UTILISING SOCIAL AND DIGITAL MEDIA TO ENGAGE THE BROADER SPINAL CORD INJURY COMMUNITY AND CREATE RESEARCH AWARENESS

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INTRODUCTION

Increasingly, consumers of health services expect to have greater input into research that affects their lives. This creates challenges for organisations and researchers to ensure that they engage with the consumer community. Social and digital media provide opportunities for engagement that traditional forms of dissemination lack.

METHODS

A series of ten short videos was created during the International Spinal Cord Society (ISCoS) 2022 Annual Scientific Meeting in Vancouver. Eight of the videos were recorded live and released to the audience to provide real time updates. Key topics addressed in the videos included an explanation of how ISCoS provides a forum for researchers and clinicians to share their work and creates opportunities for collaboration.

Social media analytics were collected for each video within a specific time frame. Results were recorded for the series and captured one week after the release of the final video.

RESULTS

The series had a total of 3,232 views over the data collection period. The most watched video was the third in the series: "Inukshuks – Consumer Voice" (461 views). The least watched video was the seventh in the series "Posters - why are they great" (203 views).

The strongest performing platform was LinkedIn (1,157 views), followed by Twitter (1,013 views) and then Facebook (1,013 views).

CONCLUSION

Organisations and researchers have a responsibility to communicate with consumers, however traditional means of dissemination such as email and websites are becoming less effective. Social media provides a platform to engage consumers with whom researchers might not otherwise have had the opportunity to do so.

10 SHORT VIDEOS RECORDED DURING ISCoS 2022

1 Series introduction

2 Arriving in Vancouver

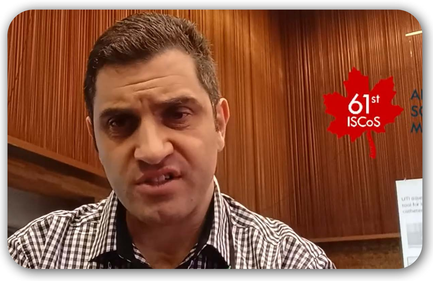
3 Consumer voice

4 What is ISCoS?

5 Reasons to attend ISCoS

6 Day one overview

7 Conference posters



8 New SCI technology

9 Research diversity

10 Key takeaways

VIDEOS SHARED ON TWITTER, LINKEDIN & FACEBOOK

TOTAL VIDEO VIEWS 1,062

MOST POPULAR VIDEOS

2 Arriving in Vancouver
6 Day one overview
5 Reasons to attend ISCoS
1 Series introduction
7 Conference posters

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anzscos
Australian & New Zealand Spinal Cord Society

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SPINAL RESEARCH INSTITUTE