

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

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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 with a green header. The CGIAR logo is on the left, and the tagline "A Global Agricultural Research Partnership" is on the right. Below the header is a navigation bar with links: Home, How we do research, What's new in research, Consortium news, Media, Events, Resources, and Who we are. The main content area has the heading "CGIAR is committed to Open Access". Below this is a share button and a paragraph stating: "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." A second paragraph says: "We have been reporting on our progress towards Open Access for the past year, with relevant stories collected [here](#)." A third paragraph states: "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)." To the right of the text is a photo of a woman in a yellow skirt. Below the photo is the credit: "Photo credit: Neil Palmer (CIAT) <http://bit.ly/WfFAEt>". On the far right is a sidebar titled "Resources" with links: "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", and "CGIAR Financial Reports".

CGIAR is committed to Open Access

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.

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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).

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

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

- 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]

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All of CGSpace

- Communities & Collections
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- By CRP Subject
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- By Output Type
- By Anancy Subject
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Mahider



International Livestock Research Institute
Better lives through livestock

repository on livestock research



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

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Sub-communities within this community

- ILRI Corporate Services [15]

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- By CIFOR Subject
- By IWMI Subject
- By Region
- By Country
- By Sub Region
- By CRP Subject
- By River Basin
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This Community

- Browse By Issue Date
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- 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.

Welcome


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





RESEARCH
PROGRAM ON
Agriculture for


<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

 Edit

 0

 65

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



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

Posters and presentations on Slideshare



ILRI



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Tags (458)


africa agri-health animal feeding asia
biotechnology cgiar 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**


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 Delicious

 @ilri

 Sign in


 Network

 Discover

 Add Link

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ILRI Comms

www.ilri.org

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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



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Better lives through livestock
Nairobi and Addis Ababa · ilri.org

TWEETS	FOLLOWING	FOLLOWERS
10.4K	64	6,008

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Tweets

ILRI **ILRI Communications** @ILRI · 32m
LIVES update: Market performance of irrigated vegetables and fruits – reflections from Oromia and SNNPR goo.gl/fb/xwlkj #assp
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ILRI **ILRI Communications** @ILRI · 3h
ILRI vacancy: Accountant – Budget and Hosted Institutes (closing 19 March 2014) goo.gl/fb/Jq3hA #ILRI #CGIAR
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ILRI **ILRI Communications** @ILRI · 3h
AgriGender news: Celebrating International Women's Day: gendered challenges and opportunities... goo.gl/fb/tqX5g
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ILRI **ILRI Communications** @ILRI · 3h
Celebrating International Women's Day: gendered challenges and opportunities

Facebook

ILRI ILRI shared a link. February 20



Uganda pig value chain partnership with private sector raises sector profile
CGIAR Livestock and Fish
The Uganda Daily Monitor...

[Like](#) · [Comment](#) · [Share](#)
Dawit Adugna, Hezekiah Muriuki and Terefe Taye like this.

ILRI ILRI shared a link. February 18



Gender Scientists in ILRI's Livelihoods, Gender, Impact and Innovations Program: Kathleen Earl Colve
ILRI Agriculture and Gender

As we approach International Women's Day, commemorated on 8th March 2014, each week on this blog we will meet gender...

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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

