

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



ILRI
INTERNATIONAL
LIVESTOCK RESEARCH
INSTITUTE



Presentation outline

- Introducing CGIAR and ILRI
- Open Access repositories
- Using social media for research communication
- Monitoring use and impact
- Challenges and lessons learned

CGIAR: Research for a food secure future

www.cgiar.org

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

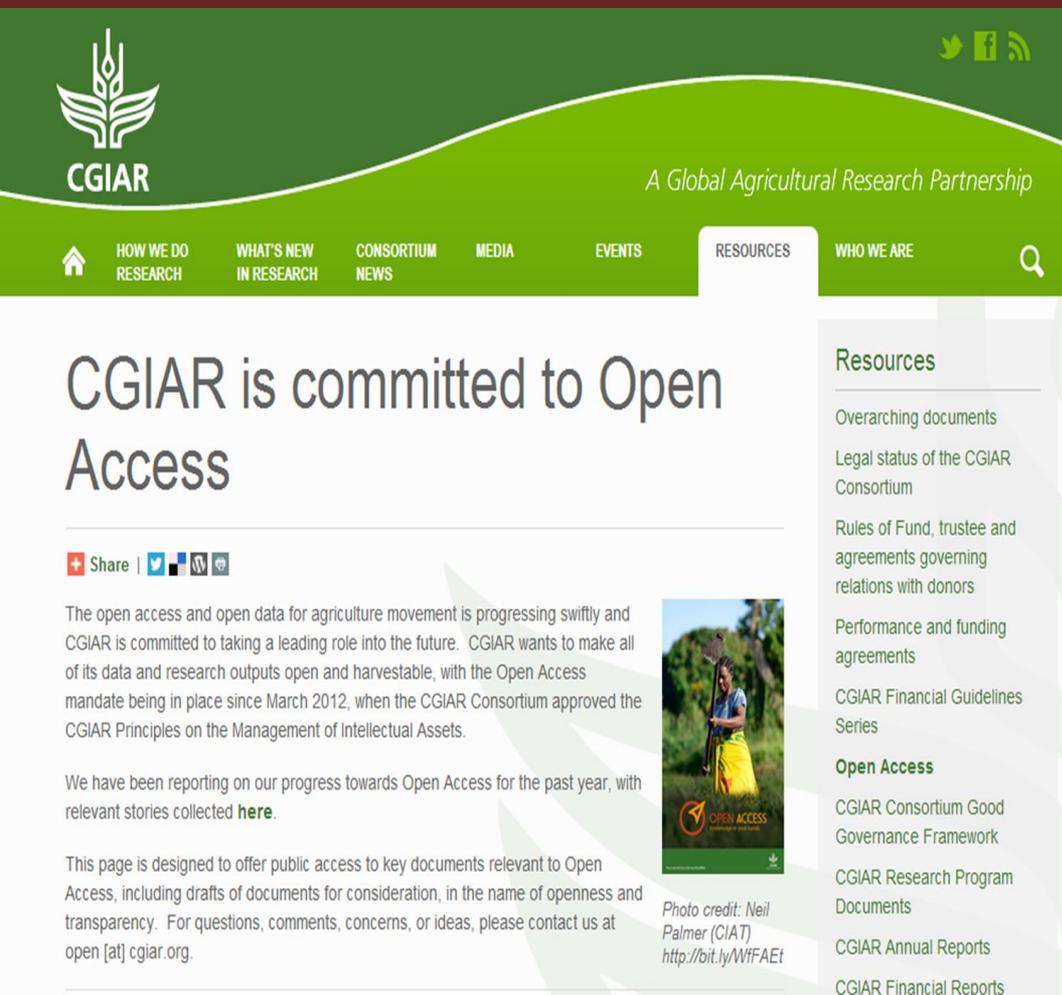
“ILRI is **creating** and **integrating knowledge** to enable diverse partners to find innovative solutions to make livestock a sustainable pathway out of poverty”





CGSpace and Mahider
Open Access repositories

CGIAR Open Access and data management policy



The screenshot shows the CGIAR website header with the logo and navigation menu. The main content area features the title "CGIAR is committed to Open Access" and a sub-header "Resources". The text describes the open access mandate and provides a list of resources and open access documents.

