How to use social media analytics to evaluate

Elena Kostova, Cochrane Gynaecology and Fertility

Trusted evidence.
Informed decisions.
Better health.
Social media analytics

- Knowledge translation (KT) and evaluation – you can’t have one without the other
- Define your goals – Reach, engagement, more diverse audience
- Analytics as evaluation tools
• 320 million users
• Tweet 280 characters
• Cochrane community very active on Twitter
• Twitter analytics
Tweet analytics – a quick view per tweet

CochraneCGF @CochraneCGF · Aug 8
Women with heavy menstrual bleeding helped to develop a decision aid which draws upon the #evidence summarised within the latest @CochraneCGF review
Find out more
buff.ly/3kgJt9n

Tweet Analytics

Impressions
15,821 times people saw this Tweet on Twitter

Total engagements
953 times people interacted with this Tweet

Media engagements
723 number of clicks on your media counted across videos, vines, gifs, and images

Detail expands
106 times people viewed the details about this Tweet

Profile clicks
34 number of clicks on your name, @handle, or profile photo
28 day summary with change over previous period

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>3</td>
<td>↓40.0%</td>
</tr>
<tr>
<td>Tweet impressions</td>
<td>25.4K</td>
<td>↑283.1%</td>
</tr>
<tr>
<td>Profile visits</td>
<td>202</td>
<td>↑104.0%</td>
</tr>
<tr>
<td>Mentions</td>
<td>24</td>
<td>↑84.6%</td>
</tr>
<tr>
<td>Followers</td>
<td>964</td>
<td>↑18</td>
</tr>
</tbody>
</table>

Aug 2020 • 17 days so far...

**Top Tweet** earned 15.8K impressions

Women with heavy menstrual bleeding helped to develop a decision aid which draws upon the #evidence summarised within the latest @CochraneCGF review

Find out more
- buff.ly/3kgJt9n
- pic.twitter.com/adjTjnoMs

**Top mention** earned 950 engagements

Women with heavy menstrual bleeding helped to develop a decision aid which draws upon the #evidence summarised within the latest @CochraneCGF review

Find out more
- buff.ly/3kgJt9n
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Cochrane Gynaecology and Fertility

Tweet activity

Your Tweets earned 25.4K impressions.

Select a date range

Start date: 07/01/2020
End date: 07/31/2020

Impressions
Engagements
Engagement rate

CochraneCGF @CochraneCGF - Jul 24
New @CochraneCGF review published!
We are uncertain if the routine use of endometrial injection of embryo culture supernatant before embryo transfer improves pregnancy outcomes in women undergoing IVF or ICSI compared to usual care.
@CochraneLibrary bit.ly/342ZDNV

CochraneCGF @CochraneCGF - Aug 8
Women with heavy menstrual bleeding helped to develop a decision aid which draws upon the evidence summarised within the latest @CochraneCGF review.

View Tweet activity

Link clicks
50
2 link clicks

Engagement rate
2.1%
1.3% engagement rate
Health awareness campaigns

- Breast Cancer Awareness
- World AIDS day December 1
- #Movember
Polycystic ovary syndrome

- #PCOSAwarenessMonth in September
- Daily tweets summarizing results from reviews on PCOS, with images, and links to the reviews on the Cochrane Library

CochraneCGF @CochraneCGF
Can #statins help #women with #PCOS? Data from a #Cochrane #review showed that while statins improved lipid profiles and reduced #testosterone levels, there was no #evidence to suggest they could restore #ovulation or improve hirsutism https://buff.ly/31n9CcG
#PCOSAwarenessMonth

PCOS affects 1 in 10 women in reproductive age
#PCOSAwarenessMonth

Tweet Impressions PCOS

- Aug 2018
- Sept 2018 PCOS Awareness Month
- Oct 2018
- Aug 2019
- Sept 2019 PCOS Awareness Month
Endometriosis

- #EndometriosisAwarenessMonth in March
- Daily tweets summarising results from reviews on endometriosis, with images, and links to the reviews on the Cochrane Library

Cochrane Gynaecology and Fertility has collated a selection of Cochrane Reviews on endometriosis.
#EndometriosisAwarenessMonth

Tweet Impressions Endometriosis

<table>
<thead>
<tr>
<th>Month</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 2019</td>
<td>8,500</td>
</tr>
<tr>
<td>Mar 2019</td>
<td>10,200</td>
</tr>
<tr>
<td>Feb 2020</td>
<td>5,000</td>
</tr>
<tr>
<td>Mar 2020</td>
<td>16,000</td>
</tr>
</tbody>
</table>

Engagement rate (%)

<table>
<thead>
<tr>
<th>Month</th>
<th>Engagement Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 2019</td>
<td>0.7</td>
</tr>
<tr>
<td>Mar 2019</td>
<td>2.5</td>
</tr>
<tr>
<td>Feb 2020</td>
<td>1.2</td>
</tr>
<tr>
<td>Mar 2020</td>
<td>1.8</td>
</tr>
</tbody>
</table>
Special Collection: In vitro fertilisation - effectiveness of add-ons

Latest News and Events

- Polycystic Ovary Syndrome Awareness Month 2020
- Interventions commonly available during pandemics for heavy menstrual
- Updated priority #Cochrane review published "Laparoscopic surgery for endometriosis" Laparoscopic excision or ablation probably increases pregnancy rate compared to diagnostic laparoscopy only. No data were reported on live birth. buff.ly/3jnYeWd
- @JamesMNDuffy
Cochrane group website: request access at support@cochrane.org
Take home messages

👀 Be active. Post frequently and try to create engaging content (go visual)

🎯 Define your goals and outcomes in advance (what do you want to achieve)

🔗 Collaborate

🛠️ Analytics is a tool not the endgame
Useful links

Social Media Management
https://buffer.com/
https://hootsuite.com/
https://tweetdeck.twitter.com/

Google Analytics for Beginners
https://analytics.google.com/analytics/academy/course/6

See more about online indicators on the evaluation resources page:
https://training.cochrane.org/finding-out-whether-cochrane-making-difference
Do you have any questions about using social media analytics?

Raise your hand to be unmuted for verbal questions or comments

Submit your questions and comments using the Questions panel