Using social media to enhance research discoverability: Experiences of the International Livestock Research Institute

Tezira Lore
Communications Specialist

Presented at a workshop on discoverability of African scholarship online
Nairobi, Kenya
10 March 2014
• Introducing CGIAR and ILRI
• Open Access repositories
• Using social media for research communication
• Monitoring use and impact
• Challenges and lessons learned
CGIAR Consortium conducts food and environmental research to help alleviate poverty and increase food security, health and nutrition while protecting the natural resource base.
ILRI: Better lives through livestock

www.ilri.org

• ILRI is a member of the CGIAR Consortium
• ILRI envisions a world made better for poor people in developing countries by improving agricultural systems in which livestock are important
• ILRI works in all tropical developing regions of Africa and Asia
ILRI’s value proposition

“ILRI is creating and integrating knowledge to enable diverse partners to find innovative solutions to make livestock a sustainable pathway out of poverty”
OPEN ACCESS

CGSpace and Mahider
Open Access repositories
CGIAR Open Access and data management policy

• Aim: All data and research outputs open and harvestable
• Open Access mandate in place since Mar 2012
• Open Access and data management policy approved Oct 2013
• Implementation guidelines being developed

http://www.cgiar.org/resources/open
Welcome

This is a repository of agricultural research outputs and results produced by different parts of CGIAR and partners. It indexes reports, articles, press releases, presentations, videos, policy briefs and more. Visit the community of your choice; search across the whole site; sign up for email alerts and newsfeeds on topics or groups that interest you.

CGSpace is a collaboration of several centers and research programs. It is hosted by the International Livestock Research Institute.

Communities in CGSpace

Select a community to browse its collections.

- Africa RISING [179]
- AgriFood Chain Toolkit [84]
- Animal Genetic Resources Virtual Library [326]
- CGIAR (Consortium, Fund, Archive) [0]
- CGIAR Challenge Program on Water and Food (CPWF) [2055]
- CGIAR Collective Action in Eastern and Southern Africa [47]
- CGIAR Research Program on Agriculture for Nutrition and Health - Agriculture-associated diseases component [0]
- CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS) [761]
- CGIAR Research Program on Livestock and Fish [381]
- CGIAR Research Program on Water, Land and Ecosystems (WLE) [456]
- CGIAR System-wide Livestock Programme [303]
- CIMMYT [0]
- Center for International Forestry Research (CIFOR) [3480]
- East Africa Dairy Development Project [88]
- ICRF-ILRI Research Methods Group [38]
- ICRISAT [0]
- IGAD Livestock Policy Initiative [42]
- International Livestock Research Institute (ILRI) [12122]
- International Water Management Institute (IWMI) [2390]
- Livestock and Irrigation Value Chains for Ethiopian Smallholders (LIVES) [34]
- Technical Consortium for Building Resilience to Drought in the Horn of Africa [5]

http://cgspace.cgiar.org
Mahider

Since Oct 2009
Now has 12,000+ items
Dublin Core metadata
AGROVOC
Code is open source; available on github

http://github.com/ilri/DSpace
Social media as part of ILRI’s communications strategy
Blogs for project news and updates

Farmers in Uganda gain from training in pig production and marketing

Saturday 22 February 2014

Posted by Tezira Lore under A4NH, Africa, Animal Diseases, Animal Health, CRP4, East Africa, Food Safety, Food Safety Zoonoses, ILRI, Uganda, Zoonotic Diseases | Tags: pigs, training |

Leaving a Comment

Pig production is an important livelihood activity for some 1 million smallholder households in Uganda, given the growing demand for pork in both rural and urban areas.

However, many smallholder pig farmers are constrained by lack of adequate information on animal health, feeding and breeding that can help them improve their pig husbandry and scale up their operations towards commercialized production and greater profits.

http://aghealth.wordpress.com/news
Africa RISING

Transforming African agriculture through sustainable intensification
Africa Research in Sustainable Intensification for the Next Generation

Supported by USAID as part of the US Government’s Feed the Future global food security initiative

(Disclaimer: This wiki is the working space for the program and its constituent projects. It lists events, links to communication resources, links to reports etc, and has various sorts of intermediate outputs and meeting reports etc.)

As part of the US government’s Feed the Future initiative to address global hunger and food security issues in sub-Saharan Africa, the US Agency for International Development (USAID) is supporting three multi-stakeholder agricultural research projects to sustainably intensify key African farming

http://africa-rising.wikispaces.com/
Posters and presentations on Slideshare

Tags help readers to discover work on a particular topic
Use Delicious to aggregate & curate content...

Women, livestock ownership and markets: Bridging the gender gap in eastern and southern Africa ilri.org

Market performance of irrigated vegetables and fruits – reflections from Oromia and SNNPR lives-ethiopia.org

Women and livestock: Why gender matters are BIG matters ilri.org

Improved dairy cows in Uganda: Pathways to poverty alleviation and improved child nutrition ilri.org

Facilitating innovation platforms in agricultural research ilri.org
... then publish content on various platforms

**RSS: really simple syndication**

Blog widget

Twitter

Facebook

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**NEWS FROM ILRI BLOGS**

Facilitating innovation platforms in agricultural research 6 Mar 2014

Young women in science: Fostering their development through ILRI’s graduate fellowship program 6 Mar 2014

Characteristics and on-site financial costs of erosion in the Meja watershed of the Abay basin, Ethiopia – A glimpse at NBDC science 6 Mar 2014

From goat farming to goat business in India and Mozambique–New manual 6 Mar 2014

Small-scale feed marketing in East Shewa Zone of Oromia, Ethiopia 5 Mar 2014

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**ILRI Communications @ILRI**

ILRI Communications @ILRI: LIVES update - Market performance of irrigated vegetables and fruits – reflections from Oromia and SNMFR goo.gl/2okjRj on Twitter

