



SHARING OUR LEARNING (Knowledge Mobilisation)

*How to ensure learning from the London Schools
Excellence Fund impacts on the work of all London schools.*

‘Knowledge mobilisation’
might be a new buzz word, but it is not a new concept. There is emerging thinking and new research being carried out around what knowledge mobilisation looks like at its best, but – in essence – it means to share learning with the intention of changing behaviours.

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Rocket Science
Teacher Development Trust
The Young Foundation



Why does this matter to projects that have been awarded London Schools Excellence Fund grants?

Because the learning from LSEF projects – indeed, from any funded project that tests new approaches in education – can help to play a significant role in impacting London's school system.

This short booklet forms part of a range of resources which will provide those running projects with some practical tips on how to share their learning.

Do make notes along the way, visit the websites we're suggesting and jot down any questions that we may be able to help with. And remember, knowledge mobilisation is not a static process. While this booklet has some ideas, it is only a stepping stone in developing a knowledge-rich London education system.

The London Schools Excellence Fund sits within the Mayor's Education Programme, which follows on from the 2011-2012 Mayor's Education Inquiry into London Education. Together, the Department for Education and the Greater London Authority have invested £24 million in over 100 projects across 800 schools, to build on London's existing achievements and to further develop teaching and learning across London schools.

Useful links

The London Leadership Strategy
www.londonleadershipstrategy.com

The Mayor's Annual Conference
<http://bit.ly/1smNBmS>

The London Schools Excellence Fund
<http://bit.ly/1kMSX6n>

The London Curriculum
<http://bit.ly/1s4yixb>

The London Schools Gold Club
<http://bit.ly/11ZA6HS>

London Ed
www.londoned.org.uk

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The London Leadership Strategy (LLS) is a not for profit organisation run and led by serving head teachers. The organisation is born from The London Challenge and today works to keep its spirit and mission alive.

Every year - at primary and secondary level – over 500 schools access programmes from LLS across London and beyond.

“We believe that the knowledge for school improvement is owned by schools, exists within schools and should be shared between schools. In short it is not about the best leading the rest, but about co-construction and collaboration.”

“LLS develops school leadership through careful brokering of relationships and bespoke support – matching the right schools and leaders together in programmes that are carefully focused around hard outcomes for pupils.”

David Woods, Chair of LLS

Knowledge Mobilisation what is it?

There are some useful reports that consider knowledge mobilisation and the use of research evidence in education in more depth. Read the National Foundation for Educational Research's report on 'Why effective evidence use in the classroom needs system-wide change', or take a look at Jonathan Sharple's paper on Evidence for the Frontline (links below).

In addition, the Education Endowment Foundation is working on testing approaches to knowledge mobilisation with a specific focus on putting research into practice.

A good knowledge mobilisation strategy includes a range of tactics. Some will be more informative or didactic in their style, e.g. leaflets and videos etc., while others will focus more on social interaction and more transformative approaches, such as coaching.

The LSEF programme – and work with Greater London Authority partners such as Challenge Partners, The London Leadership Strategy, Teacher Development Trust and Whole Education – will help you to consider some of the approaches which are more focused around models of school-to-school support. Many of you are already engaged with these organisations, or with models of school partnerships such as Teaching School Alliances. Sharing your experiences of these approaches will be important to support schools and projects that are less experienced in networking.

However, for this booklet we have focused on some more immediate tactics that sit at the static/informing end of the knowledge mobilisation spectrum. To develop this, we have drawn on expertise from marketing, PR, communications, management and social media companies, and from the experience of others who have made knowledge mobilisation work in health, education and in business.

