

# SOCIAL MEDIA FOR KNOWLEDGE TRANSLATION



## Social Media

"A collection of web-based technologies which share a user-focused approach to design and functionality, where users actively participate in content creation and editing through open collaboration between members of communities of practice."<sup>1</sup>

Examples: wikis, blogs, podcasts, vlogging



## Knowledge Translation

"A dynamic and iterative process that includes synthesis, dissemination, exchange, and ethically-sound application of knowledge to improve the health of Canadians, provide more effective health services and products, and strengthen the health care system."<sup>2</sup>

## Using Social Media for Knowledge Translation<sup>3-7</sup>

### Benefits

#### Message Content & Quality

- Create easily consumed summaries
- Link target audiences to primary source
- Rapid dissemination & exchange of information
- Easy feedback mechanism for two-way communication & post-publication review

#### Audience & Networks

- People already use social media, can reach a broad audience
- Fewer degrees of separation between individuals
- Creation of networks & communities with similar interests
- Complements traditional publishing
- Information is free to access

#### Message Medium

- Freedom to share alternative content like figures, videos, podcasts, and infographics
- Flexibility in when & how to share information
- Portable content

#### Effort & Value

- Time efficient for health professionals & patients accessing information
- Use of metrics to measure social engagement (e.g., Altmetrics)

### Challenges

#### Message Content & Quality

- Difficulty presenting important detail
- Trustworthiness of the source
- Difficulty tailoring message to diverse audience

#### Audience & Networks

- Targeting the correct audience
- Blurring the line between personal & professional networks
- Creation of echo chambers that reinforce existing views instead of providing feedback
- Less personal with fewer face-to-face interactions
- Message may get lost in translation
- Cannot manage information flow

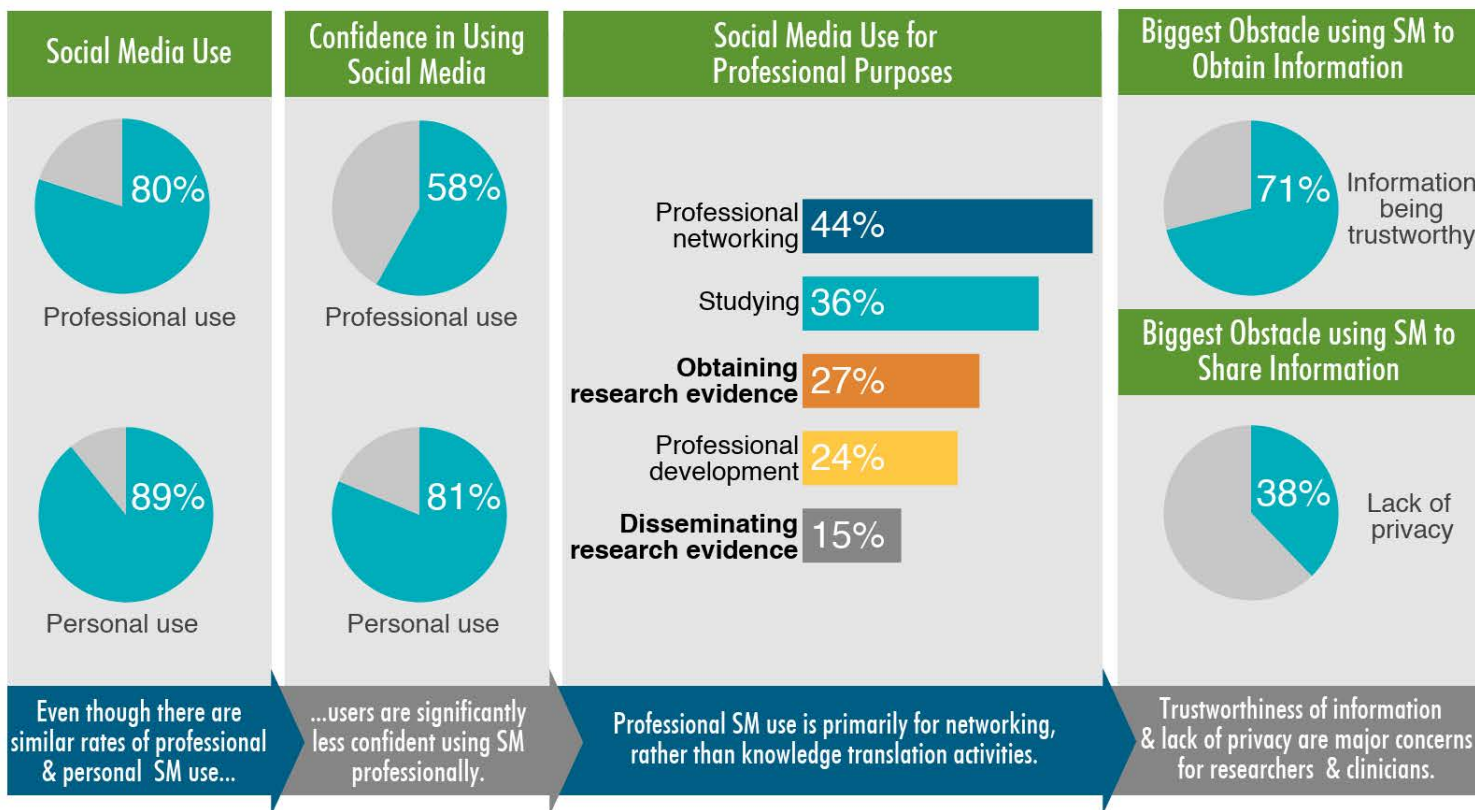
#### Message Medium

- Choosing the most appropriate social media platform & how to communicate message
- "Digital footprint" cannot be erased
- Privacy issues
- Difficult to filter out non-relevant information

#### Effort & Value

- Time consuming to maintain social media accounts
- Shortage of evidence on the effectiveness of social media for knowledge translation, learning & implementation

# Using Social Media (SM) to Translate Evidence into Practice: Results of a Survey of Health Researchers & Clinicians (n=856)<sup>8</sup>



## Interesting Facts & Tips for Using Social Media for Knowledge Translation

Most popular platforms for professional purposes:<sup>3</sup>

### Perceived trustworthiness

of information was a key barrier to professional social media use.<sup>8</sup>

This may be addressed with brief messages obtained from a **reputable source & linked to full sources.**<sup>7</sup>

### Enhancing the message<sup>11</sup>

with images	with videos
3x Engagement*	9x Engagement*

\*Compared to text alone

### Engaging patients

1/3 of US adult consumers used social media for health discussions in 2012.<sup>10</sup>

### Training programs

on professional social media use may increase the number of health professionals that use social media for obtaining & communicating research evidence.<sup>8</sup>

### Equally effective

in improving clinician knowledge & promoting behaviour change.<sup>7</sup>

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