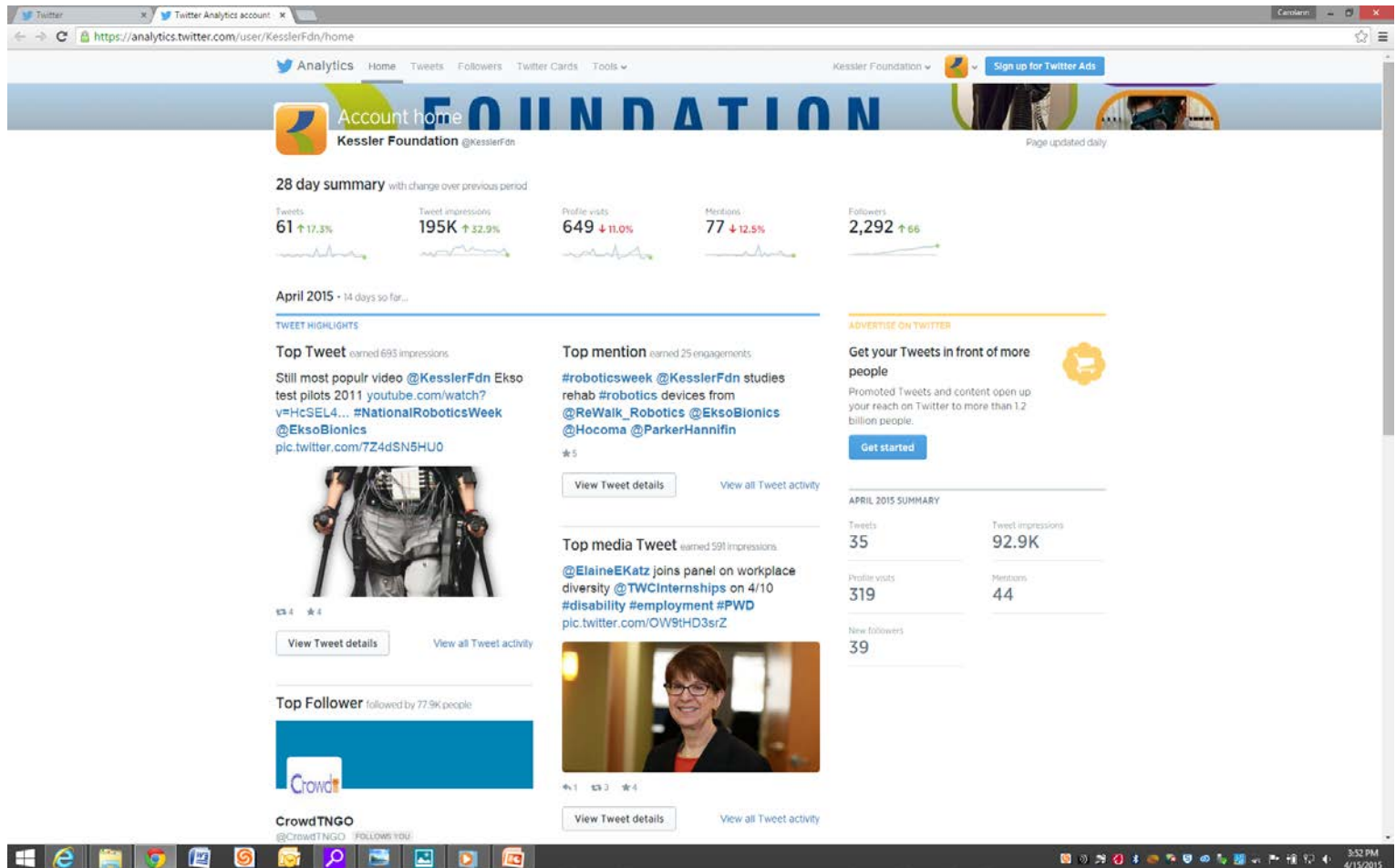
Lauren Scrivo
RE: Annual Report Layout
For the infographic, we can say 400 media related pieces generated for print, online news and video, broadcast TV,

