

How to use social media analytics to evaluate

Elena Kostova, Cochrane Gynaecology and Fertility

Trusted evidence.
Informed decisions.
Better health.





Social media analytics

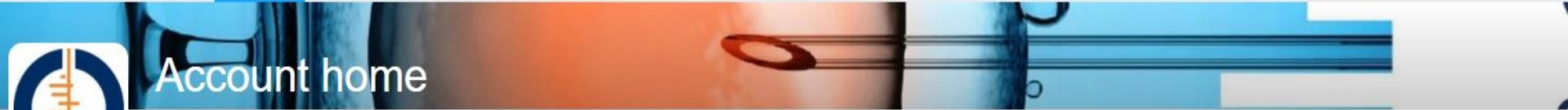
- **Knowledge translation (KT) and evaluation** – you can't have one without the other
- **Define your goals** – Reach, engagement, more diverse audience
- **Analytics as evaluation tools**





Twitter

- 320 million users
- Tweet 280 characters
- Cochrane community very active on Twitter
- Twitter analytics



Account home

CochraneCGF @CochraneCGF

28 day summary with change over previous period



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

Heavy menstrual bleeding Treatment choice

A decision aid to support discussions about the different treatment options commonly available during pandemics

The Cochrane Gynaecology and Fertility Group has summarised the research evidence for treatments which are commonly available during pandemics.

1 Antifibrinolytics	2 NSAIDs	3 Combined hormonal contraceptives
All treatments reduce heavy menstrual bleeding		
<ul style="list-style-type: none"> Tranexamic acid Dose: 1g Frequency: Three times a day for five days 	<ul style="list-style-type: none"> Mefenamic acid Total dose: 999mg Frequency: Three times a day 	<ul style="list-style-type: none"> Combined oral contraceptive pill Total dose: Variable Frequency: Once a day
Treatments can be unsuitable for certain women		
<ul style="list-style-type: none"> Not advised in women with a history of: <ul style="list-style-type: none"> Seizures Blood clots in the legs or lungs 	<ul style="list-style-type: none"> Not advised in women with a history of: <ul style="list-style-type: none"> Heartburn Stomach ulcers Inflammatory bowel disease 	<ul style="list-style-type: none"> Not advised in older women or women with a history of: <ul style="list-style-type: none"> Smoking Obesity High blood pressure Blood clots in the legs and lungs
Treatments can cause common side effects affecting 1 in 10 women		
<ul style="list-style-type: none"> Nausea and vomiting Diarrhoea 	<ul style="list-style-type: none"> Headaches Dizziness Indigestion 	<ul style="list-style-type: none"> Mood changes Headache Nausea Breast tenderness Break-through bleeding Weight gain

Frangou, 2018; Odufa, 2018; Interventions available during pandemics for heavy menstrual bleeding. Cochrane Database of Systematic Reviews 2020, Issue 7. DOI:10.1002/14651858.cd014965

1 22 32

Tweet Analytics

CochraneCGF @CochraneCGF
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
👉 <https://buff.ly/3kgJt9n> pic.twitter.com/adjTJtnoMs

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



Account home

CochraneCGF @CochraneCGF

Page updated daily

28 day summary with change over previous period



Aug 2020 • 17 days so far...

TWEET HIGHLIGHTS

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/adjTJtnoMs

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

pic.twitter.com/adjTJtnoMs

ADVERTISE ON TWITTER

Get your Tweets in front of more people



Promoted Tweets and content open up your reach on Twitter to more people.

Get started

AUG 2020 SUMMARY

Tweets 2	Tweet impressions 22.1K
Profile visits 171	Mentions 21
New followers 14	

commonly available during pandemics up to 1 in 3 women

1 Antifibrinolytics	2 NSAIDs	3 Combined hormonal contraceptives
<ul style="list-style-type: none"> Tramadol and Paracetamol: Three times a day for five days See additional: tramadol with a weak analgesic Rescue and over-the-counter: Ibuprofen 	<ul style="list-style-type: none"> Acetaminophen and Paracetamol: Three times a day See additional: tramadol with a weak analgesic Rescue and over-the-counter: Ibuprofen 	<ul style="list-style-type: none"> Levonelle and Mirena: Once a day See additional: tramadol with a weak analgesic Rescue and over-the-counter: Ibuprofen

