DemiKnow KmB Strategy

Final

Overview

The following knowledge mobilization strategy is broken into three distinct research phases. Each phase has its own unique goals, objectives and strategies that require specific tools and tactics. This document acts as a resource guide that includes links to branding guidelines, asset libraries, media best practices and social media and communications support for the international team to reference and utilize throughout the research project.

Phase 1: Research

For this phase of the research project the team requires collaboration tools, branding, and web design. With an international team working virtually, a functioning drive solution, clear branding guidelines and an effective website act as the foundation for the rest of the project's phases of publishing findings and developing strategic partnerships. This section of the strategy provides branding guidelines, useful files and basic communications strategies to share with the entire team. Files are hyperlinked so all members can access branding materials for consistency.

Branding Guidelines

Below is a link to the branding guidelines created for this project. Included in the link is:

- Logo design and best practices
- Typeface
- Brand Colours
- Suggested uses and designs

[Click here to access the brand guidelines](#)

[Click here to access the logo files](#)

Drive Solution

Below is a list of three drive solution recommendations for the DemiKnow team to use as both a collaboration tool as well as a digital archive for papers and other documents/resources related to the project. The difficulty with this deliverable is the limited access to programs for the team in China. Depending on program access for the teams across the globe, the below recommendations should support the DemiKnow teams' needs.

Microsoft 365

If Office 365 is available and the team members in China are able to access and use this program, then this is a viable option for collaboration and storing files. With programs such as Word, OneDrive, Microsoft Teams, and Outlook this program also provides a wide range of solutions to DemiKnow's needs. It appears to be available in China as long as members are added as 'guests' in the Microsoft system. Microsoft Teams would allow calls and chat functions to be integrated into the program. There are chat, email, file sharing and storage, and

collaboration tools available. This program will cost a monthly fee per user depending on the plan chosen. Click here to view Office365 Business pricing plans.

Google Drive

Google Drive, along with Google Doc, Google Slide Deck, and the other programs included, is the most exhaustive program that suits the majority of the teams' needs. The main challenge is that the team in China cannot access the program without a VPN. If the team chooses this option, we recommend that a project coordinator or liaison be hired or assigned to manage the workflow.

With this option, the entire team will work through Google programs and the liaison/coordinator will act as the point of contact for the Chinese team with the rest of the team. The team in China will be sent documents before publication to provide changes, updates, or additional sections. These will then be sent to the liaison/coordinator to update in the Google system before publishing.

While there is an additional step in this workflow, it appears to be the most efficient and effective solution. This solution is the most affordable option with no up-front cost.

FileCloud

FileCloud is an option to store files in a secure 'digital vault' drive solution. There is a file sharing and collaboration tool called Airsend that may work for the teams' needs. Click here to view a tutorial on the system's functions. This program appears to be accessible to the team members in China but will require significant training to utilize properly as it is the most complex program of the three. This program also costs a fee depending on the package/plan chosen which would need to be budgeted in.

Drive Solution Summary

Platform	Positives	Negatives
Microsoft 365	- Widely Available - Drive Solution - Collaborative Tools	- Monthly cost per user - May not be available to team in China
Google Drive	- Widely Available - Free - Drive solution that can also be linked to website for publication - Collaborative Tools	- Not available to team in China - Additional steps in workflow - Lack of full team collaboration
FileCloud / Airsend	- Secure Drive Solution - Collaborative Tool - Should be available to team in China	- Paid plans - Training will be required - May not connect to the website

Communication Strategy

Audiences

Audience	Goal	Key Message
Researchers	Develop partnerships and increase future research scope.	Inclusive immigration research is important and impactful.
Policy Makers	Create more well rounded, and informed policy decisions.	Immigration research and policies need to change and must be more internationally focused.
General Media	Generate conversation and Increase awareness of a more holistic understanding of immigration	Immigration is not just from developing to developed countries but is often from countries within a region.

Voice / Tone

The tone will change slightly depending on the platform being used. Overall it is informative, educational, and conversational in nature. When using platforms such as Podcasts, Twitter, and Arts Based tactics, use a more conversational tone. With traditional media and Youtube, maintain an informative and educational tone to the scripts and communication as it is more suited to these platforms.

Include calls to action where possible. A call to action is a sentence or question included in a message that encourages the audience to respond, engage, or take some form of action. For example: "Let us know your immigration experience by emailing us at _____" or "Check out our blogpost on ___ here: (insert URL) for more information".

Platforms / Tools

Using a variety of platforms and tactics will ensure your team is covering as many different audiences as possible to increase your reach. Each platform will require specific tactics suited

to the platform. Below is a list of platforms DemiKnow is recommended to use, along with any relevant resources such as images, suggested usernames, and other suggestions.

Podcasts

Podcasts have become an integral element in education and research as audiences are moving from short form visual content like TikTok to long form audio content when looking for educational content. DemiKnow should develop podcasts with each research team discussing the research findings.