Tag Photo Options Boost Post Share Send Like

SCI Research Facebook Insights



@KesslerFdn Twitter Activity



@KesslerFdn YouTube Activity

The screenshot shows a YouTube video player interface. The browser address bar displays the URL: <https://www.youtube.com/watch?v=HcSEL4FDAVs>. The video title is "Meet the Ekso test.plo". The main content area is filled with comments from various users, including Diana Swan, Coltrane Davis, jhon carter, generalmb1, Micha EL, ApocGuy, and ct760ster. The comments discuss the technology's potential and its application in various contexts, such as military and research. On the right side, there is a list of related videos, including "Alan 'Hammer' Bloore walks for first time in 4.5 years", "Man sees with 'bionic eye'", "Ekso bionic suit - Schon Klinik Bad Aibling, Germany", "Berkeley Bionics Human Exoskeleton", "Ekso Bionics' Suit August 2012 Upgrade", "Eric LeGrand talks about the NRN", and "Ekso Bionic's exoskeleton robot Legs - product launch". The Windows taskbar at the bottom shows the system clock as 3:24 PM on 4/15/2015.

Social media is an essential tool

- ▶ For establishing and maintaining connections in the research community
- ▶ For informing the greater community about our work
- ▶ For connecting with research participants and recruiting potential subjects
- ▶ For ensuring dissemination of advances in research
- ▶ For learning about activities in the global community

Gretchen J Carrougner RN, MN

**Research Nurse Supervisor
UW Medicine Regional Burn Center**

**Project Coordinator
Northwest Regional Burn Model System
University of Washington
Seattle, Washington**

Chosen Social Media

▶ Facebook

- Online social networking service
- Launched in 2004
- Individual and common-interest groups - *POSTS*
- Over 1.44 billion monthly active users as of March 2015

▶ Twitter

- Social networking service
- Launched in 2006
- Users send & read short 140-character messages - *TWEETS*
- Over 500 million users as of December 2014

Northwest Regional Burn Model System (NWRBMS)

The screenshot shows the Facebook page for the Northwest Regional Burn Model System (NWRBMS). The page header includes the Facebook logo, navigation tabs (Page, Messages, Notifications, Insights, Posts), and settings. The main content area features a profile picture of a cityscape, the page name, and a bio. A post from 3 hours ago is visible, along with a 'Reach People Nearby' section and an 'ABOUT' section. The right sidebar displays analytics for the current week: 2 Page Likes and 1,197 Post Reach. A red arrow points from the '2 Page Likes' metric to the post's engagement text, which shows '221 likes +2 this week'. Another red arrow points from the '1,197 Post Reach' metric to the '1,197 post reach this week' statistic. A green circle highlights the 'Notifications 3' tab, and a purple circle highlights the profile picture.

Page Messages Notifications 3 Insights Posts Settings Help

Northwest Regional Burn Model System (NWRBMS)
Education · Medical Research

Create Call-to-Action Share

221 likes +2 this week

3 visits 0 this week

1,197 post reach this week

Reach People Nearby
Get people near Seattle to like your Page
Promote Page

ABOUT

The NWRBMS exists within UW Medicine/Surgery at Harborview Medical Center. The NWRBMS Center is funded by NIDRR.

http://www.burnrehab.washi... Promote Website

PHOTOS

Promote

THIS WEEK

2 Page Likes

1,197 Post Reach

UNREAD

3 Notifications

0 Messages

Recent

2015

2014

2013

2012

Status Photo / Video Offer, Event +

What have you been up to?

Northwest Regional Burn Model System (NWRBMS)
3 hrs ·

Samuel Mandell MD, MPH, Callie Thompson MD, Megan Nordlund MS, RD, Nicole Gibran MD and Gretchen Carrougher RN, MN -- all members of our UW Burn Center team spoke on the last day of the American Burn Association 2015 meeting.

