

SKiM

**Strengthening Knowledge Management
for Greater Development Effectiveness
in the Near East, North Africa,
Central Asia and Europe**



Newsletter and Social Media Guidelines

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Procasur



Why Writing a Newsletter and Engage in Social Media

Raising awareness for greater connectivity providing the potential for expansion



Involving the partners in project activities and show contributions of partners and donors

Capacity Development as a FAIR way to transfer knowledge to the end users



Scalability in dissemination and reuse

Transparency for Open Access (OA) knowledge



Newsletter and Social Media Advantages



Ease of info publication and **dissemination**

High issue **frequency**

Electronic vs in-print format

Traceability of audience reach and feedback

Flexibility of use according to the objectives

Fit for every activity **framework**

Target Audience

Target audience	Newsletter Format	Social/Newsletter Attractive keywords	Newsletter Dissemination channels
Scientific Organizations	Provide analytical products in visualised form. Tables, charts, maps etc.	Article, project, institution, results, publish, review, climate change, adaptation, mitigation, mapping, etc.	Email, online/in office events.
Farmers	Priority to photos and images. Sharable in phones, social chats.	Crop, weather, productive, technology, practice, income, profit, livelihood, market, consumers, tax, drought, disaster etc.	Social chats. Field visits. Extension and private services.
Government Organizations	Strict format. Medium coloured and text load. Infographics. Links.	Stakeholders, policy, regulation, citizens, partnership, etc.	Email. Communication department mailboxes. Online/in office events.
Private Companies	Infographics, photos. Short and precise. Business look.	Profit, income, partnership, market, services, products, increase, annual, connect, target, monetization, etc.	Email. Mailbox. Partnering organizations. Social chats.

Metrics and Analytics

Harnessing global fisheries to tackle micronutrient deficiencies

Overview of attention for article published in Nature, September 2019



SUMMARY

News

Blogs

Twitter

Facebook

Reddit

Misc.

Dimensions citations

Title	Harnessing global fisheries to tackle micronutrient deficiencies
Published in	Nature, September 2019
DOI	10.1038/s41586-019-1592-6 ↗
Pubmed ID	31554969 ↗
Authors	Christina C. Hicks, Philippa J. Cohen, Nicholas A. J. Graham, Kirsty L. Nash, Edward H. Allison... [show]

[↗ View on publisher site](#)

[✉ Alert me about new mentions](#)

The Colors of the Donut

- Policy documents
- News
- Blogs
- Twitter
- Post-publication peer-reviews
- Facebook
- Sina Weibo
- Syllabi
- Wikipedia
- Google+
- LinkedIn
- Reddit
- Research highlight platform
- Q&A (Stack Overflow)
- Youtube
- Pinterest
- Patents