Useful links

NFER
www.nfer.ac.uk/publications/99942/99942_home.cfm

Evidence for the Frontline – Jonathan Sharple's June 2013 Alliance for Useful Evidence
www.alliance4usefulevidence.org/publication/evidence-for-the-frontline/

Not Dead Fish
www.notdeadfish.co.uk/knowledge-mobilisation

Education Endowment Foundation
www.educationendowmentfoundation.org.uk

Challenge Partners
www.challengepartners.org

Teacher Development Trust
www.teacherdevelopmenttrust.org

Whole Education
www.wholeeducation.org

Alongside this booklet we have supported Challenge Partners and Olevi to develop a short publication outlining 'The Olevi Collaborative Learning Model – a framework to support knowledge mobilisation'



THE BENEFITS OF SHARING KNOWLEDGE

To change practice: Sharing knowledge is all well and good, but it is imperative that this knowledge changes practice, resulting in even better outcomes. Throughout the £24 million projects, there will be many processes that can support the professional development of colleagues in your own school or organisation, and within the wider school system. Our goal here is to change practice, which in the long run, will benefit children and young people.

To generate interest in your school: This funding, the LSEF programme, and the knowledge mobilisation process will provide a fantastic opportunity to raise awareness of your project within the sector and wider circles. Drawing attention to the results it produces will generate renewed interest and publicity.

To create a community: By sharing knowledge in this way, we hope to facilitate a sustainable learning community. This will provide a forum for you and other schools that is both accessible and engaging, and sets a standard for the sharing of knowledge for years to come.

To inspire others: You will become part of a network, involved in a community that drives passion and momentum in schools around subject areas, that changes practice, influences change and potentially delivers exciting new curriculum material.

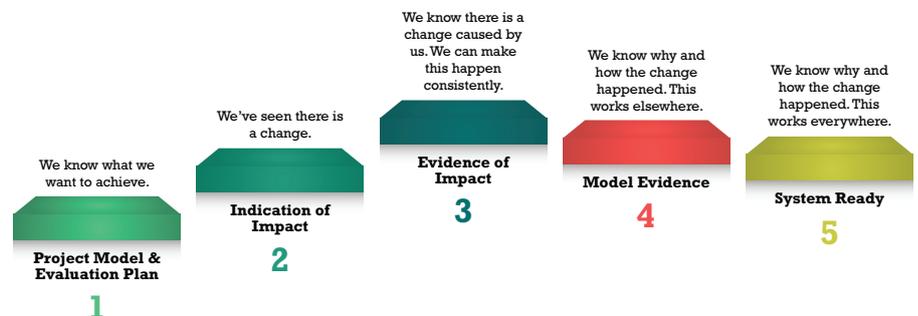
What kind of knowledge is worth sharing?

The use of research evidence with a high level of academic rigour attached is important.

There is a large and growing body of work – championed by organisations such as the Coalition of Evidence-Based Education – that demonstrates how to use high-quality research evidence to inform practice. The EEF and the Institute for Effective Education provide useful summaries of current research findings that may help to inform your project.

The London Leadership Strategy can provide a free copy of IEE's Better magazine (of which there are three editions a year) to all LSEF-funded projects. To sign up, simply send us an email with your postal address to info@londonleadershipstrategy.com.

However, whilst robust research evidence is important, many projects will not reach level three on Project Oracle's standards ladder. This doesn't mean that the knowledge is not worth sharing. Indeed, far from it. Even projects at level one are likely to have much to share with colleagues who are struggling with similar issues.



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Useful links

Project Oracle
www.project-oracle.com

Centre for the Use of Research & Evidence in Education
www.curee.co.uk

Early Intervention Foundation
www.eif.org.uk

Coalition for Evidence-Based Education
www.cebenetwork.org

NESTA
www.nesta.org.uk

Institute for Effective Education
www.tiee.org/professional-training-institute

POTENTIAL AREAS OF KNOWLEDGE WORTH SHARING

What is the problem that we are trying to address?

Others may be struggling with the same question or have some of the answers.

What have we done so far to address the challenge?

A description of your activities helps others to replicate or learn from your approach.

What went well? What went badly?

It is a mistake to think that useful knowledge is only that which performs well – helping others to avoid the same mistakes is also a major win here!

What is the impact to date? What is the evidence that I have to support this?