CGIAR
A Global Agricultural Research Partnership

HOW WE DO RESEARCH | WHAT'S NEW IN RESEARCH | CONSORTIUM NEWS | MEDIA | EVENTS | RESOURCES | WHO WE ARE

CGIAR is committed to Open Access

Share |

The open access and open data for agriculture movement is progressing swiftly and CGIAR is committed to taking a leading role into the future. CGIAR wants to make all of its data and research outputs open and harvestable, with the Open Access mandate being in place since March 2012, when the CGIAR Consortium approved the CGIAR Principles on the Management of Intellectual Assets.

We have been reporting on our progress towards Open Access for the past year, with relevant stories collected [here](#).

This page is designed to offer public access to key documents relevant to Open Access, including drafts of documents for consideration, in the name of openness and transparency. For questions, comments, concerns, or ideas, please contact us at [open \[at\] cgiar.org](mailto:open[at]cgiar.org).

Resources

- Overarching documents
- Legal status of the CGIAR Consortium
- Rules of Fund, trustee and agreements governing relations with donors
- Performance and funding agreements
- CGIAR Financial Guidelines Series

Open Access

- CGIAR Consortium Good Governance Framework
- CGIAR Research Program Documents
- CGIAR Annual Reports
- CGIAR Financial Reports

Photo credit: Neil Palmer (CIAT)
<http://bit.ly/WfFAEt>

- 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]
- ICRAF-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]

Search CGSpace

Go

Advanced Search

Browse

All of CGSpace

- Communities & Collections
- Browse By Issue Date
- Browse By Authors
- Browse By Titles
- Browse By Keyword
- By ILRI Subject
- By CPWF Subject
- By CCAFS Subject
- By CIFOR Subject
- By IWMI Subject
- By Region
- By Country
- By Sub Region
- By CRP Subject
- By River Basin
- By Output Type
- By Anancy Subject
- By WLE Subject

My Account

- Login
- Register

Mahider



CGSpace Home → International Livestock Research Institute (ILRI)

International Livestock Research Institute (ILRI)

Mahider is the name of the ILRI research publications and products repository. It is an index and repository of research outputs and publications produced or sponsored by ILRI (Visit our web site: <http://www.ilri.org>)

See latest **journal articles** by ILRI staff / latest **publications and outputs** by ILRI staff and projects

View outputs from:

- Animal bioscience program / Latest
- Animal science for sustainable productivity program / Latest
- Biosciences eastern and central Africa (BeCA) / Latest
- Feed and forages bioscience program / Latest
- Food safety and zoonoses program / Latest
- Livelihoods, gender, impact and innovation program / Latest
- Livestock systems and the environment program / Latest
- Policy, trade and value chains program / Latest
- Vaccine biosciences program / Latest

- Institutional planning and partnerships / Latest
- ICRAF-ILRI research methods group / Latest

- CGIAR Research Program on Livestock and Fish / Latest

- Africa RISING project / Latest
- BioInnovate Africa project / Latest
- EADD project / Latest
- LIVES project / Latest
- NBDC project / Latest

-  Subscribe to RSS Feed
-  Subscribe to email alerts

Enter your email address:

Sub-communities within this community

- ILRI Corporate Services [15]

Search CGSpace

 Search CGSpace
 This Collection
[Advanced Search](#)

- ### Browse
- All of CGSpace
- Communities & Collections
 - Browse By Issue Date
 - Browse By Authors
 - Browse By Titles
 - Browse By Keyword
 - By ILRI Subject
 - By CPWF Subject
 - By CCAFS Subject
 - By CIFOR Subject
 - By IWMI Subject
 - By Region
 - By Country
 - By Sub Region
 - By CRP Subject
 - By River Basin
 - By Output Type
 - By Anancy Subject
 - By WLE Subject
- This Community
- Browse By Issue Date
 - Browse By Authors
 - Browse By Titles
 - Browse By Keyword
 - By ILRI Subject
 - By CPWF Subject
 - By CCAFS Subject
 - By CIFOR Subject
 - By IWMI Subject
 - By Region
 - By Country
 - By Sub Region

- 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



Saturday
22
February
2014

Farmers in Uganda gain from training in pig production and marketing

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 |

[Leave 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.