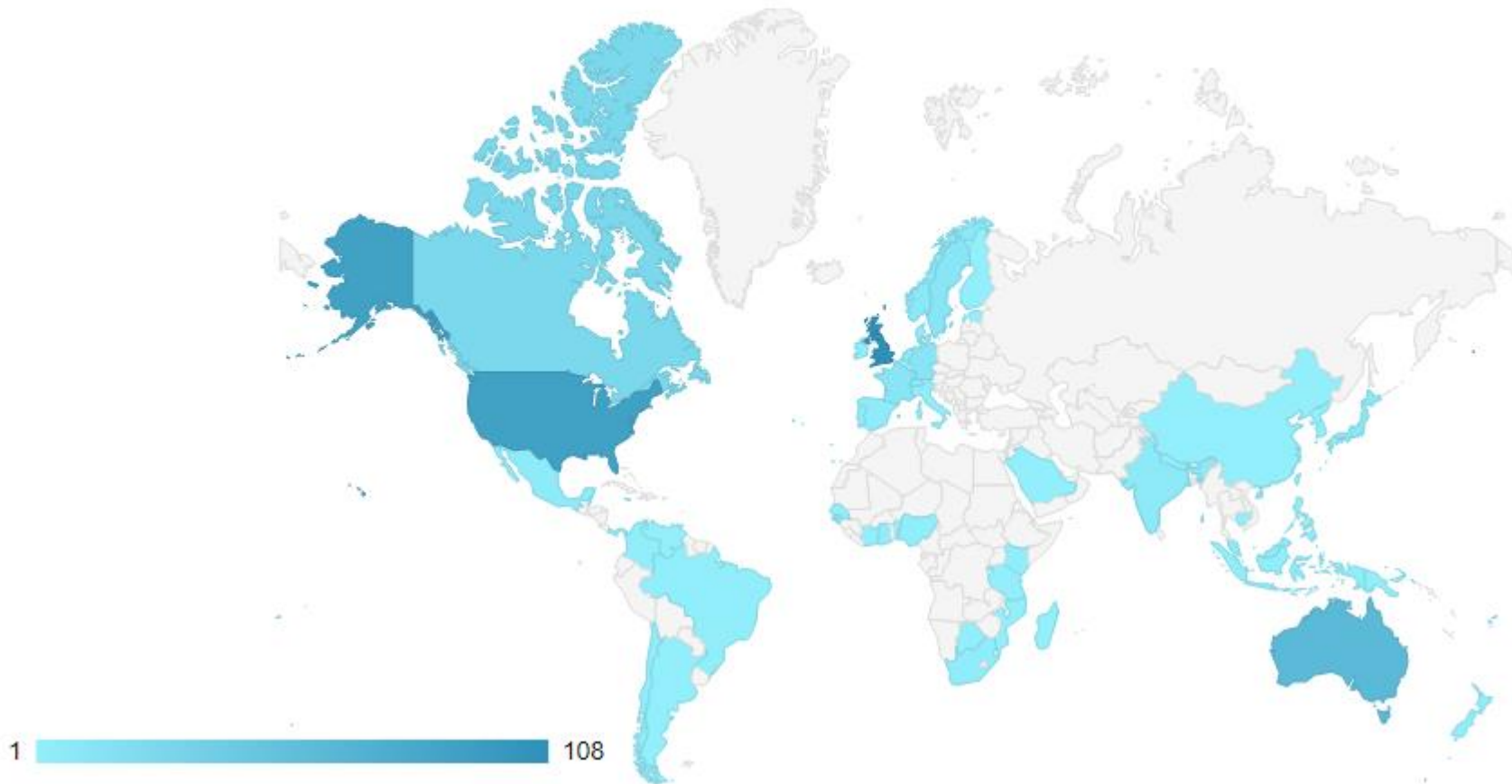
Metrics and Analytics

TWITTER DEMOGRAPHICS

MENDELEY READERS

ATTENTION SCORE IN CONTEXT

The data shown below were collected from the profiles of **658** tweeters who shared this research output. [Click here to find out more about how the information was compiled.](#)



Metrics and Analytics

Twitter Analytics

Twitter Stats

5,942

Followers

4,709

Friends

9,633

Statuses

5,218

Favourites

Globex



5,783

Followers

Historical data not available.

Google Analytics Total Social Media Conversions

<https://www.skynet.com>

Apr 01, 2015 to Apr 30, 2015

Mar 02, 2015 to Mar 31, 2015 (prev.)

Last 30 Days

1,513

Web Visits from Social Media

5% ▲

vs 1,446 prev. 30 days

83

Conversions from Social Media

93% ▲

vs 43 prev. 30 days

13%

Conversion Rate from Social Media

Google Analytics Social Media Conversions

Apr 01, 2015 to Apr 30, 2015

Mar 02, 2015 to Mar 31, 2015 (prev.)

Last 30 Days

Source	Conversions	Sessions	Conversion Rate
Twitter	76 ▲	1,924 -158 ▼	4%
LinkedIn	26 ▲	728 72 ▲	4%
Facebook	14 ▲	920 -308 ▼	2%
Quora	12 ▼	504 -134 ▼	2%
Google+	4 ▼	188 -76 ▼	2%
Blogger	2 ▲	20 10 ▲	10%
Pocket	2 ▲	28 14 ▲	7%
Youtube	2 —	12 -6 ▼	17%

Twitter Recent Mentions



Skynet @globex • Feb 18 05:16 PM

Thrilled to announce our new partnership with @globex. Learn more: bit.ly/-1324



Externa @externa • Feb 16 02:04 AM

Join our webinar, co-hosted with @globex to understand how to achieve product/market fit



Acme @acmecorp • Feb 05 05:25 PM

@globex, are you guys planning on attending Startup Conference this year?



