



Cochrane

Gynaecology and Fertility

Using social media analytics to see who we reach

CASE STORY

What we did



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

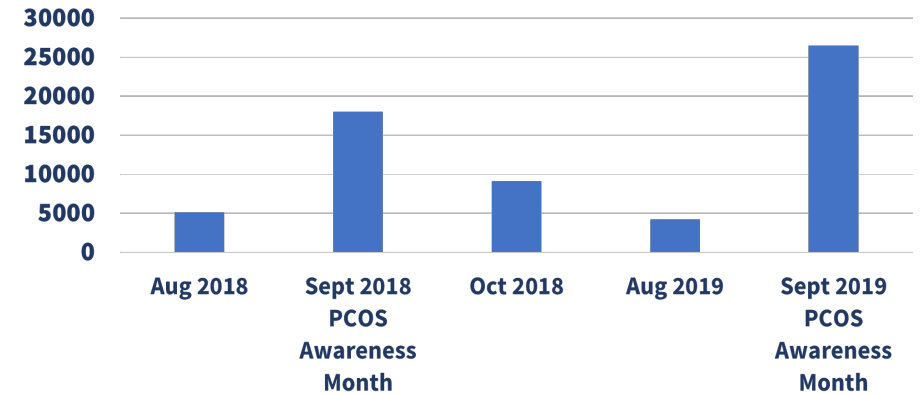
We will **continue to use trending hashtags** to promote Cochrane reviews because:

- 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.

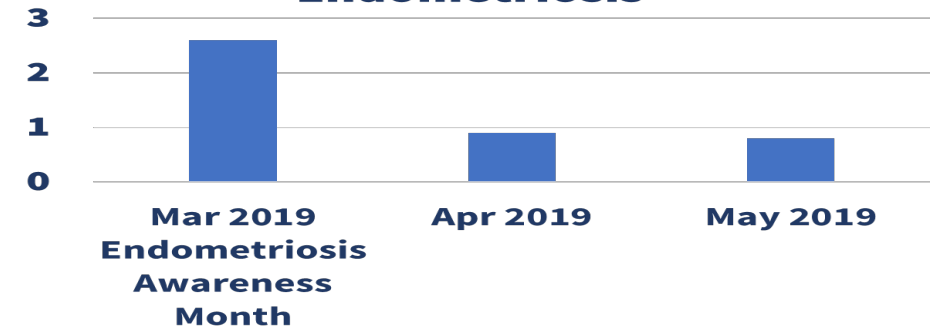
What we learnt

- 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.

Tweet Impressions PCOS



Engagement Rate (%) Endometriosis



Engagement rate above 0.3% is considered high on Twitter

Find out more

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