In reflection of the week:
22 members of our UW team attended the 2015 ABA meeting
3 are chairpersons of ABA committees... See More

50 people reached Boost Unavailable

Like · Comment · Share

Julie Gilday Collier, Michelle Carrougher and 2 others like this.

Write a comment...

Facebook Usage

- ▶ Varied audience and stakeholders
 - Adult burn survivors
 - Parents of pediatric burn survivors
 - Burn center staff members
 - Key U.S. organizations and colleagues

- ▶ Information varies given audience
 - Prevention efforts
 - Safety tips
 - Recognition of key staff
 - Research endeavors and achievements

Facebook Activity – Weekly Updates

Week of Apr 20 - Apr 26



Northwest Regional Burn Model System
(NWRBMS)

Build Audience · Promote Page

[See Insights](#)

	LAST WEEK	PREVIOUS WEEK	TREND
Total Page Likes	220	219	0.5%
New Likes	1	0	0.0%
Weekly Total Reach	1,218	128	851.6%
People Engaged	165	13	1,169.2%

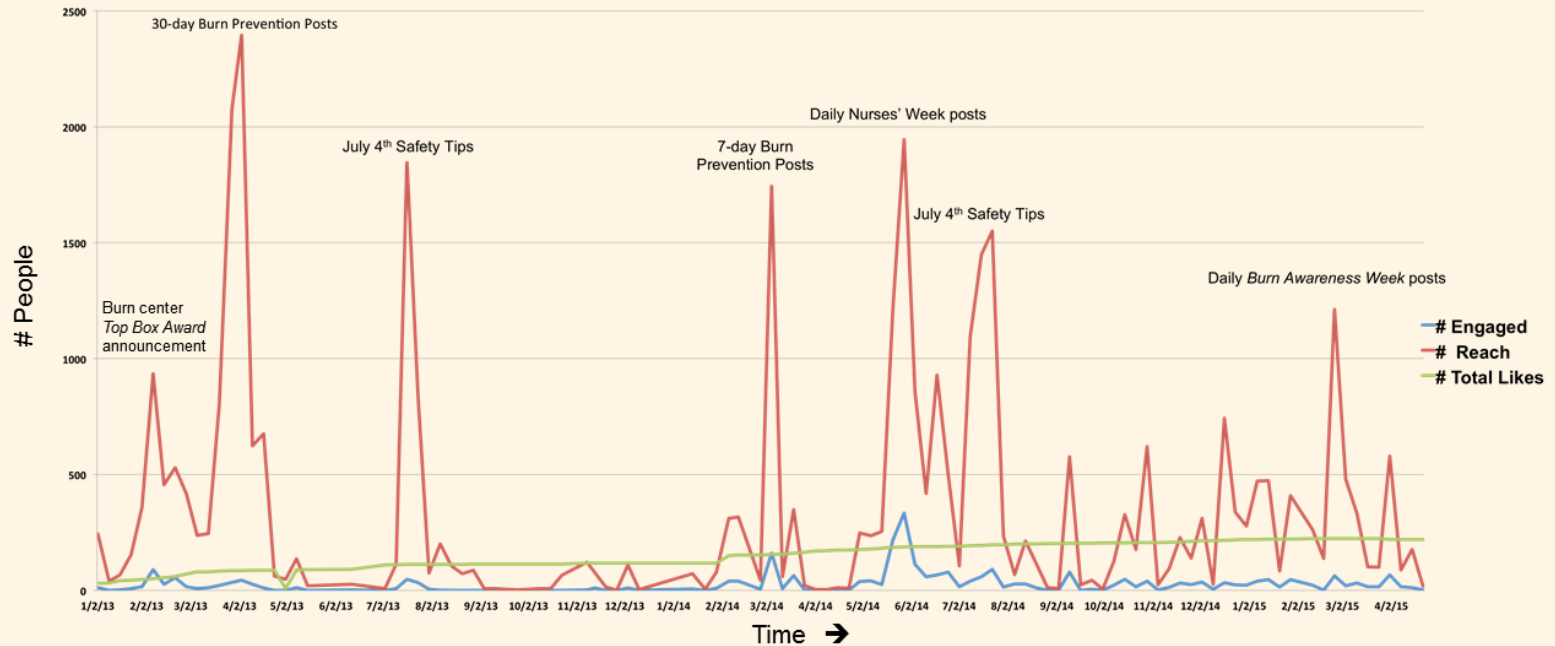
Facebook Activity



NWRBMS FACEBOOK DISSEMINATION ENGAGEMENT & REACH FOR JANUARY 2013-April 2015



UW MEDICINE
HEALTH SYSTEM



MSKTC
SCI • TBI • BURN

Model Systems
Knowledge Translation
Center

How to Engage

- ▶ Know your audience
- ▶ Reach out to them with information they deem of interest
- ▶ Identified administrator
- ▶ Do's and Don'ts
 - 80% of posts should be social (but still relate to your audience)
 - Limit to under 80 characters
 - Reach out using email, websites and/or blogs