Skynet @skynet • Jan 24 10:00 AM

Thrilled to announce our new partnership with @globex. Learn more: bit.ly/-1324

Content: Projects and Activities Info

ABOUT THE PROJECT

GOAL: Develop effective and long-term knowledge management-related capacities in target countries

OUTCOMES:

- ▶ Improved understanding of KM capacities of the key rural institutions in 3 (+2) target countries
- ▶ Effective learning systems established and embedded in organizational processes with strengthened human and institutional capacities to manage the systematization of good practices
- ▶ Improved knowledge exchanges among stakeholders based on increased adoption of good practices and knowledge transfer for increased SSTC, replication and scaling up

DONOR: IFAD

PERIOD: JUNE 2018 – JUNE 2022 (4 years)

TARGET COUNTRIES:

1 MOLDOVA 2 MOROCCO 3 SUDAN



Project website: <https://mel.cgiar.org/projects/738>

Content: Blogs and Outcome Stories

WORLD INTELLECTUAL PROPERTY DAY 2020



Ensuring Intellectual Property across institutions, networks and staff across complex frameworks is an ongoing Knowledge Management challenge calling for inter-regional capacity development and partnership building efforts such as SKiM.

In honor of Intellectual Property Day (26th April), **ICARDA** shares **best practices** for guaranteeing credit and attribution to scientists over their researches through the collaborative, multi-stakeholder KM system “Monitoring, Evaluation & Learning” (MEL), developed and employed in close partnership with fellow CGIAR Centers and Research Programs.

The SKiM Knowledge Management Portal builds on MEL technology, improving knowledge sharing to scale and boosting the outreach of featured institutions, a tool Open to all SKiM partners and currently populating with news, publications and data. Check out your mailbox for communication from the SKiM KM Officer on how to use the KP for your organization!

Content: Researches from Contributors

HOW IS KNOWLEDGE SHARED IN AGRICULTURAL PRODUCTION SCHEMES?

by Tyseer Elhadi Omer, Assistant Professor of Agricultural Sociology
Department of Agricultural Extension and Rural Development
University of Khartoum, Sudan

Hi, my name is Tyseer and I will introduce the approach of **social network analysis** to understand knowledge sharing in agriculture production schemes. I recently investigated how farming knowledge is networked among different actors in the Rahad Agricultural Scheme in Eastern Sudan (RAS) (260 Km South East of Khartoum) so as to facilitate the settlement of agro-pastoralist farmers that practice irrigated farming.

Traditionally, innovativeness (assessing the degree of adopting new ideas or innovations over time) within agricultural schemes has been measured using quantitative parameters including level of education, income and contact with