The Project Oracle standards provide a useful way of explaining the current level of evidence that supports your work.

Jot down any issues you wish you had known about before getting started on this project. What have you learnt so far? This will help you to identify areas of your own learning that others may find helpful.

Informing and influencing your how-to guide

Now you know why it's important to share knowledge, it's time to address the 'how?' and the 'who to?' There are lots of useful tools and actions available, and some are already in use by many of you.

But it is important to remember that while methods such as conferences and reports may work in some cases, we might need to think more creatively to ensure this learning is delivered successfully, consistently and continuously.

Here's how to get started.

Strategic Planning

STEP 1: **IDENTIFY YOUR AUDIENCES – WHO DO YOU WANT TO TELL ABOUT YOUR PROJECT?**

Think about who you are going to share your learning with. Once you have identified your audience, you can group them into primary, secondary and tertiary levels, helping you to be clear about where to concentrate your efforts to reach your intended outcomes.

It makes sense to begin with your immediate circle and work your way up. So, your audience groups include...

Internal audiences

Other staff in your organisation, your head teacher, teachers, governors, support staff, parents, carers, children and young people in your school, your partner and associated schools.

Local community:

Your Local Authority, other schools and third sector organisations in your region/sector.

Schools:

Those within and outside the LSEF projects in London.

Other influencers:

LSEF schools and third sector networks, individual influencers, school improvement bodies, education bodies and associations, third sector associations.

Media:

This includes local media, regional media, national media, education and charity trade press, work in health, education and in business.

Who will you share your learning with initially? Write down some ideas...

Strategic Planning

STEP 2:

WHAT DO YOU WANT TO ACHIEVE?

The below questions will allow you to explore your audience in more depth. The answers to these questions will also help you to think about your preferred medium, the most effective way of reaching your audience, and the tone of your communications.

1. What do you want your audience to do and what behaviour are you trying to change?
2. What do they currently do?
3. What is their current behaviour?
4. What is their likely motivation for doing what you want them to do?
5. What barriers do you need to overcome?
6. How will you reach them?
7. What will you say to them?

Answer as many of the above questions as you can, here...

1.

2.

3.

4.

5.

6.

7.

STEP 3

WHAT IS YOUR MESSAGE?

One message will not work for all audiences. That said, you must produce some that are relevant to everyone, as the best way to inform and influence is to adopt a regular, drip-fed approach to spreading the word.

Develop a document (one or two pages in Word will suffice,) on which you can bullet point your key messages in order of importance. Once you are happy with this, you can tailor your content for particular audiences.

Your messages will become the crux of your sharing, something you will come back to time and time again, and so having them laid out in one place will be of huge benefit. It is worth spending some time honing your messages and your tone. Tailoring them for different audiences is crucial – if you were discussing pupil premium issues, you would naturally talk about them differently to a parent – than you would the Government's pupil premium champion.

Compile a few notes here to help get you started...

STEP 4

DEVELOP A 'SPREAD THE WORD' TOOL KIT

A 'spread the word' tool kit is a document that includes information about your project and shared learning. It makes finding information so much easier for your audience, meaning those in your network do not have to spend added time and energy thinking about how to pass your messages onto others, as you have already done this thinking for them.

It encompasses the following...

- Text for websites
- Text for newsletters
- Social media posts
- Email signatures
- Press release templates
- Fact boxes

Compile a few notes here to help get you started...

Kicking off with print

STEP 1: DESIGN A LEAFLET

Promotional materials such as leaflets are a great way to share your learning in the initial stages of your project. Carefully plan out what it is you wish to share, with relevant links or contact details for further reading.

Enlist the help of a local design company to structure your text and source a quote for printing. You can also talk to the LLS about your printing and design needs, as we have many networks you can tap into from our economies of scale approach.

Why will this work?

