

## **BC Knowledge Translation Community of Practice**

### **Strategic Communications Plan**

**Prepared: October 2014**

**Approved: December 2014**

#### *Background*

The BC Knowledge Translation Community of Practice (BC KT CoP) is a chapter of the national Canadian Knowledge Transfer and Exchange Community of Practice (KTECOP). For additional information on the BC KT CoP, please refer to the following sources:

- Strategic plan (URL)
- Charter (URL)
- Evaluation Plan (URL)
- KTECOP (URL)

This plan outlines what the BC KT CoP communicates to whom, why, how, and when. It also outlines how our communications efforts are evaluated/ measured – this is addressed in detail in the Evaluation Plan.

#### *Guidelines*

At all times, professional communications best practices are utilized. Our messages are timely and tailored to specific audiences.

#### *Channels*

##### **Email (MailChimp) & Social media**

Use of email listservs/distribution lists through MailChimp is the responsibility of the Meeting Organizer, CLC & Meeting Leader, and Communications Leader. The use of the Twitter account is the responsibility of the Communications Leader.

Whenever possible, tweets will use the hashtag [#KTBC]. Social media will be managed through Hootsuite by the Communications Leader.

Presentation recordings will be uploaded to YouTube and shared publicly.

Written permission must be obtained from presenters to record their presentation and to share their presentation materials (recording and/or slide deck) after the live event. When uploading recordings to the chapter YouTube channel or sharing PowerPoint presentations, for example, the copyright belongs to the creator of those materials. The most restrictive license is the default, i.e., copyright belongs with the creator of the content and no modification/distribution of the materials is possible without permission. If there is a presenter who wants to allow others to use or modify their materials, they can select a creative commons license of their comfort (information available at <http://creativecommons.org/choose/>), inform the CoP administration of this decision in writing, and then the CoP must note the license.

At a later time, the creation of a Facebook account and use of e-newsletters will be explored, depending on the expressed needs and predicted usage by CoP members. At the current time, a Facebook account is not being created as this could potentially divert online conversation away from the growing CoP website. As well, the use of e-newsletters is being deferred until more information is known about how CoP leaders will be able to communicate with its audiences, and how CoP members interact with the website. At the present time there is potential for challenges in regular dissemination of e-newsletters and unhelpful duplication in content. This will be re-examined as the website is established.

## **Website**

All BC KT CoP members are encouraged to actively participate in posting and sharing material on the website for uptake by other members. The website includes areas for posting information as well as for asynchronous discussion across the membership, creating a unique space for members to connect.

Managing the website (i.e. maintenance of plug-ins, trouble-shooting) and moderating content is the responsibility of the Communications Leader.

## *Audiences*

Primary audience are existing CoP members. The group aims to provide timely and relevant information regarding our work and relevant opportunities, remembering the broad range of backgrounds which members represent.

Additional audiences include potential CoP members (from any background: working in, or with an interest in KT) and other KT organizations, nationally and internationally.

## *Strategy*

Information that is relevant to our audiences (i.e. KT-related) is encouraged to be shared by all BC KT CoP members using our robust WordPress site. This information includes chapter events, national events, funding opportunities, training opportunities, job opportunities, new tools/resources, and other information that members anticipate being of value to the membership.

## *Evaluation*

Communications activities are evaluated as outlined in the BC KT CoP Evaluation Plan (TBD). Communications about evaluation, such as circulating surveys and resulting reports, is the responsibility of the Evaluation Leader, who works in conjunction with the Communications Leader to circulate these to members/ post on the website for public consumption.