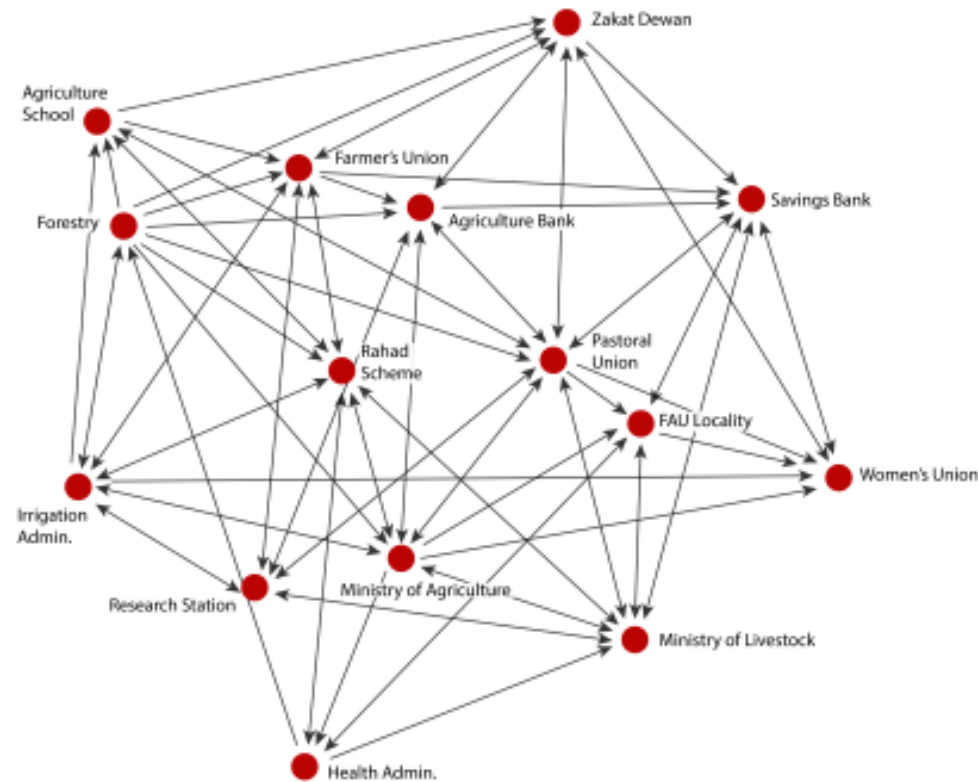


Figure 4: Connections between actors at the RAS level

Content: Tools and Practices

INTRODUCING THE SKiM KNOWLEDGE MANAGEMENT PORTAL



Figure 1: Knowledge Portal Homepage

Based on feedback gathered at the National Writeshops on Capacity Development and Innovation Plans, the [SKiM Knowledge Portal](#) is now primed and ready to be populated with the data from all project participants and stakeholders.

ICARDA served as the first test partner to publish on this new platform. Now, ICARDA knowledge is readily accessible through the portal, including [all news from SKiM!](#)

Soon, project partners will be invited to showcase their knowledge and try out the special features of the portal available by **logging-in**.



Content: Infographics and Interviews

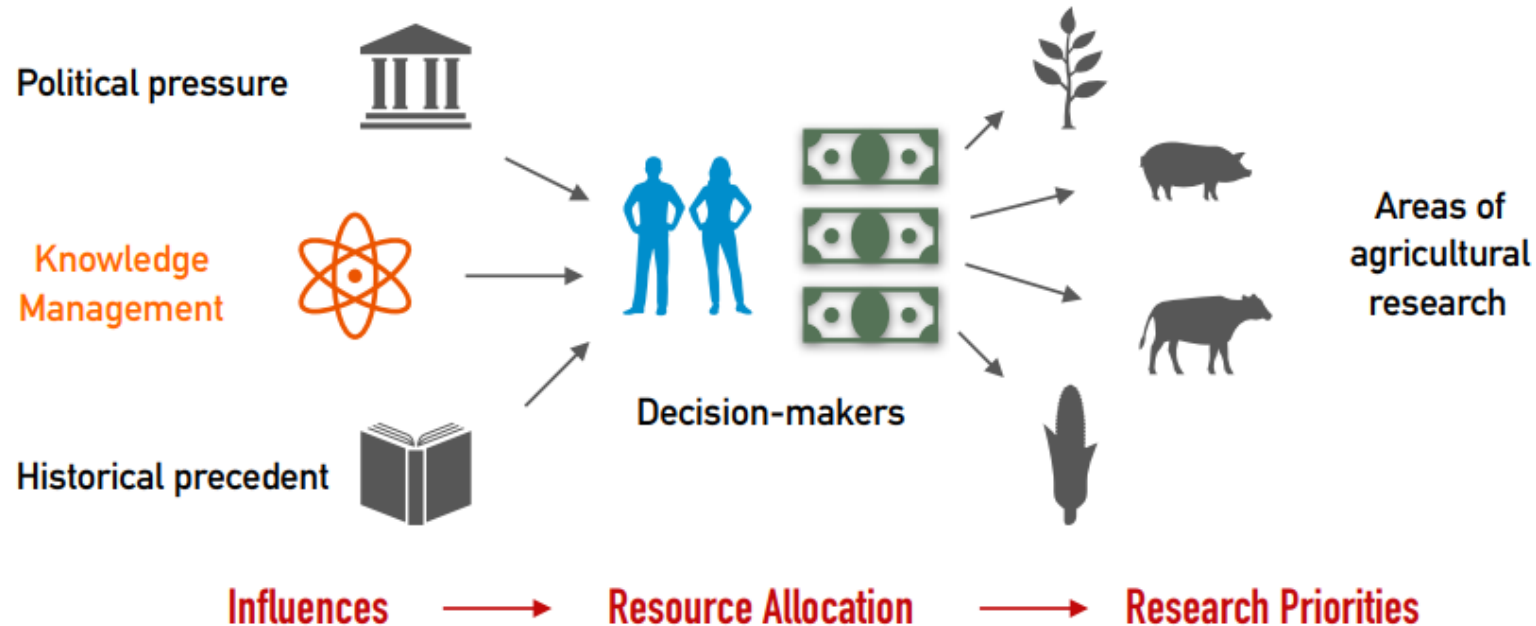
What is the value of knowledge management?