 - Ask a question at the end of a post
 - Respond within 1 hour; no later than 24 hours
 - Don't clutter the newsfeed

www.blog.hubspot.com; accessed 28 APR 2015

How to Engage – Lessons Learned

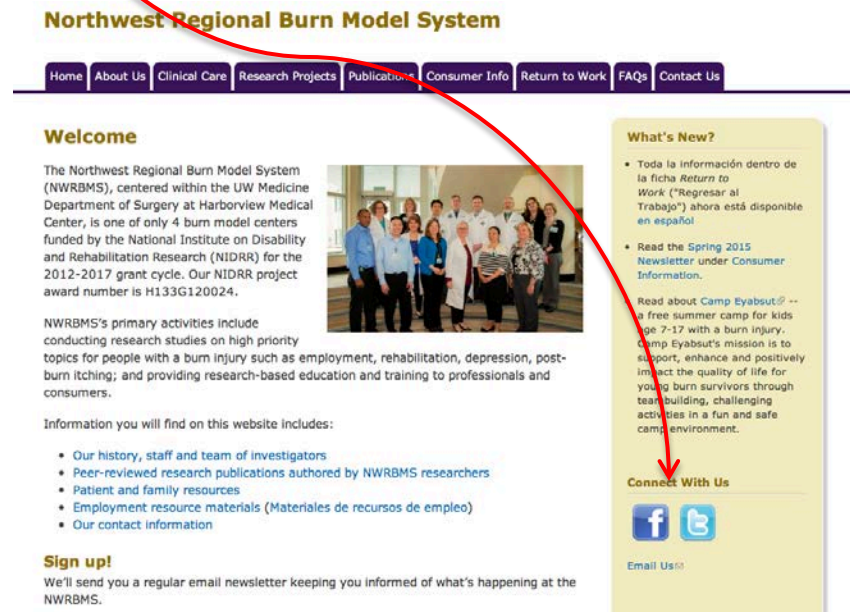
- ▶ Post photos with notices
- ▶ Ask people to join your feed
 - New physician residents, Consumer Advisory Board members
- ▶ Advertise during outreach efforts
- ▶ Use lay language
- ▶ Re-tweet or re-post important information
- ▶ Use important engagement periods
 - Holidays – injury/safety tips re: candles, Christmas trees, fireworks
 - Seasonal – injury prevention re: campfires, BBQ
- ▶ Inform of new consumer educational materials
 - Consumer factsheets
- ▶ Birthday and holiday cards with contact information

How to Engage – Lessons Learned



How to Engage

- ▶ Grant website links
- ▶ Newsletter invitations
 - Hard copies with name and # listed
- ▶ Discussion and focus group invites
 - Face to face



Northwest Regional Burn Model System

Home About Us Clinical Care Research Projects Publications Consumer Info Return to Work FAQs Contact Us

Welcome

The Northwest Regional Burn Model System (NWRBMS), centered within the UW Medicine Department of Surgery at Harborview Medical Center, is one of only 4 burn model centers funded by the National Institute on Disability and Rehabilitation Research (NIDRR) for the 2012-2017 grant cycle. Our NIDRR project award number is H133G120024.