ILRI Communications @ILRI: ILRI vacancy Accountant – Budget and Hosted Institutes (closing 19 March 2014) goo.gl/8nu8Ur on Twitter

ILRI Communications @ILRI: AgriGender news: Celebrating International Women's Day: gendered challenges and opportunities goo.gl/8nu8Ur on Twitter

ILRI Communications @ILRI: Gender Scientists in ILRI’s Livelihoods, Gender, Impact and Innovations Program: Kathleen Earl Cole

ILRI Agriculture and Gender

Gender Scientists in ILRI’s Livelihoods, Gender, Impact and Innovations Program: Kathleen Earl Cole

As we approach International Women’s Day, commemorated on 8th March 2014, each week on the blog we will meet gender...
'Capture once, re-use often’: Embed content

Virtual visit to imGoats project sites
Posted by Tezira Lore under Africa, Asia, BAIF, CARE International, CRP11, Goats, ILRI, India, Innovation systems, Mozambique, South Asia, Southern Africa, Value chains | Tags: animal production, goats, markets | Leave a Comment

The imGoats project team recently finalized two short photo stories about the project site in Udaipur (Rajasthan State, India) and Inhassoro (Inhambane province, Mozambique). The photo stories outline the situation before and after the project intervention regarding goat production and commercialization.

Improving livelihoods through goat rearing and commercialisation in India
Explore social media tools at ILRI

Blogs, websites, wikis, repositories
http://www.ilri.org/ring

Twitter
http://twitter.com/ilri

Facebook
http://www.facebook.com/ILRIFanPage

Posters and presentations
http://www.slideshare.net/ilri and http://prezi.com/user/ilri

Photos on Flickr
http://www.flickr.com/photos/ilri

Films and videos
http://www.ilri.org/ilrifilms

Podcasts
http://ilri.podomatic.com
Monitoring use and impact
DSpace stats

View stats in Google Fusion Tables
Web and social media views: 2009-2013

ILRI Web Services Stats 2009-2013

<table>
<thead>
<tr>
<th></th>
<th>Total 2009</th>
<th>Total 2010</th>
<th>Total 2011</th>
<th>Total 2012</th>
<th>Total 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job views</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation &amp; poster views</td>
<td>6,283</td>
<td>13,146</td>
<td>121,443</td>
<td>150,347</td>
<td>317,469</td>
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<tr>
<td>Photo views</td>
<td>13,388</td>
<td>125,036</td>
<td>366,717</td>
<td>495,587</td>
<td>1,816,602</td>
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<tr>
<td>Facebook views</td>
<td>7,531</td>
<td>69,955</td>
<td>118,864</td>
<td>161,081</td>
<td>209,606</td>
</tr>
<tr>
<td>Wiki views</td>
<td>69,955</td>
<td>118,864</td>
<td>267,207</td>
<td>407,335</td>
<td>407,335</td>
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<tr>
<td>Film &amp; video views</td>
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<td>20,742</td>
<td>37,589</td>
<td>52,048</td>
<td>94,580</td>
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<tr>
<td>Repository views</td>
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<td>269,198</td>
<td>1,897,468</td>
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<td>4,495,220</td>
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<tr>
<td>Newsfeed views</td>
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<td>152,591</td>
<td>564,822</td>
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<td>1,226,229</td>
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<tr>
<td>Blog views</td>
<td>22,785</td>
<td>242,413</td>
<td>246,760</td>
<td>373,513</td>
<td>302,050</td>
</tr>
<tr>
<td>Google book pageviews</td>
<td>115,301</td>
<td>1,188,617</td>
<td>1,268,523</td>
<td>1,368,900</td>
<td>1,342,156</td>
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<tr>
<td>ILRInet pageviews</td>
<td>803,630</td>
<td>649,022</td>
<td>490,235</td>
<td>444,212</td>
<td>425,430</td>
</tr>
<tr>
<td>Website pageviews</td>
<td>2,030,659</td>
<td>2,030,659</td>
<td>2,046,432</td>
<td>2,726,198</td>
<td>7,373,353</td>
</tr>
</tbody>
</table>
Overall views of web services: 2009-2013

ILRI web services views

- 2009: 2,990,394
- 2010: 4,754,480
- 2011: 7,505,363
- 2012: 11,123,564
- 2013: 18,779,936
Composition of views of web services 2010-2013

Composition of ILRI web services views

'Open'

- Social media
- Google Books
- Website
- Repository
- Intranet

Total 2010: 42.8% (Social media 5.7%, Google Books 13.7%, Website 25.1%, Repository 13.7%, Intranet 13.7%)
Total 2011: 39.1% (Social media 27.7%, Google Books 6.6%, Website 22.7%, Repository 25.7%, Intranet 4.0%)
Total 2012: 39.1% (Social media 24.6%, Google Books 4.0%, Website 25.3%, Repository 32.7%, Intranet 4.0%)
Total 2013: 39.1% (Social media 23.8%, Google Books 2.2%, Website 26.1%, Repository 23.8%, Intranet 4.0%)
Some challenges

- Power dynamics: need to give up control
- Streamlining DSpace work flows
- Monitoring feedback on multiple platforms
Closing thoughts

• Usage guidelines help to ensure consistency
• Put content where people can find it
• Boost search engine optimization
• Social media: engagement is key
Acknowledgements

Special thanks to my colleagues from the Knowledge Management and Information Services unit for their untiring support 😊

- Team Mahider: Abeba, Abenet, Bizuwork, Peter
- DSpace ‘techies’: Alan, Sisay
- Blog & wiki admin: Tsehay

All photos: ILRI
http://www.flickr.com/photos/ilri
better lives through livestock

ilri.org