We recommend that these are in an interview setting that highlights specific stories as well as broad research findings. To optimize time, recording an interview for both video and audio will provide more footage to use on both Youtube and in Podcast formats. The ideal length for a podcast is 22 minutes and the optimal day to post is on Tuesdays.

Youtube

The ideal length for a Youtube video is no longer than 20 minutes. Depending on the video format, sticking to a 3-6 minute long video is most effective to keep audiences engaged. The best times to publish videos on Youtube are Mondays, Tuesdays, and Wednesdays between 2-4pm.

Arts based Dissemination

Once the research has been completed and there are clear findings to disseminate, an excellent tactic is to use arts based dissemination methods. Contact the faculties of arts at each teams' institution and work with students to create art pieces that communicate and reflect the research findings. Once the artworks are complete, host a virtual exhibit to share the art. This creates a conversation around the research and provides an event or call to action to direct news and other media to to generate more engagement.

Twitter (Username @DemiKnowTeam)

Twitter is a useful 'base' communication platform. It is an excellent place to post and link to blogs, academic papers, podcasts, events and other resources. Instead of focusing on engagement with followers, focus on providing links and resources when posting on Twitter. The character limit is 15 for a username so @DemiKnowTeam will fit within these restrictions.

Posting 2-3 times weekly is sufficient. The best times to post are: Mondays and Thursdays between 6-8am as many users check Twitter on their morning commute. 'Tweetdeck' is a platform where you can pre-schedule all content to be posted at specific dates and times and is free of charge. Using one of these platforms will help ensure content is posted at prime engagement times and allows you to track engagement.

Traditional Media

When engaging with traditional media it is important to maintain an informative and professional tone. Useful documents are included later in this Knowledge Mobilization Strategy such as press release templates and media recommendations. Traditional media should be contacted through press releases, statements, and email. This platform will come into more use in phase 3 of the strategy.

Phase 2: Publish

This phase focuses on how to effectively disseminate the research findings. For this stage the team is provided with a toolkit of imagery, messaging, and useful templates to support in publishing the research findings in an engaging manner.

Included will be an imagery bank for social media use, thumbnails for podcasts and Youtube videos, templates for written documentation and presentation needs to share the research.

Key Messaging

At this phase of the project the main focus is sharing the research done so far and looking for new groups to partner with. When sharing the research findings, blogs, and other events it is recommended to follow the social media strategy included in the first phase of this document. Below is a summary of the suggested platforms and timing to post.

Platform / Tool	Sample Main Messages	Timing
Blogs posted on the DemiKnow website	Check out the amazing research being conducted by the DemiKnow Team!	As often as content is ready to share. Preferably once every week.
Twitter	1. Check out our blog on _____ here: Link 2. RSVP for our workshop	Post 2-3 times weekly. The best times to post are Mondays and Thursdays from 6-8am.
Podcasts	1. Listen to an expert discuss _____. 2. Join us to chat about immigration policies!	Post once a month at the least. The best day to publish is Tuesdays.
Youtube	1. Did you know that ___? 2. Listen to an expert discuss _____. 3. Join us to chat about immiigration policies! 4. Check out our interview with _____.	Post once a month at the least. The best times to publish are Mondays, Tuesdays, and Wednesdays between 2-4pm.
Arts Based Dissemination	1. Our research is being shared through art here:_____ 2. Ryerson arts students work with immiigration researchers to better share stories.	1 installation per semester. Or alternating between institutions.

Social Media Toolkit

Twitter Hashtags

When posting on Twitter remember to use relevant hashtags to increase your reach. Some hashtags you may consider using are:

#immigration #migration #immigrationresearch #research #Immigrationpolicy #immigrationstudies #immigrantstories #immigrationnews #RyersonResearch #diaspora #immigrationpolicy

Immigration Research Centres Across Canada

Here is a list of possibly helpful Immigration Research Centres across Canada to follow on social media or contact for partnerships at the second phase of this research project. The DemiKnow team should consider contacting other similar research centres and institutions such as the ones listed below:

- [Harvard Immigration Initiative](#)
- [African and African Diaspora Studies Program (AADS)](#)
- [Canadian Association for Refugee and Forced Migration Studies](#)
- [Canadian Ethnic Studies Association](#)
- [Canadian Museum of Immigration at Pier 21](#)
- [Centre d'études ethniques des universités montréalaises](#)
- [Centre for Diaspora and Transnational Studies (CDTS)](#)
- [Centre for Global Citizenship Education and Research University of Alberta](#)
- [Centre for Integrative Anti-Racism Studies University of Toronto](#)
- [Centre for Interdisciplinary Research on Citizenship and Minorities](#)
- [Centre for Refugee Studies York University](#)
- [Diaspora Studies, Acadia University Wolfville, NS](#)
- [Diaspora Studies Certificate Prog. University of the Fraser Valley, British Colombia](#)

- [Human Rights Research and Education Centre University of Ottawa](#)

- [Institute for Canadian Citizenship](#)

- [Institute for Diaspora Research and Engagement (IDRE), Simon Fraser University Burnaby, BC](#)

- [International Migration Research Centre Wilfrid Laurier University](#)

- [Quebec Inter-University Centre for Social Statistics](#)

- [Refugee Research Network](#)

- [Social Planning and Research Council of BC](#)

- [Statistics Canada](#)

- [University of British Columbia Centre for Intercultural Communication](#)

- [Welcoming Communities Initiative](#)

Templates and Asset Libraries

Below is a list of links that will take your team to assets you can use on social media such as images that align with the brand guidelines, thumbnails for podcasts etc.