Search

Welcome

Welcome to AgHealth, the website of the *agriculture-associated diseases* component of the CGIAR Research Program on Agriculture for Nutrition and Health.



<http://aghealth.wordpress.com/news>

Wikis

 **Africa RISING**

Wiki Home

Recent Changes

Pages and Files

Members

Home

The Program (design, history)

The Projects

- East and Southern Africa
- Ethiopia Highlands
- West Africa

Communication

Communication logos, template, tools

home

[Africa RISING](#)
www.africa-rising.net

'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



Edit 0 65

<http://africa-rising.wikispaces.com/>

Posters and presentations on Slideshare



ILRI

ILRI
INTERNATIONAL
LIVESTOCK RESEARCH
INSTITUTE

Follow

1461 SlideShares
453 Followers

PRO

Tags (458)

- africa agri-health animal feeding asia
- biotechnology cgair crp37 crp4 dairying east
- africa emerging diseases ethiopia **ilri**
- innovation systems ipms kenya **livestock**
- livestock-fish markets poster **presentation**
- research southeast asia value chains water
- zoonotic diseases **more...**

Content tagged "food-safety"

<p>Let's break the pork tap... 1 week ago, 215 views</p>	<p>Supporting agriculture a... 1 week ago, 245 views</p>	<p>Pig and pork zoonoses in Uganda 1 week ago, 547 views</p>	<p>Biodiversity, phylogenet... 1 week ago, 171 views</p>
<p>Microbial contaminations... 3 weeks ago, 312 views</p>	<p>Occurrence of Listeria m... 3 weeks ago, 170 views</p>	<p>Determination of risk fa... 3 weeks ago, 129 views</p>	<p>Exposure assessment for ... 3 weeks ago, 127 views</p>
<p>Risk assessment for List... 3 weeks ago, 194 views</p>	<p>An integrated approach t... 3 weeks ago, 279 views</p>	<p>Food safety and zoonotic... 3 weeks ago, 329 views</p>	<p>Rapid integrated assessm... 1 month ago, 343 views</p>

Tags help readers to discover work on a particular topic

Use Delicious to aggregate & curate content...

- Delicious
- @ilri
- Sign in
- Network
- Discover
- + Add Link

ILRI ILRI Comms FOLLOW
INTERNATIONAL LIVESTOCKRESEARCH INSTITUTE www.ilri.org
4587 public links 3 following 4 followers Joined on Sep 11, 2009

Tags Tag Bundles Date Extra Filters

[Women, livestock ownership and markets: Bridging the gender gap in eastern and southern Africa ilri.org](#)
“ 2014/03 - ILRI Clippings
1 1 ilri blogpost southern_africa east_africa mozambique tanzania kenya gender crp37 lgi women 2:26 pm

[Market performance of irrigated vegetables and fruits – reflections from Oromia and SNNPR lives-ethiopia.org](#)
“ 2014/03 - LIVES-Ethiopia
1 1 ilri blogpost ethiopia east_africa fruit irrigation markets value_chains yesterday

[Women and livestock: Why gender matters are BIG matters ilri.org](#)
“ 2014/03 - ILRI news
1 1 ilri blogpost food_security gender livelihoods women yesterday

[Improved dairy cows in Uganda: Pathways to poverty alleviation and improved child nutrition ilri.org](#)
“ 2014/03 - ILRI Clippings
1 1 ilri blogpost animal_products crp4 dairying nutrition uganda east_africa yesterday

[Facilitating innovation platforms in agricultural research ilri.org](#)
“ 2014/03 - ILRI Clippings

... then publish content on various platforms



RSS: really simple syndication



Blog widget

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

Twitter

TWEETS 10.4K FOLLOWING 64 FOLLOWERS 6,008 [Follow](#)