Leaflets can be a tangible way of quickly getting the right messages in front of your audience. They can also be used as website downloads or be attached to emails in PDF format. Just remember, how you deliver these leaflets is crucial. How many times do you throw away paper marketing materials? What makes you want to keep them? Drawing on your own experiences here will help you to create something really compelling.

Compile a few notes here to help get you started...

STEP 2: CREATE SIMPLE FACT SHEETS

Single-page fact sheets or fact boxes sound simplistic – but that is the beauty of them. Top tips explaining your project learning are an effective way of getting your message across.

Why will this work?

They can be attached to emails, used as website downloads, included in event and conference packs, attached to letters, or even shared with press.

Compile a few notes here to help get you started...

Face-to-face approaches

STEP 1: SHARE AT YOUR STAFF MEETINGS

Staff meetings, as you know, will be your first point of call when it comes to sharing your knowledge and research. Why share knowledge with strangers, if you haven't briefed your closest colleagues and members of your community?

Tell your story to fellow teachers, inspire your governors and leaders.

Why will this work?

It is a time-saving, cost-effective way of kicking off knowledge mobilisation and a great opportunity to bounce ideas off of those closest to it.

Compile a few notes here to help get you started...

Let's get digital

STEP 1: BUILD A WEBSITE

A simple website can play host to all your learning, plus any other materials you have produced already to kick off your knowledge mobilisation (i.e. fact boxes or videos). Building a basic site can be a practical way of not only delivering your information, but also making it accessible for your audience. Visit a site like Wordpress, where you can build your portal in minutes. Your only task then is making it rich with content and maintaining it.

Why will this work?

As long as you maintain the website, posting regular updates and sharing links to your site via other social platforms, it has a huge amount of power to influence and engage.

What will you call your website?
Find your domain name first,
and then start building.

Useful links

WordPress
www.signup.wordpress.com/signup

STEP 2: DEVELOP AN EMAIL NEWSLETTER

Many of you will have a personal email account that you use for contacting friends. Why not set up one solely dedicated to communicating your learning? Gmail is free and easy to navigate, plus, there is a free app that you can install on your smartphone, iPad or tablet. Set up a group mailing list of those you wish to inform and share your learning with them on a regular basis.

If you are sending an email to an entire group, put all their addresses, separated by a colon, in the 'BCC' box, not the 'To' box. This ensures that they all receive your email, but can't see who else you have sent it to. Add pictures and change the format if you wish.

Hold on to your Gmail log-in, as this process will automatically build you a Google account, which will come in useful for a few other practical sharing tools.

Why will this work?

You will be informing your peers and other schools without having to leave the comfort of your desk. This is also a relatively easy way to build an immediate community – you just have to ensure that you keep your peers engaged with regular updates and use it to drive them to any other platforms via which you are sharing learning.

Notes

Useful links

Google
www.accounts.google.com/SignUp

STEP 3: JOIN THE WORLD OF GOOGLE+

There are many benefits to owning a Google account. The first is a free Gmail service for sending email newsletters, another is Google+. The Google+ service enables you to share links, articles and images within a digital network; raising your public profile, awareness of your project, and the learning obtained through it. Log into your Google account and you will see the various tools available to you via the search engine.

Google+ also allows you to organise regular free 'hangouts', where you can update other educators on the progress of your project. Here, you can share your screen or conduct a video call with up to nine other people. For those familiar with Skype or Face Time, it is a little like this, but with more structure and formality.

Why will this work?

Sharing links to your content on Google+ gives it authority and will help your search engine rankings. For those who simply do not yet have time for meetings or TeachMeets, Google hangouts will allow you to conduct a face-to-face meeting online, completely free. You can interact and ask each other questions, keeping the conversation as brief or as detailed as you require.

Who would you invite to a Google+ hangout? Make a list here of industry peers and colleagues you could include...

Useful links

Google
www.plus.google.com

STEP 4:**TWEET YOUR LEARNING**

Twitter is far more than a way to keep up-to-date with news and gossip – it is also a really valuable tool for industry networking.

