

Increasing Impact via Newsfeed: A Model for Research to Practice

Brian E. Myers

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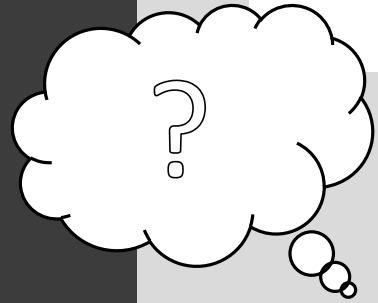
and general public."¹²

One of the most frequently raised criticisms of manuscript reviewing is an overly

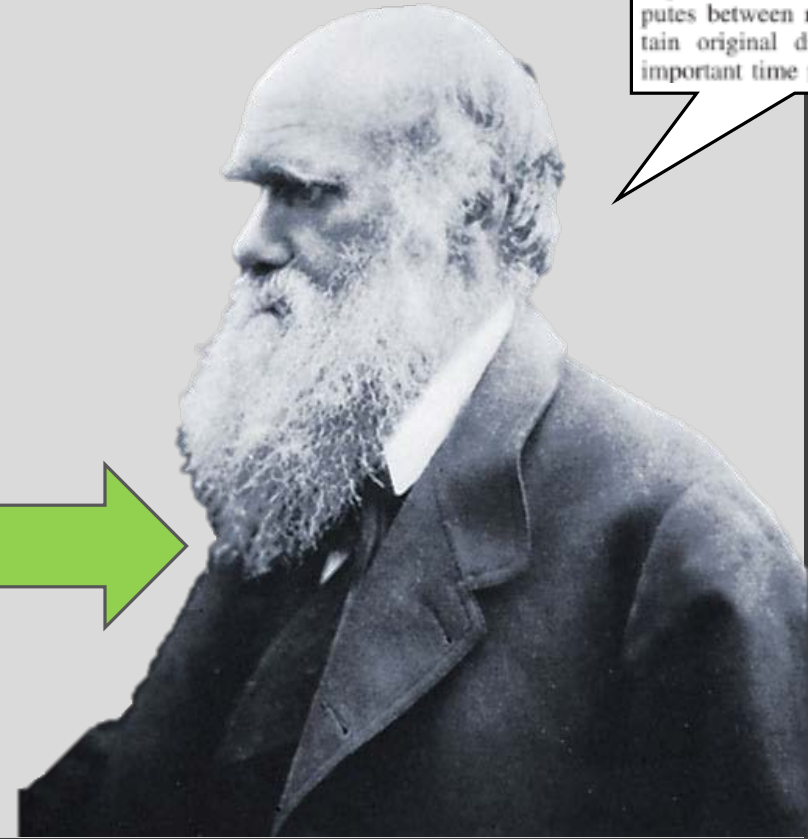
response rate (percentage of manuscripts accepted) than the Journal Impact Factors of comparable journals (at 10.879 in the 2008 Journal Citation Reports, Science Edition).

the development of an important area of research (internal evaluation). The editors are full-time members of the editorial staff.

Where we are now...



Teachers have questions



There are two main points in time that are important. The first important time is the receipt of a manuscript at a journal's editorial office. In published journals, information such as the date on which a manuscript was received by the editor is often included. Recording this date makes it possible to settle possible disputes between researchers regarding the original discoveries.^[1] The important time point is the date of

Research has solutions

So we started...





Owl Pellets Content

CRITICAL CONVERSATION: WHAT IS HANDS-ON LEARNING?

"HANDS-ON"

"HANDS-OFF" & "MIND-ON"

LEARNING

"HANDS-ON LEARNING"

Provides a tangible experience for students to make them more informed about a piece of knowledge.

Role of the Educator:

Guide students through an experiential learning experience AND provide them an opportunity to reflect and conceptualize the experience in order to inform them about what they are doing and learning.



This Owl Pellet Infographic was based on a "Critical Conversation" Podcast held by the Owl Pellet staff.



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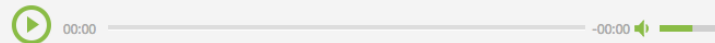
Owl Pellets: Tips for Ag Teachers

Education



Rural Brain Drain - Is Your Program Contributing?

2018-02-20



Owl Pellets
TIPS FOR AG TEACHERS

Resource Round-Up
Career Stages



Kate Woglom Shoulders created a poll.

Admin · March 23 · Add Topics

It's POLL TIME! What do you want to see from Owl Pellets this summer?

- Exactly what you're doing now - I like the current schedule +17
 - Reruns of content from throughout the year +3
 - Shared stuff from other pages and resources +2
 - New stuff, but less often +1
 - Nothing - My brain is off the clock!
- + Add option

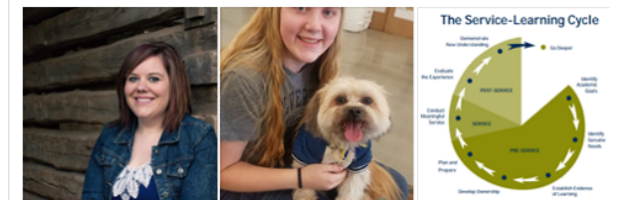


Owl Pellets: Tips for Ag Teachers

Published by Kate Woglom Shoulders [?] · January 26 ·

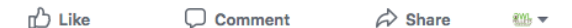
Today's #OwlInAction is Krystal Farrar! Krystal is in her 9th year teaching, but is enjoying her first year at Bentonville West High School in Northwest Arkansas. Her creative way of providing small animals for her Vet Science classes through her "Teacher's Pets" Program doubles as a valued service learning project that puts her on the radar of her administrators - in a good way! Read on to steal Krystal's idea!