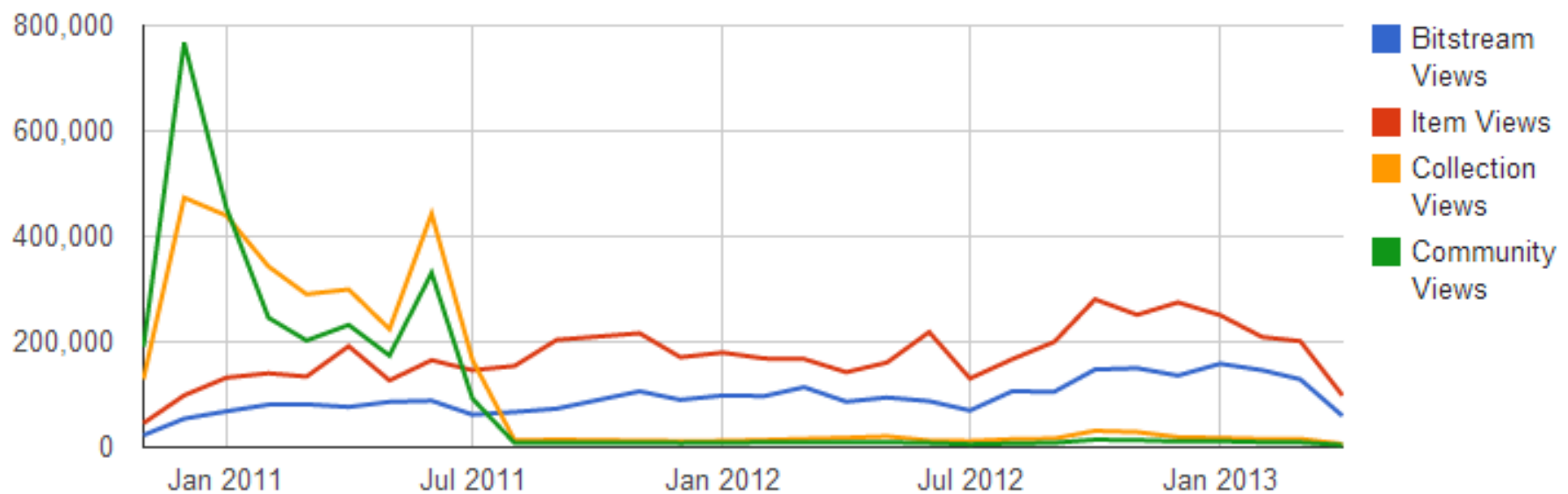
<http://www.ilri.org/ilrifilms>

Podcasts

<http://ilri.podomatic.com>

Monitoring use and impact

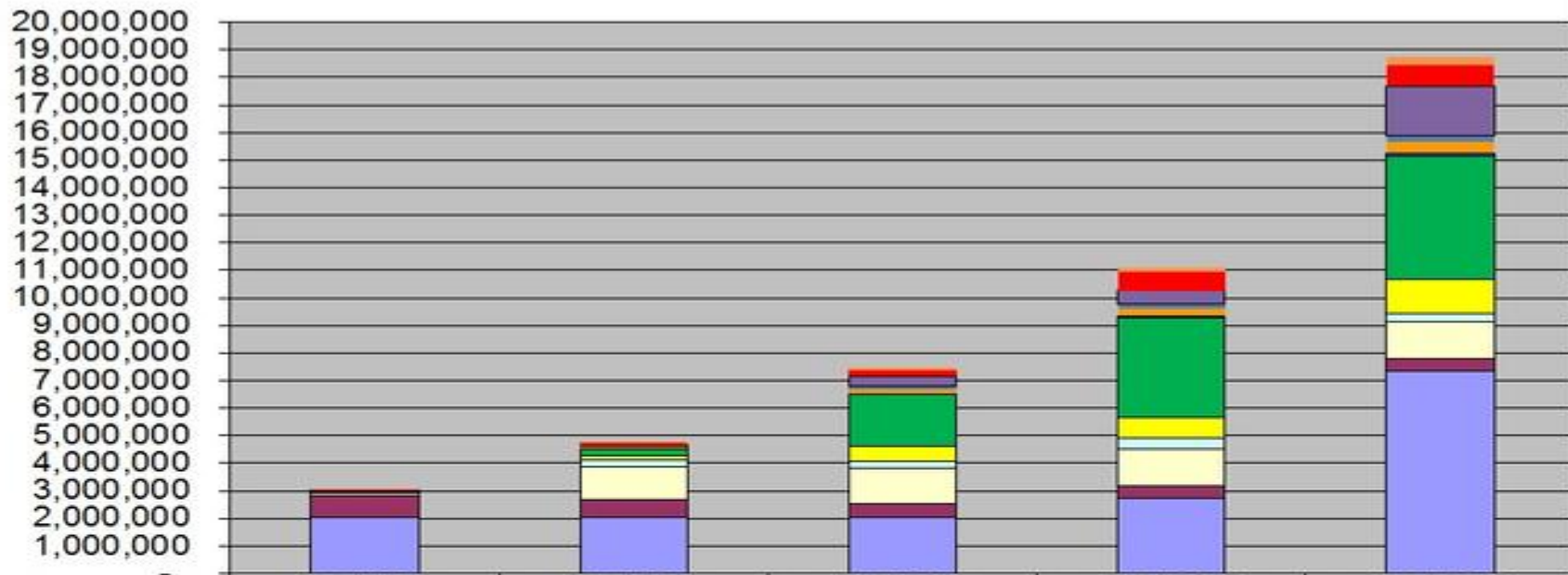
DSpace stats



[View stats in Google Fusion Tables](#)

