

Joining health awareness campaigns on Twitter by using trending #hashtags is an effective way to disseminate Cochrane evidence to a bigger audience

Objective

To disseminate Cochrane evidence to a wider audience through social media (Twitter) using hashtag awareness campaigns

Background

Knowledge translation (KT) is an integral part of Cochrane's mission to promote evidence-informed health decision-making. Cochrane Gynaecology and Fertility Group (CGF) has implemented several KT initiatives aiming at communicating evidence to a wider audience. Here we discuss how health awareness campaigns focusing on polycystic ovary syndrome (PCOS) and endometriosis in particular can be used to facilitate evidence communication and dissemination on Twitter.

Key Results

Tweet Impressions PCOS

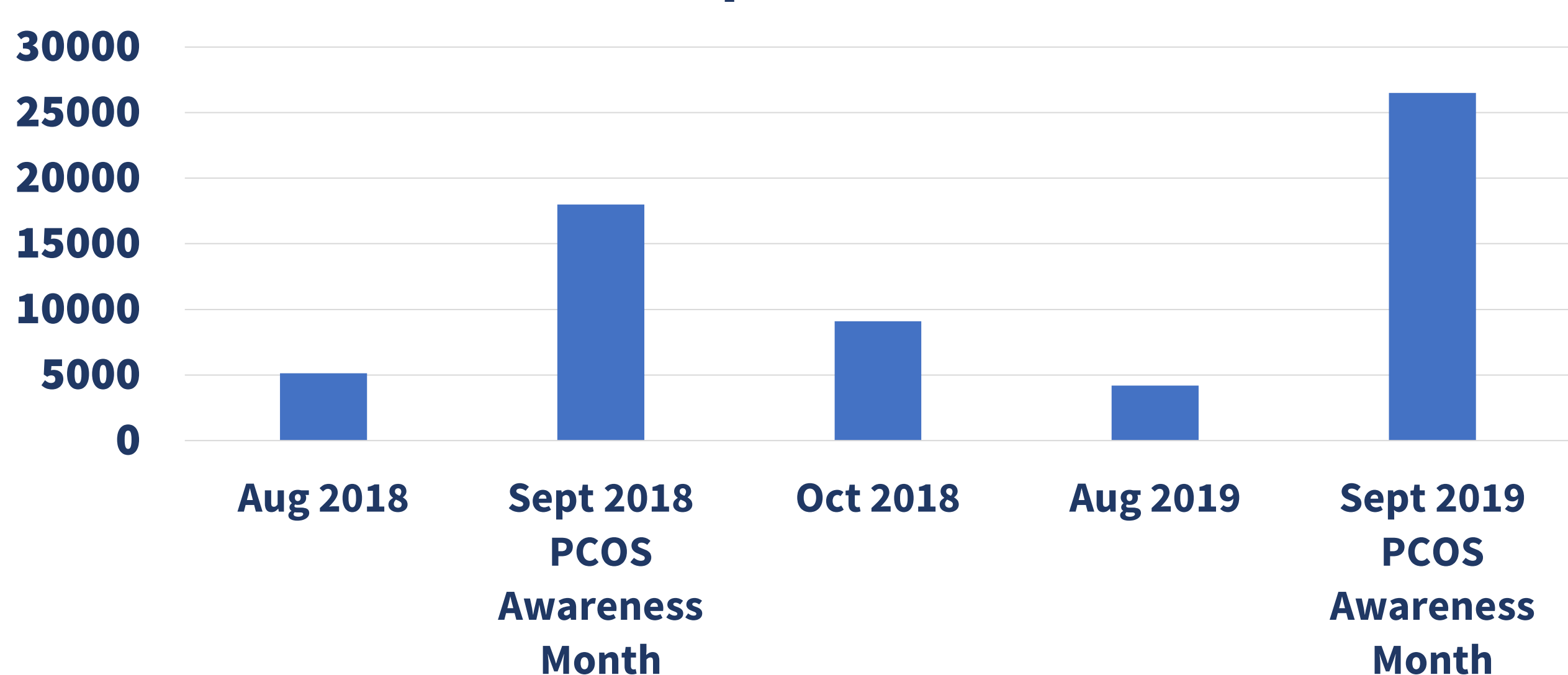
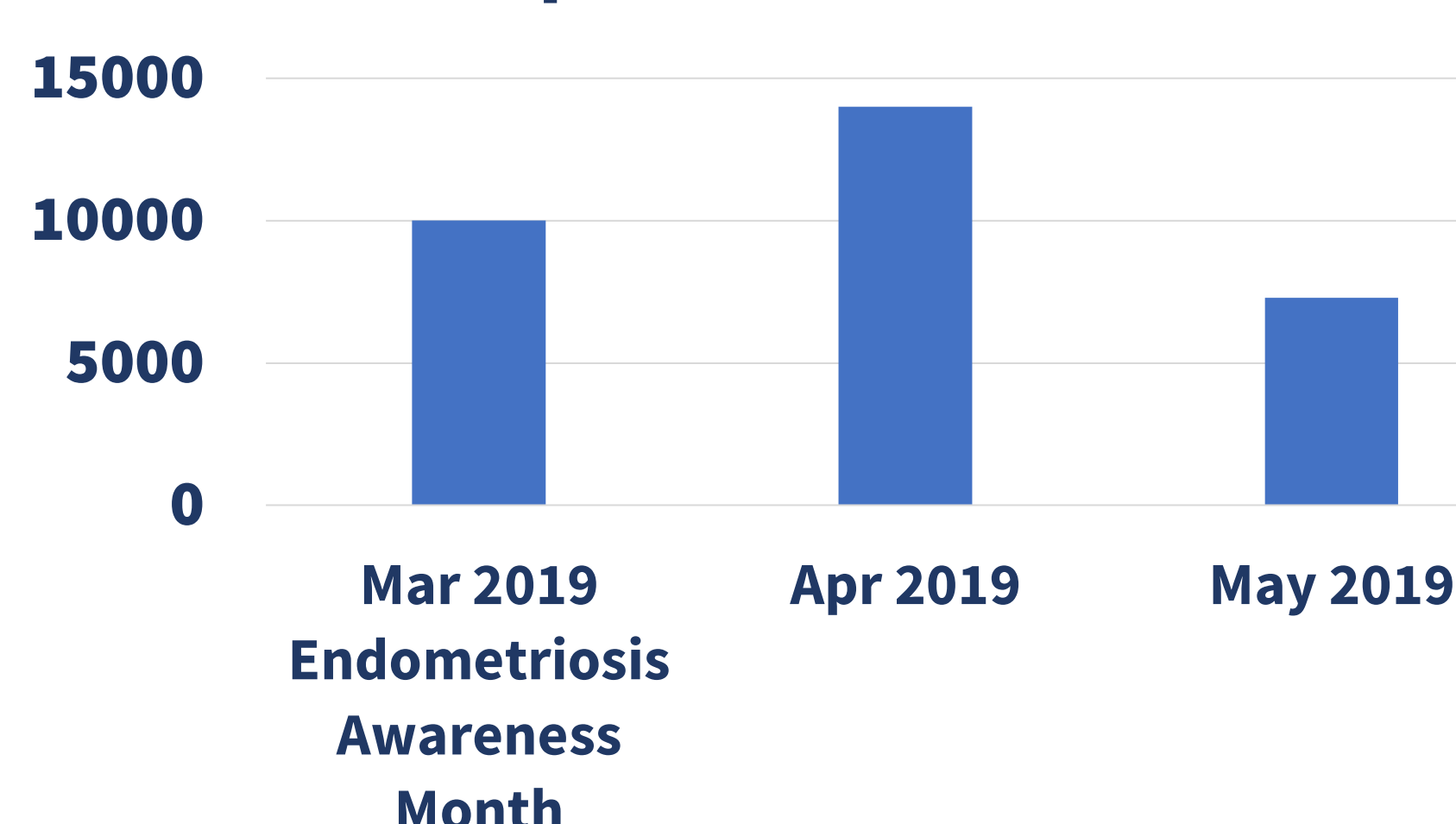


