

What Works: Moving Your OSH Information to Action
Utilizing Best Practices of Digital Media
 Schaeffergården, Copenhagen area, Denmark
 22.05.2018 – 24.05.2018

Tuesday, 22.05.2018

9.15–9.45	Course registration	
9.45–10.00	NIVA welcome and general information	Linda Vänskä, NIVA
10.00–10.30	Introductions Participant expectations Scope and theory of the course	Max Lum
10.30–11.00	<i>Coffee break</i>	
11.00–11.45	Lecture 7 Influencer trends that will dominate 2018 The absolute must SEO tactics 15 Random things not to do on social media	Max Lum
11.45–12.30	Lecture Making waves: The 5 must do's for Twitter to grow your audience. Improving Twitter outcomes: measuring what matters most.	Jani Ruotsalainen Charlotte Wåhlin
12.30–13.30	<i>Lunch</i>	
13.30–14.15	Lecture Infographics, podcasts and webinars. Seriously? What really works? A case analysis.	Jani Ruotsalainen
14.15–15.00	Lecture Fresh insights for optimizing your social video strategy to disseminate science and engage audiences through storytelling	Andreas Hvid Ramsdal
15.00–15.20	<i>Coffee break</i>	
15.20–16.30	Lecture Facebook and Instagram panel. Let's talk about reach, engagement, impact and your experience.	Chair: Charlotte Wåhlin Andreas Ramsdal Jani Ruotsalainen Sven Timm Garrett Burnett Audience

16.30–17:00 **Lecture**
 Do I really have to do a blog? **Charlotte Wählin**
Jani Ruotsalainen

19.00 – *Dinner at the hotel*

Wednesday, 23.05.2018

9.00–9.30 **Lecture**
 Advantaging Wikipedia to spread your message and “wow”
 your boss. **Max Lum**

9.30–10.30 **Lecture**
 Wikipedia. The basics. Hands-on exercise. Adding your
 information, connecting with your audience, measuring the
 results. **John Sadowski**

10.30–11.00 *Coffee break*

11.00–11.45 **Lecture**
 Wikipedia. Hands-on session continued. Discussion of audience
 results **John Sadowski**

11.45–12.30 Lunch

12.30–16.00 **Visit to the National Research Center for the Working
 Environment (NFA)**

12.30–13.00 Bus transportation from the hotel to NFA

13.00–13.15 **Welcome** **Glen Winzor**
Glen Winzor

13.15–13.45 **Lecture:** Strategizing knowledge transfer and exchange at
 NFA-easy pickings and tough challenges

13.45–14.15 **Lecture:** Lessons learned: Engaging stakeholders and
 knowledge users in partnerships and networks **Rikki Hørsted**

14.15–14.35 Break

14.35–15.05 **Lecture:** Mobilizing practice based evidence using stakeholder
 involvement. **Maria Birk Jørgensen**

15.05–15.35 **Lecture:** A great idea that failed. Case analysis **Garrett Burnett**

15.35–16.00 Bus transportation from NFA to the Copenhagen city center

16.00–18.00 Free time in Copenhagen

	Social program
18.00	<i>A guided tour at the David Collections</i>
19.30	<i>Dinner at Restaurant Orangeriet</i>
21.30	<i>Bus transportation back to the hotel</i>

Thursday, 24.05.2018

9.00–9.45	Lecture What works: Measuring the effects of DGUV safety campaigns.	Sven Timm
9.45–10.30	Quick takes: How to build a mobile app. in three easy lessons or two hard ones. Vision Zero. What is it, why should we care, what should we do? Is there an opportunity for a social media research agenda? My great social media story (selected by the faculty)	Chair: Max Lum Garrett Burnett Sven Timm Charlotte Wåhlin Audience participant
10.30–11.00	<i>Coffee break</i>	
11.00–11.45	Quick takes: The Cochrane Library an overlooked resource? LinkedIn. Connecting with your community...or not? My great social media story (selected by the faculty)	Jani Ruotsalainen Sven Timm Audience participant
11.45–12.30	Lecture Measuring results without losing your mind	Max Lum Jani Ruotsalainen Garrett Burnett
12.30–13.30	<i>Lunch</i>	
13.30–14.15	Lecture Putting it all together. Dealing with difficult communication problems. What is your social response?	Max Lum Audience
14.15–14.45	Closing of the course	Max Lum Linda Vänskä
14.45–15.00	<i>Coffee</i>	