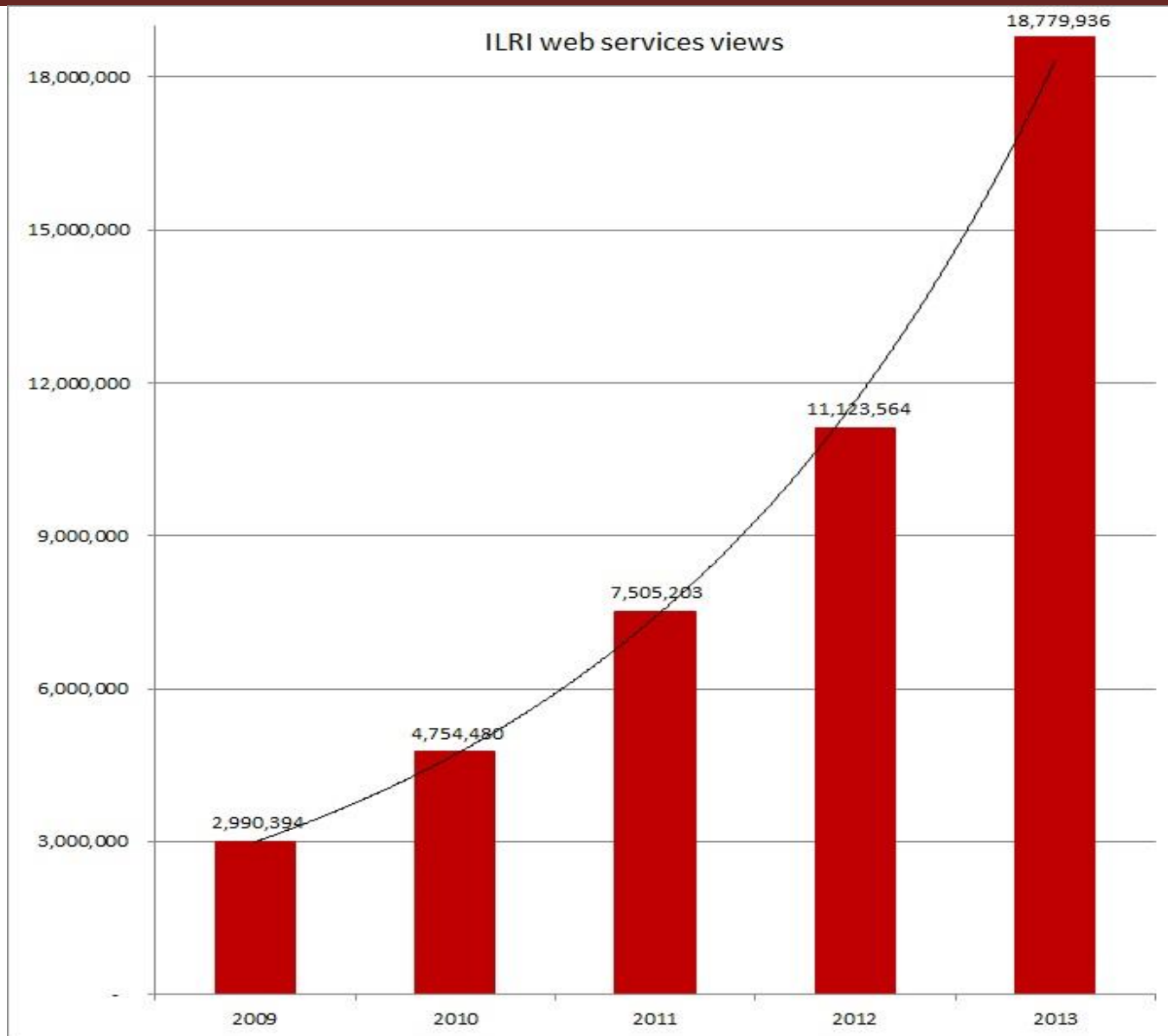
Web and social media views: 2009-2013

ILRI Web Services Stats 2009-2013

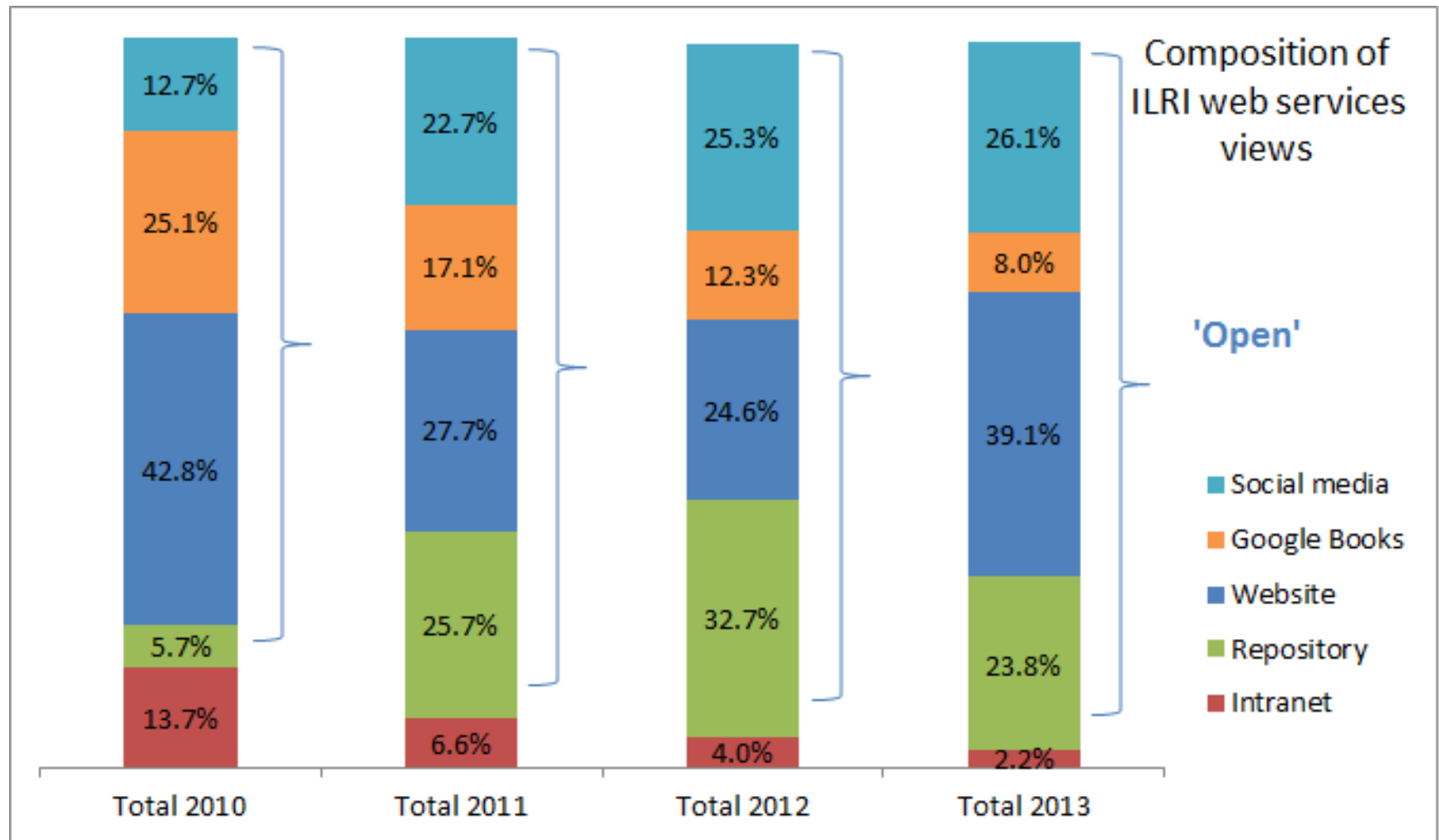


	Total 2009	Total 2010	Total 2011	Total 2012	Total 2013
Job views		13,146	121,443	150,347	317,469
Presentation & poster views	6,283	91,765	201,499	687,213	742,291
Photo views		13,388	366,717	495,587	1,816,602
Facebook views		7,531	125,036	161,081	209,606
Wiki views		69,955	118,864	267,207	407,335
Film & 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>

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- Central America • East Africa
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- Southern Africa • West Africa



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