NWRBMS's primary activities include conducting research studies on high priority topics for people with a burn injury such as employment, rehabilitation, depression, post-burn itching; and providing research-based education and training to professionals and consumers.

Information you will find on this website includes:

- Our history, staff and team of investigators
- Peer-reviewed research publications authored by NWRBMS researchers
- Patient and family resources
- Employment resource materials (Materiales de recursos de empleo)
- Our contact information

Sign up!

We'll send you a regular email newsletter keeping you informed of what's happening at the NWRBMS.

What's New?

- Toda la información dentro de la ficha *Return to Work* ("Regresar al Trabajo") ahora está disponible en español!
- Read the Spring 2015 Newsletter under Consumer Information.

Read about Camp Eyabusut: -- a free summer camp for kids age 7-17 with a burn injury. Camp Eyabusut's mission is to support, enhance and positively impact the quality of life for young burn survivors through team building, challenging activities in a fun and safe camp environment.

Connect With Us

Facebook Twitter

Email Us

How to Engage

- ▶ Grant website links
- ▶ Newsletter invitations
 - Hard copies with name and # listed
- ▶ Discussion and focus group invites
 - Face to face

Northwest Regional Burn Model System

UW Medicine Regional Burn Center
at Harborview Medical Center
Seattle, Washington

Spring 2015 Newsletter

What's New?

April 21-24, 2015 Annual Meeting of the American Burn Association

Link to page 2 of this newsletter for a list of members of staff members who will be presenting research findings.

Summer 2015 A five week camp for kids ages 7-17 will be held at Harborview Medical Center.

Camp Website is a 15 year member of International Association of Burn Camps (IABC)

Join us on Facebook and Twitter to learn more about our research and educational efforts.

[f](#) [t](#)

Gary Fudem MD, FACS Joins the Burn Team

Dr. Gary Fudem joins the burn team at the UW Medicine Regional Burn Center here at Harborview Medical Center. He is a professor of surgery with a specialty in plastic surgery and burns. Special interests and expertise include reconstruction after burns and skin cancer.

Dr. Fudem received his bachelor's degree in Latin American studies from Stanford University and his M.D. from Case Western Reserve University. He did general surgery pre-graduate training at the Cleveland University Hospitals, a year of NIH-sponsored microsurgery/transplantation research at U.C. Irvine and then completed his plastic surgery training at the University of Massachusetts. Before coming here, Dr. Fudem worked for 26 years as an attending surgeon at the University of Massachusetts Medical Center. He is a fellow of the American College of Surgeons and is board certified in plastic surgery with a certificate of added qualification in hand surgery.

Dr. Fudem is developing a scar rejuvenation program using laser therapy to treat burn hypertrophic scarring at Harborview.

Welcome Dr. Fudem

NWRBMS Spring 2015 Newsletter

If you would like to receive a copy of our newsletter, email us at NWRBMS@uw.edu and request either an email or paper copy. Please include the appropriate email or postal address with your request.

How to Engage

- ▶ Grant website links
- ▶ Newsletter invitations
 - Hard copies with name and # listed
- ▶ Discussion and focus group invites
 - Face to face



**Karla McKenzie,
Social Media Specialist
*Model Systems Knowledge
Translation Center***

MSKTC Social Media Platforms



3 MSKTC Facebook Pages

The image displays three overlapping screenshots of Facebook pages for MSKTC (Model Systems Knowledge Translation Center). Each page features the MSKTC logo (SCI · TBI · BURN) and a 'Create Call to Action' button.