*Refer to the next page for communications tactics*

Audience	Tool	Messaging - KT-related:	Timing	Rationale	Metrics (Reviewed at 6 month intervals in June and December)
Existing CoP members	Website	<ul style="list-style-type: none"> <li>Funding opps</li> <li>Job opps</li> <li>BC KT CoP events</li> <li>Other events (national or otherwise)</li> <li>Courses/training opps</li> <li>Availability of tools/resources</li> <li>Chapter satisfaction surveys</li> <li>Other information anticipated being of value to the membership</li> </ul>	As-it-happens	The website allows for full participation of all CoP members to share across the membership. The website acts as a central repository of all KT-related information within the province, modelling as an exemplar for other groups.	<ul style="list-style-type: none"> <li># Pageviews</li> <li>Bounce rate</li> <li>Time spent on page/site</li> <li>Viewed content</li> <li>Referral sources</li> <li>City of viewers</li> <li>Qualitative feedback</li> </ul>
	Twitter	Pushing out information: <ul style="list-style-type: none"> <li>Funding opps</li> <li>Job opps</li> <li>Events</li> <li>Courses/training opps</li> <li>New tools/resources</li> <li>RTing information shared by other KT orgs/people of interest</li> <li>Chapter satisfaction surveys</li> </ul>	Chapter events: As-it-happens  Other anncts: semi-monthly	Minimal resources available for constant monitoring.	<ul style="list-style-type: none"> <li># RTs</li> <li># Favourites</li> <li>Qualitative feedback</li> </ul>
	YouTube	<ul style="list-style-type: none"> <li>Videos</li> </ul>	As created/discovered	Central channel for KT-relevant videos of interest to members	<ul style="list-style-type: none"> <li># Views</li> <li>Qualitative feedback</li> </ul>
	MailChimp	<ul style="list-style-type: none"> <li>Notification about chapter-organized events and follow-up materials</li> <li>Satisfaction surveys</li> </ul>	As-it-happens	Not everyone will check website frequently or rely on Twitter	n/a
Potential CoP members	Website	<ul style="list-style-type: none"> <li>Funding opps</li> <li>Job opps</li> <li>BC KT CoP events</li> <li>Other events (national or otherwise)</li> <li>Courses/training opps</li> <li>Availability of tools/resources</li> <li>Chapter satisfaction surveys</li> <li>Promotion of CoP/benefits of membership</li> </ul>	As-it-happens	The website allows for full participation of all CoP members to share across the membership. The website acts as a central repository of all KT-related information within the province, modelling as an exemplar for other groups. Illustration of the value of membership via the website attracts new members.	<ul style="list-style-type: none"> <li># Pageviews</li> <li>Bounce rate</li> <li>Time spent on page/site</li> <li>Viewed content</li> <li>Referral sources</li> <li>Rate of new member growth</li> <li>Qualitative feedback</li> </ul>
	Twitter	Pushing out information: <ul style="list-style-type: none"> <li>Funding opps</li> <li>Job opps</li> <li>Events</li> <li>Courses/training opps</li> <li>New tools/resources</li> <li>RTing information shared by other KT orgs/people of interest</li> <li>Chapter satisfaction surveys</li> <li>Promotion of CoP/benefits of membership</li> </ul>	Chapter events: As-it-happens  Other anncts: semi-monthly	Minimal resources available for constant monitoring.	<ul style="list-style-type: none"> <li># RTs</li> <li># Favourites</li> <li>Follower growth</li> <li>Qualitative feedback</li> </ul>
National group/other chapters	Website	<ul style="list-style-type: none"> <li>Funding opps</li> <li>BC KT CoP events</li> <li>Other events (national or otherwise)</li> <li>Courses/training opps</li> <li>Availability of tools/resources</li> <li>Chapter satisfaction surveys</li> <li>Modelling an exemplar CoP website used actively by all members.</li> </ul>	As-it-happens	The website allows for full participation of all CoP members to share across the membership. The website acts as a central repository of all KT-related information within the province, modelling as an exemplar for other groups; other chapters/organizations may be interesting in partnering with the BC KT CoP as a result.	<ul style="list-style-type: none"> <li># Pageviews</li> <li>Bounce rate</li> <li>Time spent on page/site</li> <li>Viewed content</li> <li>Referral sources</li> <li>City of viewers</li> <li>Qualitative feedback</li> </ul>
	Twitter	Pushing out information: <ul style="list-style-type: none"> <li>RTing information (events, resources, opportunities) shared by other chapters and the national group</li> <li>RTing group/chapter satisfaction surveys</li> </ul>	Semi-monthly	Minimal resources available for constant monitoring	<ul style="list-style-type: none"> <li># RTs</li> <li># Favourites</li> <li>Qualitative feedback</li> </ul>
	Liaison Chair	Liaises with national group and other chapters regarding BC chapter activities and other related issues or opportunities	As needed	BC chapter needs to maintain ties with the national group, of which it is a part	n/a