Newsletter and Social Media Guidelines

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30th May 2020 SKiM Learning Week Virtual Event
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

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Newsletter Format</th>
<th>Social/Newsletter Attractive keywords</th>
<th>Newsletter Dissemination channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific Organizations</td>
<td>Provide analytical products in visualised form. Tables, charts, maps etc.</td>
<td>Article, project, institution, results, publish, review, climate change, adaptation, mitigation, mapping, etc.</td>
<td>Email, online/in office events.</td>
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<tr>
<td>Farmers</td>
<td>Priority to photos and images. Sharable in phones, social chats.</td>
<td>Crop, weather, productive, technology, practice, income, profit, livelihood, market, consumers, tax, drought, disaster etc.</td>
<td>Social chats. Field visits. Extension and private services.</td>
</tr>
</tbody>
</table>
Harnessing global fisheries to tackle micronutrient deficiencies

Overview of attention for article published in Nature, September 2019

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

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

**Google Analytics Total Social Media Conversions**
- **1,513** Web Visits from Social Media
- **83** Conversions from Social Media
- **13%** Conversion Rate from Social Media

**Twitter Recent Mentions**
- **Skynet** @globex - Feb 18 05:36 PM
  - Thrilled to announce our new partnership with @globex. Learn more: bit.ly/1L324

- **Externa** @externa - Feb 16 02:04 AM
  - Join our webinar, co-hosted with @globex to understand how to achieve product-market fit

- **Acme** @acme1corp - Feb 05 09:25 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/1L324
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/736
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!
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
Introducing the SKiM Knowledge Management Portal

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.

Figure 1: Knowledge Portal Homepage
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 knowledge needed for options.

(3) Professor Jeffrey Alwang, Virginia Tech
Content: Partners Spotlights and Upcoming Events

UPCOMING EVENTS AND OPPORTUNITIES

Hosted by IFAD, available now— click here for details.

Farmers on the Front Line – Building IFAD’s Case Studies
Live Webcast hosted by IFAD, May 8

Online Course – Digital Libraries, Repositories, and Databases
Hosted by ICARDA, June 20 - June 27

13th Arab Congress of Plant Protection
Hosted by the Arab Society for Plant Protection

PARTNER SPOTLIGHT

INTERNATIONAL SCIENTIFIC CONFERENCE: “TOWARDS SUSTAINABLE AGRICULTURE – WHAT’S MISSING? WHAT DO WE STILL NEED TO KNOW?”
NOVEMBER 29 & 30, 2019 IN BALTIC, MOLDOVA

After having helped establish a CoP on Sustainable Land Management, the Selectia Research Institute of Field Crops (with financial
Newsletter Layout and Palette
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.
Questions perform well on Facebook and are favored 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”
Thank You