Tweets

ILRI Communications @ILRI · 32m
LIVES update: Market performance of irrigated vegetables and fruits – reflections from Oromia and SNNPR [goo.gl/fb/xwlkj](#) #assp
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

ILRI Communications @ILRI · 3h
ILRI vacancy: Accountant – Budget and Hosted Institutes (closing 19 March 2014) [goo.gl/fb/Jq3hA](#) #ILRI #CGIAR
[View summary](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

ILRI Communications @ILRI · 3h
AgriGender news: Celebrating International Women's Day: gendered challenges and opportunities... [goo.gl/fb/tqX5g](#)
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

ILRI Communications @ILRI · 3h
Celebrating International Women's Day: gendered challenges and opportunities

Facebook

ILRI ILRI shared a link. February 20

Like · Comment · Share
Dawit Adugna, Hezekiah Muriuki and Terefe Taye like this.

ILRI ILRI shared a link. February 18

Like · Comment · Share
Apri Kamal, Diana Brandes-van Dorresteijn and 2 others like this.

'Capture once, re-use often': Embed content

28
October
2013

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

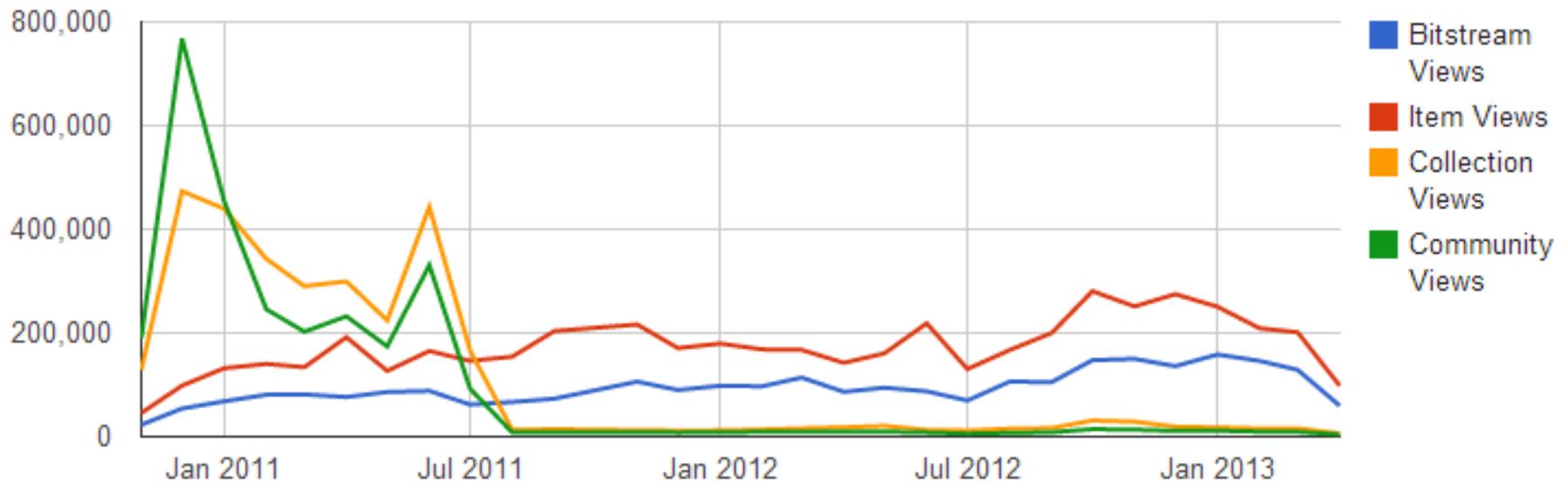
<http://www.ilri.org/ilrifilms>

Podcasts

<http://ilri.podomatic.com>

Monitoring use and impact

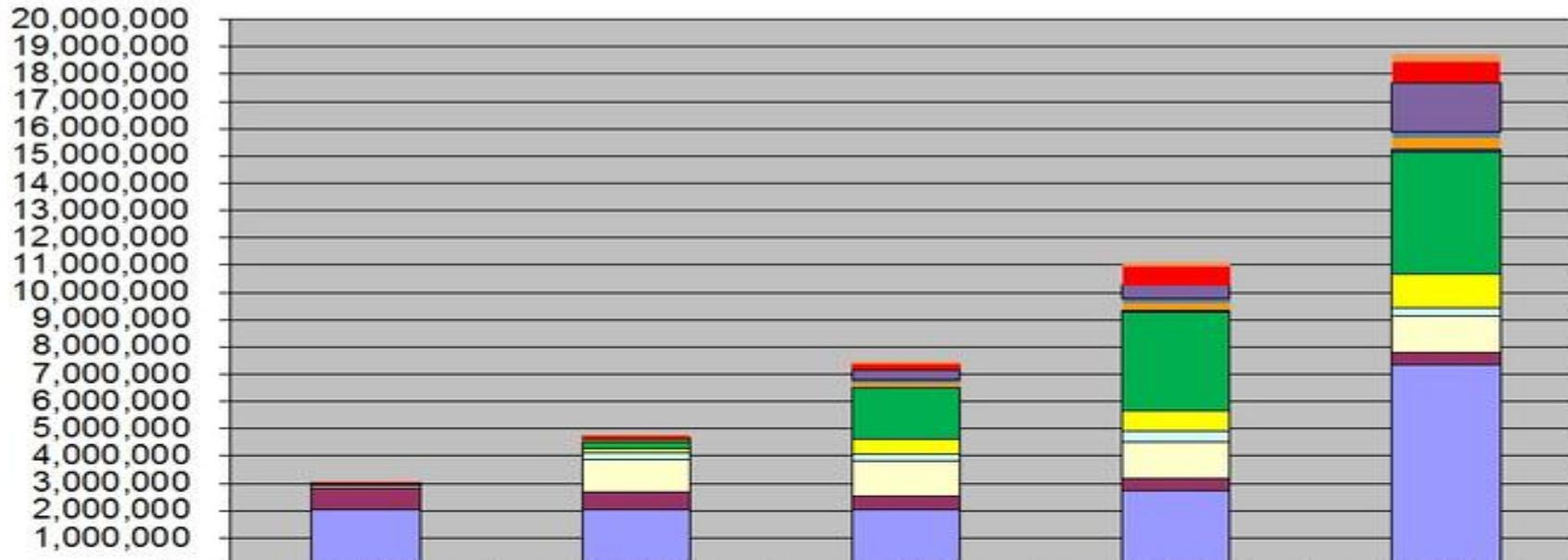
DSpace stats



[View stats in Google Fusion Tables](#)