[Click here to view a sample social media profile picture](#)

[Click here to view a sample social media thumbnails](#)

[Click here to view an Image bank for social media use](#)

Templates

[Click here to access a presentation template for conferences](#)

[Click here to access a word document template](#)

[Click here to access an image library to be used on the Demiknow website](#)

Phase 3: Partnership Project

In the final phase of the research project the team will focus on facilitating the uptake of the dissemination of the research findings. To do so, it is recommended to develop strategic partnerships with other organizations and research centres.

Included in this section is press release templates, best practices, and media communications recommendations.

Press Releases

Depending on the content of the press release, the copy and voice will vary. However, every press release should include the following:

- **Headline** - A catchy title to grab the viewers' attention. This is likely how they judge which press release to read so ensure it is descriptive and catchy.
- **Lead** - Here you should include the basic information: Who? What? When? Where? Why? How?
- **Body** - The main body is an explanation of the information included in the lead paragraph. Always start with the most newsworthy information and then go on to the less important, supporting, and background details.
- **Dateline** - After the body of the press release you should always include the date to ensure it is the most up-to-date version and for the recipient to know as well.
- **DemiKnow Description / Boilerplate** - A short paragraph about DemiKnow will help media understand the nature of the research, partnership, and will make writing about the contents easier for them.
- **Contact Information** - Add in the DemiKnow contact person's name, phone number, and email address for media to follow up with if needed, and to book interviews.

[Click here to view a basic press release template.](#)

Event Announcements

When writing a press release for an event it is important to be accurate, concise, and clear. You must include the date, time, and location (or zoom information) in the lead section of the release. Never throw in a Facebook or Eventbrite link and hope that the journalists will click and get any information - always include these details written into the press release. Then include a link to RSVP as well as a registration deadline. If you have any presenters/speakers of note I suggest including them in the body of the document and adding a short biography on their research for context.

If including any visuals, ensure that the files are not too large. Many journalists' inboxes will be filled with large, heavy files which are tedious to download and view. A smaller file size for event banners is best practice.

If you want them to cover an event that has already taken place then highlight the speakers, any speakers of note, and include a few bullet point highlights. I would also include a few images from the event but please ensure these are high quality and anyone included has given consent to share their image.

Click here to view an event announcement press release template.

New Partnerships

When you get to the stage of the project where new partnerships are happening, then promoting these exciting partnerships should be a priority. Follow the base structure for any press release and add in a couple specific items. Write a brief description of each research centre/institution for context, describe the project and how long you expect the partnership to last (a set date/ permanent/ ongoing etc.).

Always include the logos of each partnering organization in the document or in the header if needed. If the new organization has another dedicated contact person then be sure to include contact information for both groups at the end of the press release.

Click here to view a new partnership announcement press release template.

Announcing an Award or Funding

As is the nature of research, many groups and individuals will receive awards or funding. When your team wants to announce an award receiving funding a press release can work well. Always be sure to include the award/grant title and an individual who received the award in the 'lead' section. You can then provide any additional information in the body of the paragraph.

Click here to view a press release template to announce winning an award / funding.

Media Recommendations

CTV

CTV Newstip Submission link: https://www.ctvnews.ca/ctv-national-news/newsbreaker

CTV News Online Contact email: newsonline@ctv.ca

Press Release Submission Email: torontodesk@bellmedia.ca

Global News Toronto

Viewer Contact: ViewerContactToronto@globalnews.ca

News Tips: newstips@globaltv.com

Phone: 416-446-5460

CBC Toronto News

General Email: tonews@cbc.ca

News Tips Email: torontotips@cbc.ca

Phone: 416-205-3700

CP24

Press Release and News Tip Submission Email: breakingnews@cp24.com

Phone: 416-384-2400

Toronto Star

News releases should be sent, if possible, to the editor responsible for that type of coverage (i.e. entertainment, business, food, etc.). Please see Editorial Departments/Sections. News releases for the city desk can be sent by fax to 416-869-4328 or email to city@thestar.ca.

Email: city@thestar.ca

Phone: 416-869-4300 or use the general inquiries phone: 416-367-2000

BlogTO

Media Submission form: https://www.blogto.com/contact/

Review their Masthead for the correct person to submit to: https://www.blogto.com/masthead/

Ryerson Eye Opener (55 Gould Street, Toronto ON)

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