In 2020, Professor Jeffrey Alwang of Virginia Polytechnic Institute and State University will conduct an impact assessment study as part of the SKIM project framework. His goal is to assess the economic value of knowledge management (KM). Decision makers may be reluctant to invest in KM without understanding the value to them or their institution of such investments. KM creates economic



(3) Professor Jeffrey Alwang, Virginia Tech

Priority-Setting in Agricultural Research



knowledge needed for
options.

Content: Partners Spotlights and Upcoming Events

UPCOMING EVENTS AND OPPORTUNITIES

Online Course: IFAD Grants – A Guided Overview of Financial Management Practices and Procedures

Hosted by IFAD, available now—coming soon to SKIM!

Farmers on the Front Line – Building Resilience

Live Webcast hosted by IFAD, May 8, 2019

Online Course – Digital Libraries. Replicating Success

Hosted by ICARDA, June 20 - June 21, 2019

13th Arab Congress of Plant Protection

Hosted by the Arab Society for Plant Protection, June 2019

PARTNER SPOTLIGHT

**INTERNATIONAL SCIENTIFIC CONFERENCE:
“TOWARDS SUSTAINABLE AGRICULTURE –
WHAT’S MISSING? WHAT DO WE STILL
NEED TO KNOW?”**

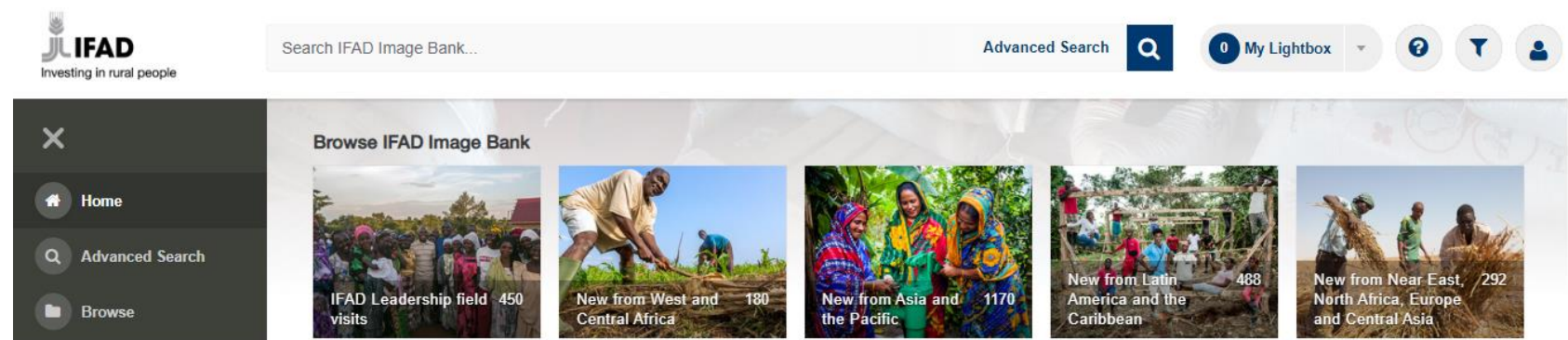
**NOVEMBER 29 & 30, 2019 IN BALTI,
MOLDOVA**

