CASE STORY

Purpose: We tested whether using #hashtag awareness campaigns on Twitter would attract more people to read Cochrane reviews.

Target audiences: Mainly English-speaking patients and carers, healthcare practitioners, policy makers and researchers from around the world.

Year: 2019.

What we did: We used hashtags to join two international health awareness campaigns on Twitter (#PCOS, #PCOSAwarenessMonth, #Endometriosis, and #EndometriosisAwarenessMonth). Our tweets summarised results from Cochrane reviews. We also created web pages on our Group’s [website](#) so we could track how many people visited those reviews.

We used **Twitter Analytics** to measure how many times our tweets were seen and how many times people interacted with our tweets (retweets, likes, clicking links). We used **Google Analytics** to measure visits to our webpage and where visitors came from.
What we achieved

We will continue to use trending hashtags to promote Cochrane reviews because:

- Twitter analytics showed that campaign hashtags shared Cochrane evidence with three to five times more people more compared to months before and after the campaigns. There were around 10,000 views of our tweets linked to one campaign.

- There was high engagement with these tweets.

- Compared to the month before, there were 50% more visits to our website when we had a dedicated page linked to a campaign topic. Google Analytics showed that more diverse countries visited our webpage.

What we learnt

1. It is easy to use social media analytics. These are basic free tools. The data are collected for you and presented online or can be exported.

2. Social media analytics are a good way to track changes after trying something new as they show trends over time.

Find out more

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Engagement rate above 0.3% is considered high on Twitter