We've listed a few great accounts to get you started, but the world is really your oyster here. The more users you follow and engage with, the more followers you will generate in return.

- Share your learning in 140 characters. Use them wisely and be sure to proof-read.
- Share images related to your project (you can even make use of the fancy filters)
- If you have a blog, a website, or any nature of online portal housing your project work, share this in your tweet via a hyperlink. Use a site like bit.ly to shorten it – this will provide you with more space and also the ability to track how many people clicked on it.
- Respond to worldwide/UK trends, attempt to establish your *own* trend using hash tags.
- Create your own hash tags, and use these to share any news or updates related to your project. The shorter and punchier, the better.
- Make use of the 'lists' functionality to help you to filter information more efficiently. Here, you will also be able to see who has added you to their lists, connecting you with new peers and contacts.

Why will this work?

Twitter is a brilliant tool for connecting with people in real time, discussing the same topics as you within your industry. It is easy to search for people by name or hash tag, so you can connect with other projects in the LSEF network that interest you.

Which hash tags could you use (other than **#LondonEd**) to generate interest in your project? Who do you/your colleagues find interesting on Twitter? Follow them and target them.

Useful links

Twitter
www.twitter.com

Bit.ly
<http://bit.ly>

Educational influencers - the Twitter crowd

@LLSinfo	@Project_Oracle
@informed_edu	@WholeEducation
@miss_mcinerney	@cfbt
@anitakntweets	@HeadsRoundtable
@Samfr	@Headteacherguru
@DavidBartram_	@Literacy_Trust
@WholeEducation	@samfr
@TeachFirst	@miss_mcinerney
@Sharples_J	@wroxhamschool
@TeachingLeaders	@Literacy_Trust
@TeacherDevTrust	
@ChallengePartnr	
@Bengoldacre	

STEP 5:**FACEBOOK YOUR FINDINGS**

Many of you will be avid Facebook users, others will avoid it at all costs. But have you ever used Facebook for business? Publishers now see Facebook as a valuable tool for sharing their information.

Newspapers and magazines now share their digital stories on Facebook so they can monitor comments and click-throughs to see which pieces of content engaged their readers. You can adopt the same principal for your project work.

If you are already a user, but wish to keep your work separate from your personal profile, you can set up a closed Facebook group; sharing your learning with only immediate peers (you can pick and choose who you wish the group to be visible to). Or, you can set up a Facebook page (popular with businesses) in the name of your project, share this and monitor its progress.

You will have the ability to share images, fact boxes, documents, links to content from your online portal, or simply write a status – it is entirely up to you.

Why will this work?

It is easy to use, many of you will already be familiar with commenting and sharing on Facebook, so it is a great way to get started. You can also see how many people have read, enjoyed, and shared your posts, ticking off the influencing stage of the Curee model.

Are you a member of any Facebook groups? Note them down here . . .

Let's get digital (cont)

STEP 6: SMILE, YOU'RE ON CAMERA

What better way to share your learning, than to show it in practice? Nobody is expecting broadcast quality here – the value is in the content of the clip.

You may have video functionality on your smartphone, on an iPad or tablet, or own a camera with recording capabilities. Film your learning, knowledge or new teaching techniques and share the clips on a blog, on social media, or upload them to a free YouTube channel.

Why will this work?

Seeing an educator's learning in practice is a simple way to adopt new techniques. Inform and influence with your initial clip, then engage viewers in conversation via the comments section.

Are there any videos you have found useful? What content could you produce to share your learning? Enlist a colleague to help. Compile a brief plan of action here...

Useful links

YouTube
www.youtube.com

STEP 7: IT'S ALL IN THE PRESENTATION

Slideshare and Prezi are useful tools both for sharing and sourcing new learning.

Use the sites as platforms for your own presentations and project work, or seek out others' using the search facility. You can filter results by date, format (i.e. infographics, videos or documents), or by language - what's more, each one is available to download.

Prezi also offers teachers free annual access with 500MB of storage when signing in with a school email address.