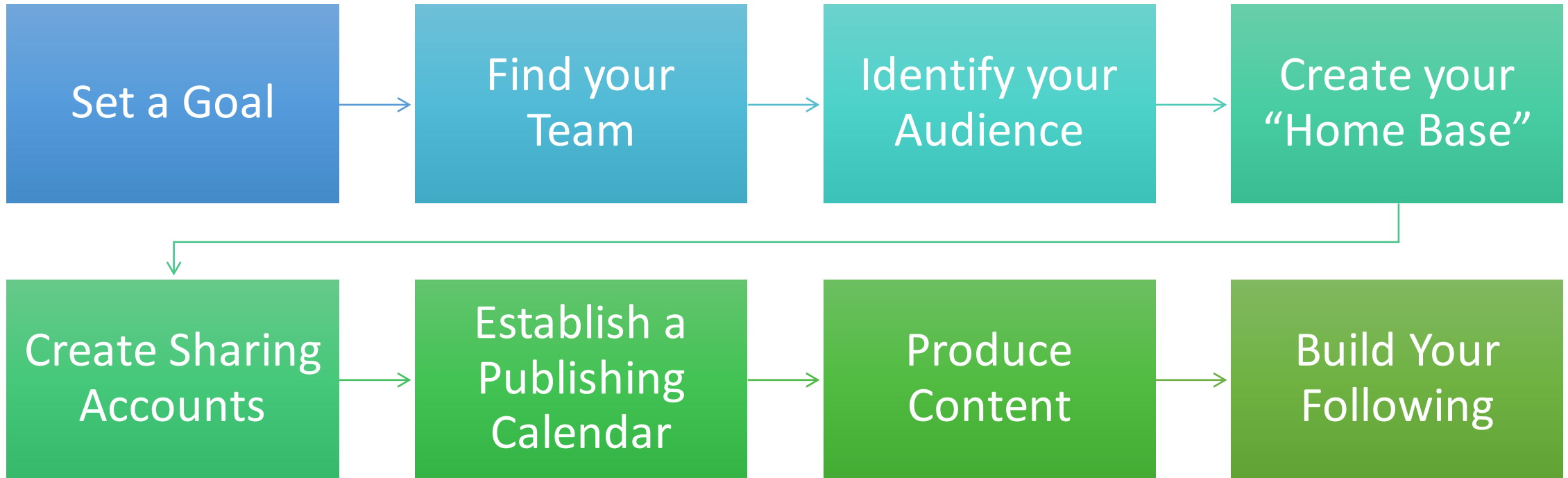
Keeping Energized - Krystal loves seeing the "lightbulb" moment...
[See More](#)



4,664 people reached

Boost Post





What need are you trying to fill?

Raise awareness of an important issue

Improve transparency of agricultural producers

What is important to you?

Set the Goal



Each person has a role

Helps manage the load

People you like to work
with

Find Your Team



This will drive your
program goals

Lack of focused target
audience = lack of
impact

Identify your Audience



Place to house all
elements of campaign

See who is truly engaging

Ease in posting to various
sharing accounts

Owl Pellets uses
Wordpress.com

Create your
“Home Base”





Create
Sharing
Accounts



This is how most people will see your material.

What social media platforms does your audience use?

Owl Pellets uses Podbean, Facebook, Twitter, Instagram, and YouTube.

Keeps people engaged.

What will be posted

Who will post it

Owl Pellets Calendar:

Mon: Infographics

Tues: Podcast

Wed: Resource Roundup

Thurs: Engagement Post

Fri: Owl in Action

Establish a Publishing Calendar



Podcasts

Interviews?

Debates?

Infographics

Clear & Concise

Audience Engagement

Video

Live?

Prerecorded?

Produce
Content



Post often...
...but not *too* often

Regular publishing
schedule

Share it with others

Share others' work too

Build Your Following



Page Summary Last 7 days

Export Data

Results from May 16, 2018 - May 22, 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

May 15 - May 21

Page Views

May 15 - May 21

Page Previews

May 15 - May 21

for Ag Teachers



Home



Notifications

Insights

Publishing Tools

Promotions

Settings

Help



Page Likes

May 15 - May 21

16

Page Likes ▲100%



Reach

May 15 - May 21

1,723

People Reached ▲1,836%



Recommendations

May 15 - May 21



We don't have data to show you this week.

Post Engagements

May 15 - May 21

320

Post Engagement ▲3,456%



Videos

May 15 - May 21

792

Total Video Views ▲5,992%



Page Followers

May 15 - May 21

17

Page Followers ▲100%



Tracking Impact

Your 5 Most Recent Posts

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/16/2018 5:25 pm	Really cool idea to make any video a class quiz! EdPuzzle!	Video	Global	1.9K	304 71	Boost Post
05/02/2018 12:09 pm	This week's podcast featured a study by our very own Marshall	Text	Global	658	35 4	Boost Post
05/01/2018 10:13 am	Which Comes First - The Lecture or the Activity? https://owlpell	Text	Global	571	70 12	Boost Post
05/01/2018 10:11 am	Which Comes First - The Lecture or the Activity?	Text	Global	328	16 1	Boost Post
04/25/2018 6:55 pm	In this week's podcast Dr. Jonathan Velez and Dr. Aaron McKim	Text	Global	1.1K	84 15	Boost Post

See All Posts



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 Owl Pellets: Tips
for Teaching

 <https://owlpelletsforag.wordpress.com/>

Thank You!