- Burn Injury Model Systems:** A non-profit organization page with 93 likes and 1 post reach this week. It includes a 'Promote Page' button and a 'Promote Website' button for <http://www.msktc.org/burn/>.
- Spinal Cord Injury Model Systems:** A non-profit organization page with 10 scheduled posts. The next post is scheduled for today at 1:57pm. It includes a 'Promote Page' button and a 'Promote Website' button for <http://www.msktc.org/sci/videos>.
- Traumatic Brain Injury Model Systems:** A non-profit organization page with 898 likes and 808 post reach this week. It includes a 'Promote Page' button and a 'Promote Website' button for <http://www.msktc.org/tbi/>.

Each page also features a 'Connect With Us' section with the text: "The Model Systems Knowledge Translation Center (MSKTC) is a national center that helps facilitate the knowledge translation process to make research meaningful to those with spinal cord injury, traumatic brain injury, and burn injury. The MSKTC offers free resources to help with rehabilitation, daily..." and the website [MSKTC.ORG](http://www.msktc.org).

3 MSKTC Twitter Pages



MSKTC
SCI · TBI · BURN

TWEETS 388 FOLLOWING 66 FOLLOWERS 55

Burn Model System
@BURN_MS

msktc.org/burn/
Joined September 2010



MSKTC
SCI · TBI · BURN

TWEETS 486 FOLLOWING 94 FOLLOWERS 246

SCI Model Systems
@SCI_MS

The Model Systems Knowledge Transition Center (MSKTC) connects consumers to information on spinal injury, traumatic brain injury, and burn injury.

Washington, DC
msktc.org/sci/
Joined September 2010



MSKTC
SCI · TBI · BURN

TWEETS 436 FOLLOWING 93 FOLLOWERS 632

TBI Model System
@TBI_MS

msktc.org/tbi/
Joined September 2010

Tweets Tweets & replies Photos & videos

TBI Model System @TBI_MS · May 8
Do you understand traumatic brain injury? This 4 part series can help!
ow.ly/Lpt5r

TBI Model System @TBI_MS · May 8
Follow us on social media. We follow back. ow.ly/Lpt5q



YouTube: MSKTctv

MSKTctv Subscribe

Home Videos Playlists Channels Discussion About

Traumatic Brain Injury and Depression

- TBI and Depression (Audio Described)** by MSKTctv 77 views • 2 months ago
- What Is Depression?** by MSKTctv 3 views • 1 hour ago
- Why Do People Get Depression After TBI?** by MSKTctv No views • 1 hour ago
- Depression vs Situational Sadness** by MSKTctv No views • 1 hour ago
- How Prevalent Is Depression?** by MSKTctv No views • 1 hour ago

Managing Pain After Spinal Cord Injury

Our featured video and brief video clips share information about managing pain after sustaining a spinal cord injury. In this video, SCI Model Systems Researchers share how they helped two individuals with SCI diagnose and manage their shoulder pain, which resulted from wheelchair use.

- Shoulder Pain and Spinal Cord Injury** by MSKTctv 132 views • 1 year ago
- A New Standard of Care** by MSKTctv 13 views • 1 year ago
- Asking About Pain** by MSKTctv 30 views • 1 year ago
- Coming to Terms with SCI** by MSKTctv 17 views • 1 year ago
- Does Exercise Prevent or Reduce Pain in SCI Patients** by MSKTctv 17 views • 1 year ago

Relationships After TBI

This playlist features one 12 minute video on how to sustain a productive relationship after one person experiences a traumatic brain injury. The playlist also includes 16 short clips highlighting different aspects of relationships after traumatic brain injury.

- Relationships After TBI** by MSKTctv 79 views • 1 year ago
- Strong Couples Support Recovery** by MSKTctv 38 views • 2 years ago
- The Brain Injury Family Intervention Feelings...** by MSKTctv 44 views • 2 years ago
- Intimacy after TBI** by MSKTctv 46 views • 2 years ago
- Insight into His Cognitive and Physical Changes** by MSKTctv 38 views • 2 years ago

Employment After Burn Injury

Our featured video and brief video clips show the impact of burn injury (BURN) on returning to work. Ben Swanson shares how he worked with Burn Model System researchers to address challenges they faced with employment after he experienced a burn injury. ...