Figure 1. PCOS Awareness Month. During #PCOSAwarenessMonth we posted 23 tweets in September 2018 and 25 tweets in September 2019. In 2018, the PCOS tweets received 18,000 impressions. In 2019, the PCOS tweets received 26,500 impressions. Thus, the #PCOSAwarenessMonth tweets earned 3 to 5 times more impressions compared to other months before and after the campaigns. The engagement rate (number of engagements divided by number of impressions) was 0.8% in September 2018 and 1.7% in September 2019 (data not shown). An engagement rate above 0.3% is considered high on Twitter.

Methods

- In September 2018 and 2019, and in March 2019 we joined two international health awareness campaigns on Twitter using specific hashtags (#PCOS, #PCOSAwarenessMonth, #Endometriosis, and #EndometriosisAwarenessMonth).
- The tweets contained summarised results from reviews on PCOS and endometriosis published by CGF, as well as links to the reviews on the Cochrane Library.
- We also created web pages on our own group website so we could track page visits directly.
- We used Twitter Analytics to analyse the impact of the campaigns by measuring the number of tweet impressions (how many times a tweet is seen) and user engagement (retweets, likes, click links). We used Google Analytics to measure page visits and assess visitors' location.

A Tweet Impressions Endometriosis



B Engagement Rate (%) Endometriosis

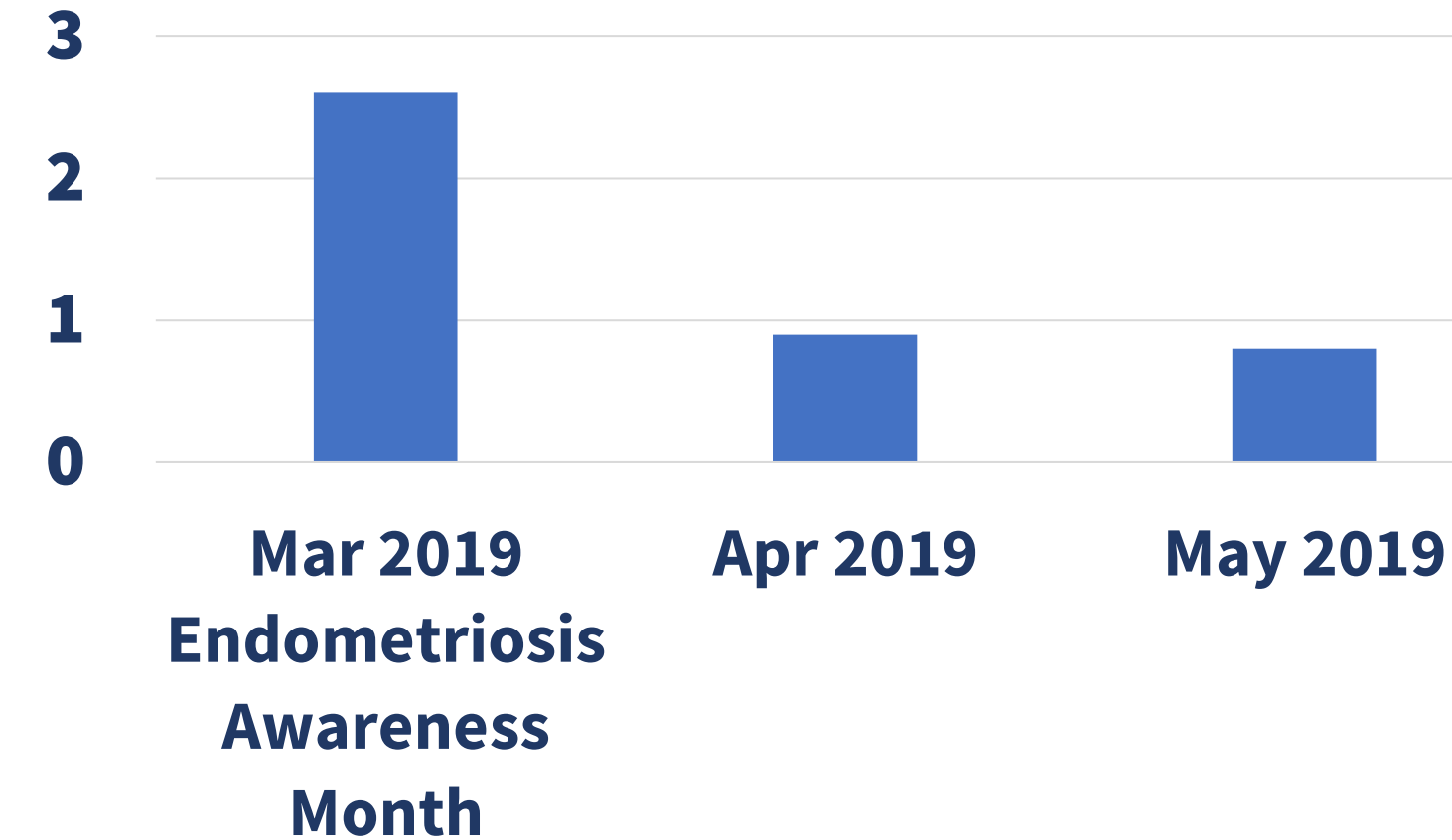


Figure 2. Endometriosis Awareness Month. During the annual #EndometriosisAwarenessMonth campaign in March 2019 we shared 20 tweets. The tweets earned 10,000 impressions in total (A). Moreover, the tweets received a very high engagement rate of 2.6% (B). For example, if a tweet with 800 impressions has an engagement of 2.5%, this means it has received 20 user engagements (this includes retweets, likes, click links, and profile clicks). Importantly, these Twitter metrics are based on data collected through our own account only and do not take into account the impressions and engagement earned through retweets from other accounts.