Why will this work?

For those less confident in website-building or blogging, these sites offer a comfortable route into sharing learning. They are easy to navigate and many educators are already familiar with them.

Which presentations have you found useful on Slideshare? Which areas of your project could you promote on the site? Are there any more efficient slide-sharing sites you have encountered? Note them down here...

Useful links

Slideshare
www.slideshare.net/signup
Prezi
www.prezi.com/profile/registration

STEP 8: A PICTURE TELLS A THOUSAND WORDS

Identify a budding photographer who can take photos with a good-quality digital camera, or source a local photographer who might support you for free to develop their portfolio.

Sites such as Pinterest or Flickr can be used to store any images related to your project at no cost.

For press, photos need to be high resolution - 1MB in JPEG format and around 300dpi (dots per inch) - and always remember to seek permission from parents/guardians of those featured.

Why will this work?

Sharing learning and inspiring action is as much about hearts as it is minds and strong images will help you to engage your audience. Plus, they can be used across numerous channels - email, websites, in press releases, marketing materials, etc.

Notes

Useful links

Pinterest
www.pinterest.com
Flickr
www.flickr.com

STEP 9: LAUNCH A BLOG

Set up a (free!) blog on Wordpress or Tumblr where you can write up your learning, or share images and videos. Build a network by following other bloggers and regularly commenting on their posts.

Use Gmail, Twitter and Facebook to notify your audience when a new post has been uploaded. Use Hootsuite to schedule these messages.

Investigate 'Crowdblogging', which involves multiple writers, ensuring an active community

Why will this work?

Blogs work as a way of informing and influencing, and many of you already have favourites you bookmark to read on a regular basis.

Are there any blogs you've found particularly insightful? Note them down here...

Useful links

WordPress
www.signup.wordpress.com/signup

Tumblr
www.tumblr.com

Hootsuite
www.signup.hootsuite.com

Feedly
www.feedly.com

To see crowdblogging in action, visit
www.101fundraising.org

STEP 10: GET TO GRIPS WITH PEDAGOO

Pedagoo's mission statement is to 'share classroom practice' – it's as if they read our minds. This fun site offers a whole host of information, practical tools and best practice techniques, all packaged in one friendly, approachable and active website.

You can utilise the forums to connect with others doing project work in the LSEF programme, start your own thread to share knowledge or learning with a new audience, or simply use it to promote your own channels so others can find them. There is an insightful blogging section where you can share your own thoughts. It is also free to sign up. What's not to love?

Why will this work?

Once again, you have the opportunity to engage with a ready-made audience who are hungry for new knowledge and learning, after all, that's why they signed up in the first place. Use this to your advantage and share your own project work with its users.

What are the benefits of Pedagoo? Is this format one you could adopt for your own website?

Useful links

Pedagoo
www.pedagoo.org

STEP 11: PICK UP THE PHONE

Conference calls can be a productive way of keeping your engaged audience informed if you simply do not have the time to get out and about to present or meet with peers.

Use this opportunity to present your learning to your audience and host a question and answer session at the end. Send an agenda to your subscribers in advance of the call and provide them with any relevant materials they may need to follow your discussion. This could simply be a document in PDF format, or a presentation on Slideshare or Prezi.

Why will this work?

Some of you may find it easier to discuss your learning, rather than writing it down via a more formal channel. Take advantage of your active audience and ask them for feedback. Note down any questions they may have – this will provide you with an insight into which areas you can elaborate on next time.

Your calls will need to have a format – write a brief content plan here...

Useful links

Powwownow
www.powwownow.co.uk

Approaches in communications

STEP 1:

SHARE WITH EDUCATION TRADE PRESS

Think about the magazines your audience reads and finds useful. Use this as a guide. Contact details of journalists and editors are often made available in these publications, so you will know who to send story ideas to. The majority of trade magazines and newspapers focus on sharing best practice and teaching successes, but they will also need examples of obstacles and how these were overcome. Keep this in mind.