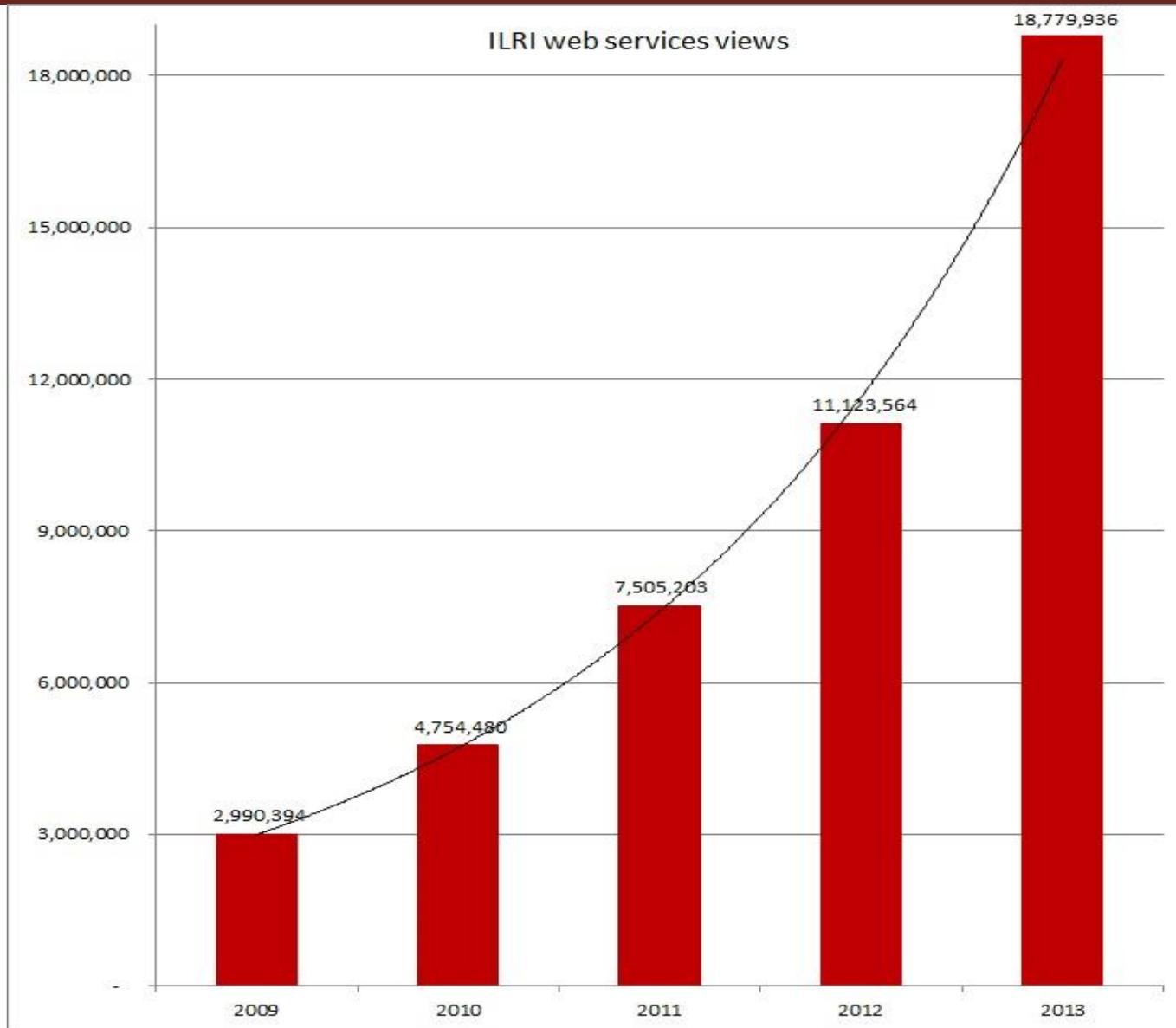
Web and social media views: 2009-2013

ILRI Web Services Stats 2009-2013

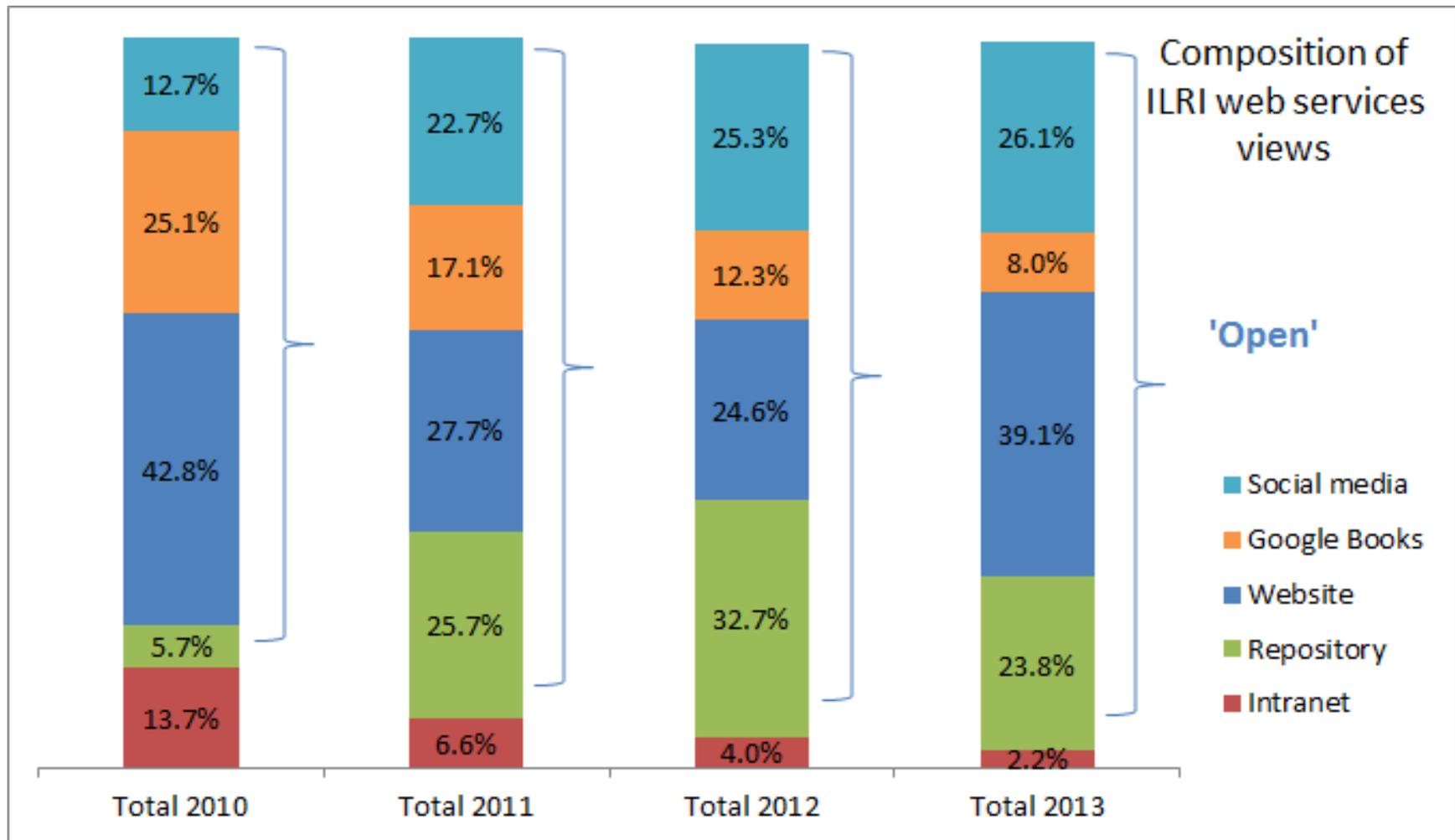


	Total 2009	Total 2010	Total 2011	Total 2012	Total 2013
Job views		13,146	121,443	150,347	317,469
Presentation & poster views	6,283	91,765	201,499	687,213	742,291
Photo views		13,388	366,717	495,587	1,816,602
Facebook views		7,531	125,036	161,081	209,606
Wiki views		69,955	118,864	267,207	407,335
Film & video views	6,167	20,742	37,589	52,048	94,580
Repository views	-	269,198	1,897,468	3,626,165	4,495,220
Newsfeed views	5,332	152,591	564,822	756,740	1,226,229
Blog views	22,785	242,413	246,760	373,513	302,050
Google book pageviews	115,301	1,188,617	1,268,523	1,368,900	1,342,156
ILRInet pageviews	803,630	649,022	490,235	444,212	425,430
Website pageviews	2,030,659	2,030,659	2,046,432	2,726,198	7,373,353

Overall views of web services: 2009-2013



Composition of views of web services 2010-2013



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

ilri.org
better lives through livestock
ILRI is a member of the CGIAR Consortium

Box 30709, Nairobi 00100 Kenya
Phone +254 20 422 3000
Fax +254 20 4223001
Email ilri-kenya@cgiar.org

ILRI has offices in:
Central America • East Africa
• South Asia • Southeast and East Asia
• Southern Africa • West Africa



The presentation has a Creative Commons licence. You are free to re-use or distribute this work, provided credit is given to ILRI.