- Employment After Burn Injury** by MSKTctv 51 views • 1 year ago
- Burn Model Systems Research on Barriers to...** by MSKTctv 15 views • 1 year ago
- Keys To A Successful Return To Work Plan** by MSKTctv 10 views • 1 year ago
- Some Common Mistakes Employers Make** by MSKTctv 4 views • 1 year ago
- When to Go Back to Work** by MSKTctv 2 views • 1 year ago

Featured Channels

- brainline
- OnisionSpeaks
- DrSandraLee
- Elle and Jared
- CustomGrow420
- DNews
- DrSandraLee

Why and how we engage people

▶ Goals:

- Increase the use of Model Systems and MSKTC products
- Raise awareness about Model System and MSKTC events

▶ Examples of call to actions:

- View our free resource.
- Sign up now.
- Connect with us here.
- Visit us at our booth.

Audience and Frequency

▶ Audience

- **Individuals with SCI, TBI, and Burn and their families**
- **Advocacy and Disability Organizations**
- Researchers (MS and non-MS)
- Practitioners and Clinicians

▶ Frequency

- Engage on Facebook and Twitter 3x's a week for each injury area
- Complete monthly social media reports to track progress

What we share on social media

- ▶ Free SCI, TBI, and Burn resources
- ▶ MSKTC activities
- ▶ MSKTC participation in conferences
- ▶ MSKTC and Model Systems events
- ▶ Ways to stay connected to the MSKTC

