

REAL KT Curriculum- Social Media & Creative Messaging Workshop



Photo: Maritime SPOR Support Unit (twitter.com/maritimespor)

Panel discussion with Dr. David Gardner (Dalhousie), Dr. Christine Chambers (IWK), John Gillis (NSHA), Dr. Melissa Brouwers (McMaster University), and Kathryn Morse (Dalhousie)

On February 11th, the REAL KT Social Media & Creative Messaging Workshop was held at the Atlantica hotel. The workshop was developed by Dr. Janet Curran (School of Nursing), Dr. Andrea Bishop (School of Nursing), Dr. Erna Snelgrove-Clarke (School of Nursing), Robin Urquhart (Department of Surgery), and Dr. Jill Hayden (Department of Community Health & Epidemiology) and was funded through a Nova Scotia Health Research Foundation catalyst grant. The aim of this interactive workshop was to build awareness of, and capacity in, social media platforms to disseminate health research findings. Registration exceeded capacity and participants included researchers, health care providers, trainees and decision-makers from across Nova Scotia who were interested in learning more about formulating their research message and the interplay with media and social media. Registrants also participated in hands-on workshops about disseminating their work through Twitter and YouTube, and social media analytics. Feedback on the event was overwhelmingly positive and we look forward to future REAL KT workshops to help bridge the gap between research and practice.