After having helped establish a CoP on Sustainable Land Management, the Selectia Research Institute of Field Crops (with financial



(4) Conference attendees, November 29th 2019

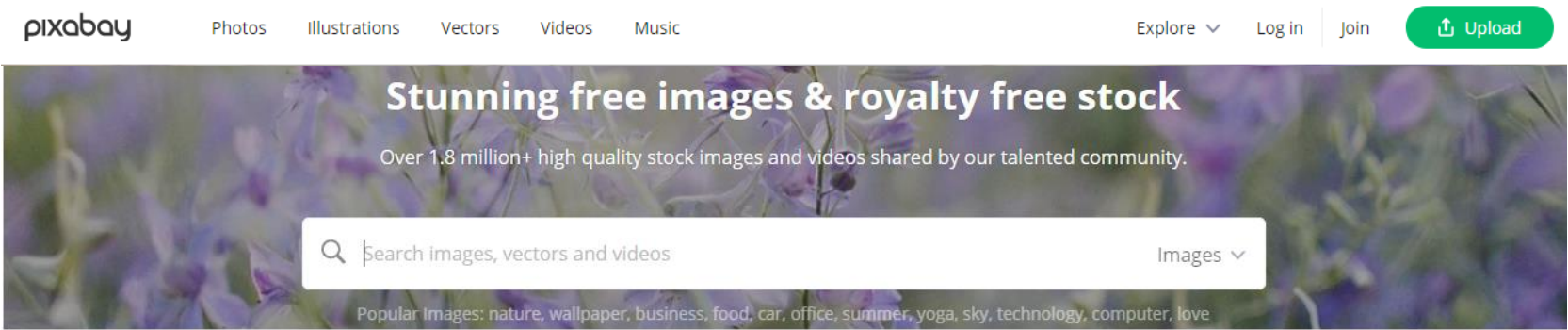
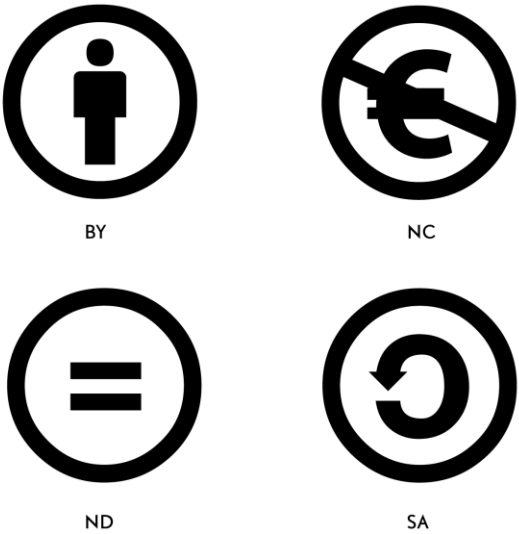
Sources: Original Material and Contributors







**Not-Owned or
Limited Access
Content**



**Owned or Open
Access Content**



Newsletter Layout and Palette

Cover Page		Date/Issue # Header
Section Title		Photo
Infographic		Upcoming Events
Page #		Past newsletters (link)
		Contact info.
		Photo Credits



Twitter Post Layout and Best Practices



Use **questions**, facts and figures to impress your audience and trigger reactions.

Use **@ mentions** to engage partners with your content.

Use between **1 - 3 # hashtags** per post. You can test it on sites such as <https://ritetag.com>

Embed an **image**, best if includes recognizable human expressions.

Include a **URL** to convert the readers and funnel them to an exhaustive source of information.

Facebook Post Layout and Best Practices



Questions perform well on Facebook and are favoured by the newsfeed algorithm.

Use **@ mentions** to engage partners with your content.

No hashtags, except for visual emphasis, as their use does not improve metrics on Facebook.

Embed an **image**, best if includes recognizable human expressions.

Include a **URL** to convert the readers and funnel them to an exhaustive source of information,

Avoid “click-bait” language like “tag 5 people” or “comment with your thoughts”

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Thank You



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