Why will this work?

Trade press can be an effective way of reaching specific and engaged audiences. Third-party features can also increase your credibility. A number of trade publications may offer you guest blog slots, or show interest in sharing your social media posts.

Which publications do you regularly read and value? TES? Primary Teacher Update? SecEd? Third Sector magazine?

Useful links

- TES
www.tes.co.uk
- SecEd
www.sec-ed.co.uk
Sign up to their e-bulletin at
www.sec-ed.co.uk/e-bulletin
- Head Teacher's Update
www.headteacher-update.com/
Sign up to their e-bulletin at
www.headteacher-update.com/cgi-bin/go.pl/digital_editions/signup.html
- About School Leadership Today
www.teachingtimes.com/publications/school-leadership-today.htm
- Third Sector magazine
www.thirdsector.net

Useful trade education journalists and media outlets to follow...

- [@tes](#)
- [@AnnMroz](#) – Editor of TES
- [@Ed_Dorrell](#) – Deputy Editor of TES
- [@pwhenshaw](#) – Edits SecEd and Headteachers Update
- [@SecEd_Education](#)
- [@HeadteacherNews](#)
- [@TeachPrimary](#)
- [@TeachSecondary](#)
- [@ThirdSector](#)
- [@nicolab345](#)
- [@QAEducation](#)
- [@AcademyMag](#)

STEP 2:

CONTACT REGIONAL PRESS

Regional and local news are growing in importance. These platforms allow you to reach a much wider group compared to some tactics and will help you to share learning with your immediate community.

Local media channels will run stories that are relevant and interesting to their immediate audience, but it is still always essential to think about why your story is newsworthy. What makes it stand out or worthy of a page in their paper or on their website? Think about how you can share learning in a way that means something to the average reader (so be wary of educational acronyms or jargon!). It also helps to think about the package that makes a journalist's life easier – so include a press release, photo, fact box and spokesperson details in your pitch.

Why will this work?

Regional press will add value to your sharing strategy. Most importantly, these pieces can be shared online, via email, and on social media channels to help further increase your profile.

Think about which local press outlets you could contact immediately... make a note of them here

Next steps – with the help of the LLS

Our team at The London Leadership Strategy has developed a number of easy ways via which you can share learning within our community...

Visit www.londoned.org.uk: We're launching a microsite which will provide you with regularly updated information on the knowledge mobilisation programme. Bookmark it now and watch it grow.

Use our Twitter hash tag: The LLS will be using the hash tag [#LondonEd](https://twitter.com/LondonEd) for all tweets related to the funded projects, so it's worth noting this when posting your tweets or searching for other schools' and organisations' posts.

Join the www.linkedin.com/company/london-ed group on LinkedIn:

The LLS is supporting closed project-specific groups for collaborative learning on LinkedIn, the networking website for professionals. If you aren't already a member, it's free to sign up. You will be able to connect with other educators, generate interest in your project, all the while boosting your professional profile.

Sign up to receive regular updates on knowledge mobilisation approaches, including regular notices on conferences looking for speakers just like you. Register by emailing info@londonleadershipstrategy.com.

Look out for our ad: We will be securing a full-page advertisement in the TES later in 2014. This will help to capture specific opportunities arising from the knowledge mobilisation programme and will be particularly beneficial for smaller projects to promote their works.

Help us to raise awareness: We are in touch with a number of media outlets, particularly in the education trade press field, who are regularly looking for case studies or spokespeople. If you require targeted PR support for your project, we have a network of agencies, freelancers, and those that are willing to look at paid and pro bono opportunities which we can tap into.

Press packs: A press pack dedicated to each specific project will be distributed soon, which will also help in securing coverage.

Come to us for support with design and printing: If you need support with design and print facilities, we can help you. We have access to a network of designers, printers, and couriers that we can share.

We hope you've found this booklet useful. Do you have a better name for this programme than knowledge mobilisation? Let us know. In the meantime, good luck! Let's make some noise.