A Before Endometriosis Awareness

B Endometriosis Awareness

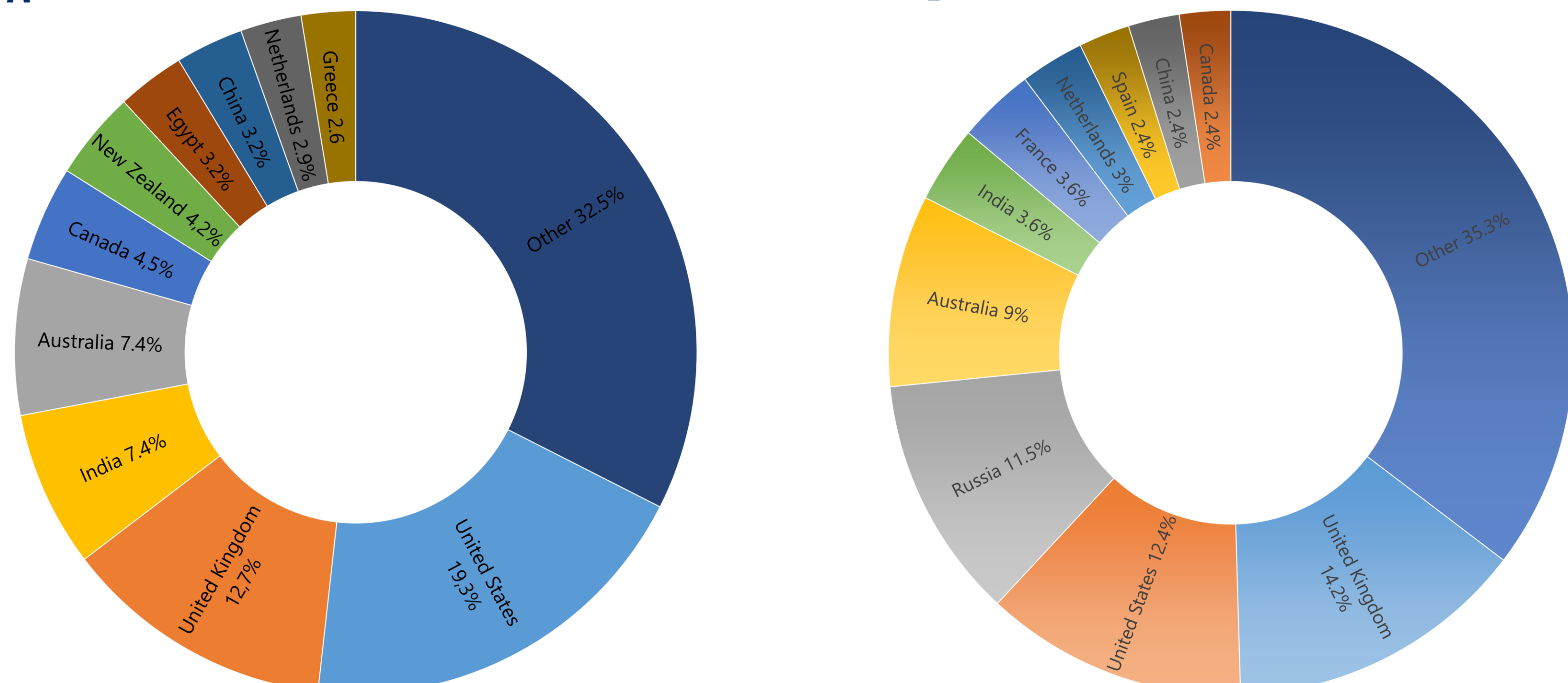


Figure 3. Geographical distribution of website visitors. We also created a web page dedicated to #EndometriosisAwarenessMonth on our group's website. The page contained a collection of all endometriosis titles in our portfolio with review summaries and links to the Cochrane library. The chart on the left represents the geographical distribution of our website visitors in the month prior to the post dedicated to endometriosis which we use as a reference (A). Using Google Analytics we measured a marked increase in website visits related to #EndometriosisAwarenessMonth. Compared to the month before, our website received a 50% increase in visits due to posts linking to the page on endometriosis. In addition, we saw a shift in visitors' demographics demonstrating an increase in diversity as well (B).



Scan to visit our website

Disseminating Cochrane evidence to a wider audience through social media

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