Monthly Social Media Reports



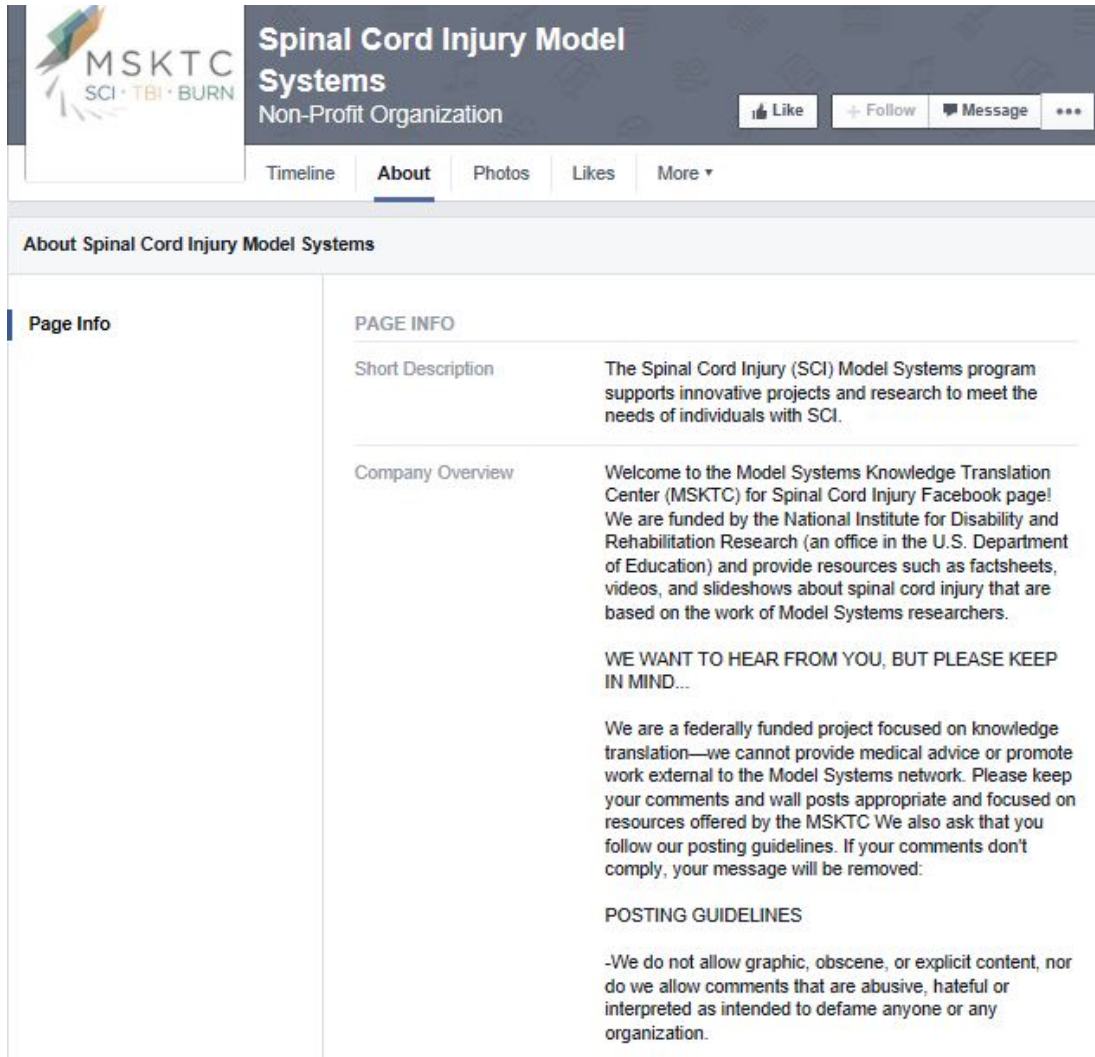
Social Media Monthly Report

Month	Month 2015						
	# of post	# of post <i>previous month</i>	# of post <i>current month</i>	Reach	Audience # current month	Audience # previous month	+/- Audience #
Twitter							
Facebook							
Linked In							
Blog							

Twitter 2015-2016									
Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
# of post									
# of followers									



Social Media Policy



The screenshot shows the Facebook page for 'Spinal Cord Injury Model Systems', a non-profit organization. The page is viewed on the 'About' tab. The header includes the MSKTC logo (SCI • TBI • BURN) and navigation buttons for Like, Follow, Message, and a menu icon. Below the header, the 'About Spinal Cord Injury Model Systems' section is visible, containing 'Page Info' and 'PAGE INFO'.

MSKTC
SCI • TBI • BURN

Spinal Cord Injury Model Systems
Non-Profit Organization

Like Follow Message

Timeline **About** Photos Likes More ▾

About Spinal Cord Injury Model Systems

Page Info

PAGE INFO

Short Description The Spinal Cord Injury (SCI) Model Systems program supports innovative projects and research to meet the needs of individuals with SCI.

Company Overview Welcome to the Model Systems Knowledge Translation Center (MSKTC) for Spinal Cord Injury Facebook page! We are funded by the National Institute for Disability and Rehabilitation Research (an office in the U.S. Department of Education) and provide resources such as factsheets, videos, and slideshows about spinal cord injury that are based on the work of Model Systems researchers.

WE WANT TO HEAR FROM YOU, BUT PLEASE KEEP IN MIND...

We are a federally funded project focused on knowledge translation—we cannot provide medical advice or promote work external to the Model Systems network. Please keep your comments and wall posts appropriate and focused on resources offered by the MSKTC. We also ask that you follow our posting guidelines. If your comments don't comply, your message will be removed.

POSTING GUIDELINES

-We do not allow graphic, obscene, or explicit content, nor do we allow comments that are abusive, hateful or interpreted as intended to defame anyone or any organization.

Questions?



Helpful Resources

- ▶ [Pew Research Center social networking reports](#) – *includes current data on social media channel usage*
- ▶ [Mashable](#) – *social media news*
- ▶ [Hootsuite](#) – *social media management platform*



MSKTC
SCI • TBI • BURN

Model Systems
Knowledge Translation
Center

Thank you!



MSKTC
SCI • TBI • BURN

Model Systems
Knowledge Translation
Center