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Tweet activity

Last 28 Days ▾

Export data ▾

Your Tweets earned **25.4K** impressions



Select a date range

Start date 07/01/2020



End date 07/31/2020



Last 7 Days

Last 28 Days

August 2020

July 2020

June 2020

May 2020

April 2020

Update

Clear

Tweets

Top Tweets

Tweets and replies

Promoted

Impressions

Engagements

Engagement rate

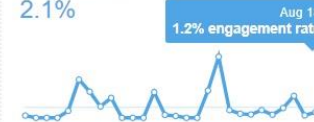
Showing 28 days with daily frequency



CochraneCGF @CochraneCGF · 21h
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/342ZDNU
[View Tweet activity](#)

2,780 19 0.7%

Engagement rate
2.1%



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

15,827 953 6.0%

Link clicks
50

Aug 18
2 link clicks

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**

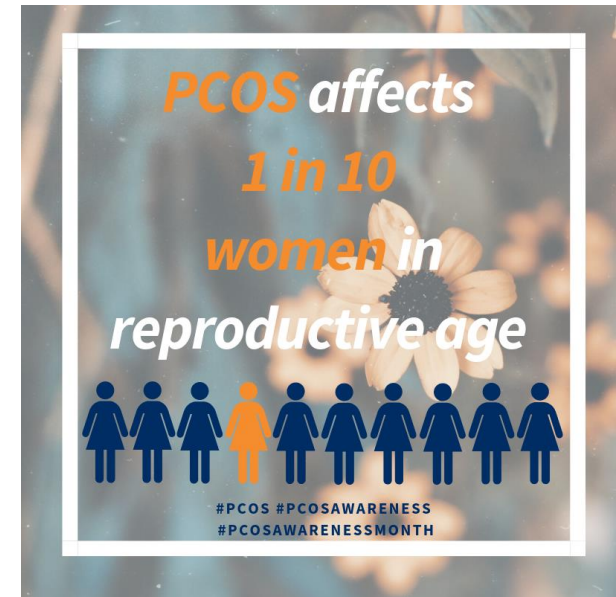


CochraneCGF @CochraneCGF

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>

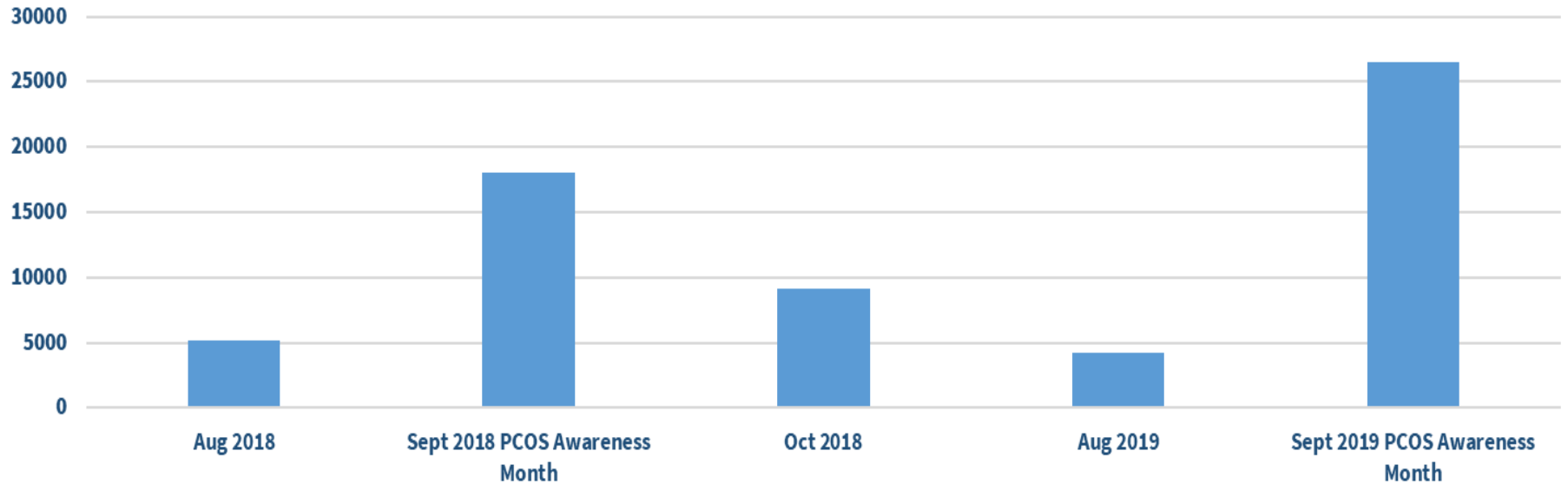
#PCOSAwarenessMonth





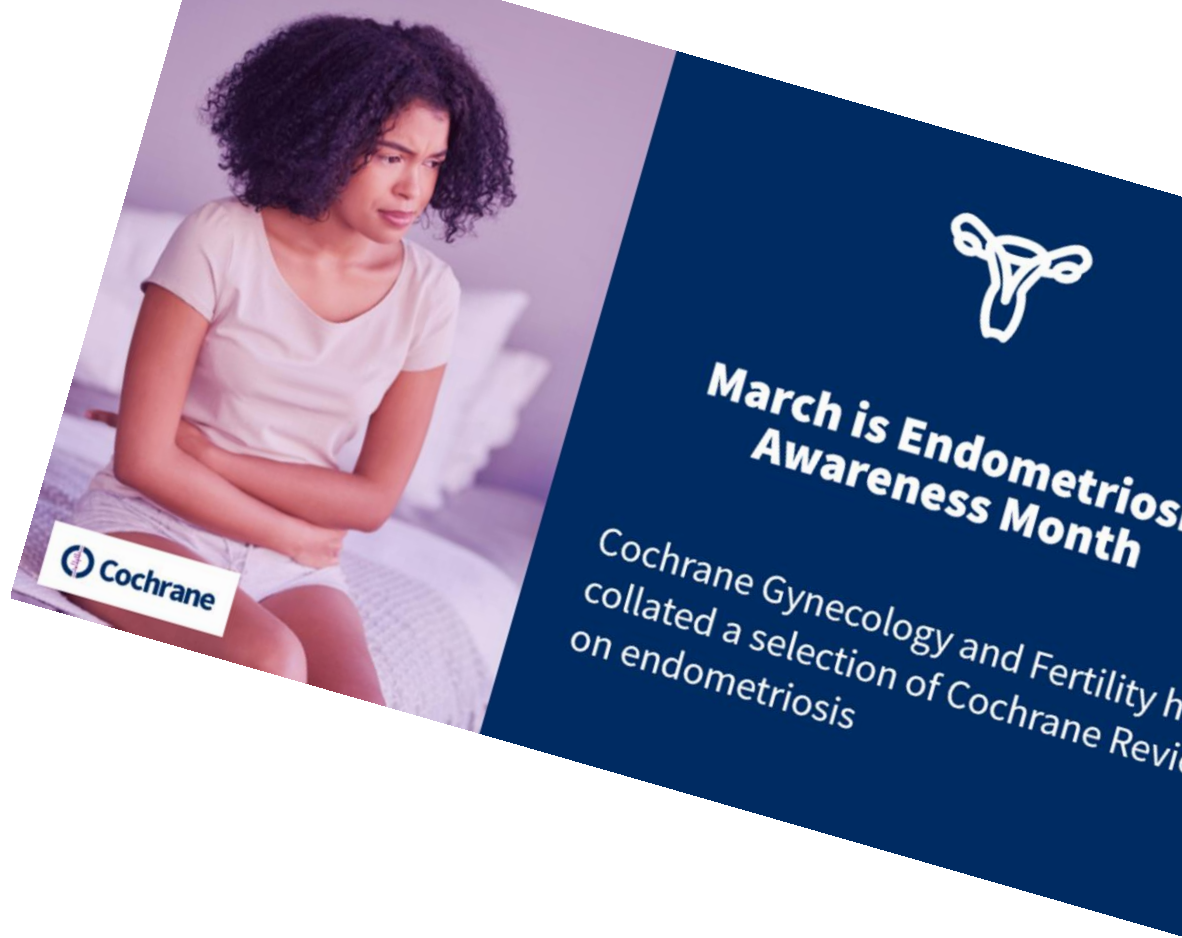
#PCOSAwarenessMonth

Tweet Impressions PCOS



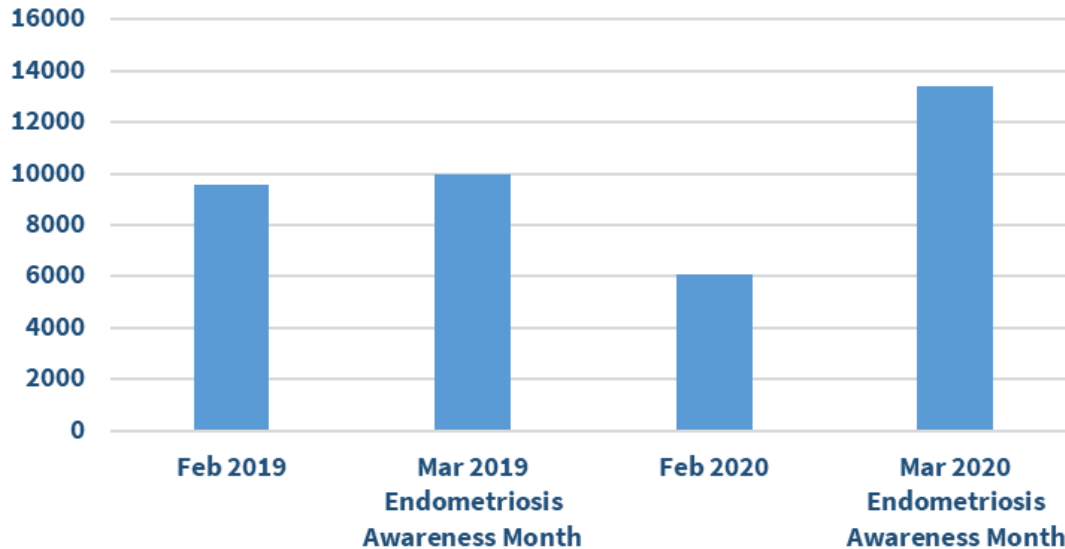
Endometriosis

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

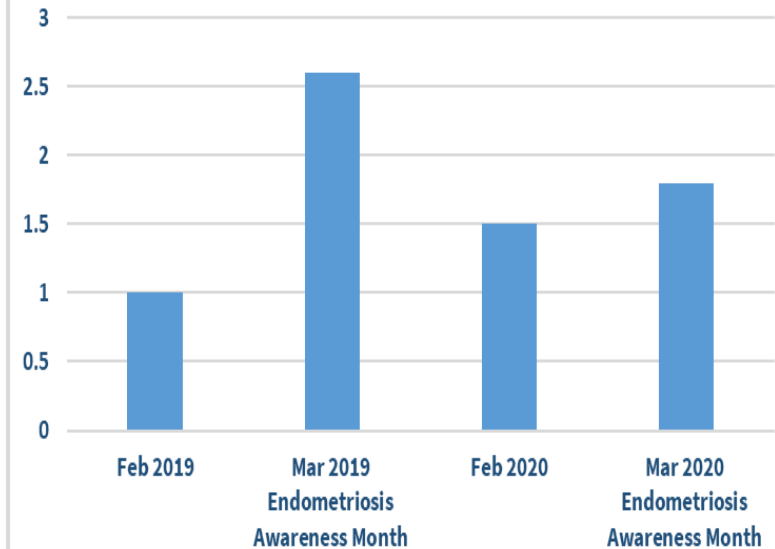


#EndometriosisAwarenessMonth

Tweet Impressions Endometriosis



Engagement rate (%)





Special Collection: In vitro fertilisation - effectiveness of add-ons

We are part of
Cochrane Children and Families

Latest News and Events

Polycystic Ovary Syndrome Awareness Month 2020



Interventions commonly available during pandemics for heavy menstrual



Tweets by @CochraneCGF



CochraneCGF
@CochraneCGF

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



Laparoscopic surgery for infertility associated with endometriosis

Background Endometriosis is a condition where tissue similar to the lining of the uterus grows outside of the uterus. Endometriosis can cause pain, infertility, and other symptoms which can be treated by either the available treatment for endometriosis (laparoscopic or hysterectomy) surgery, performed to remove visible areas of endometriosis. A hysterectomy can reduce pain but does not increase pregnancy rates and is associated with the loss of fertility. Cochrane Review authors assessed the evidence on the use of laparoscopic surgery to treat infertility in women with endometriosis. **Objectives**

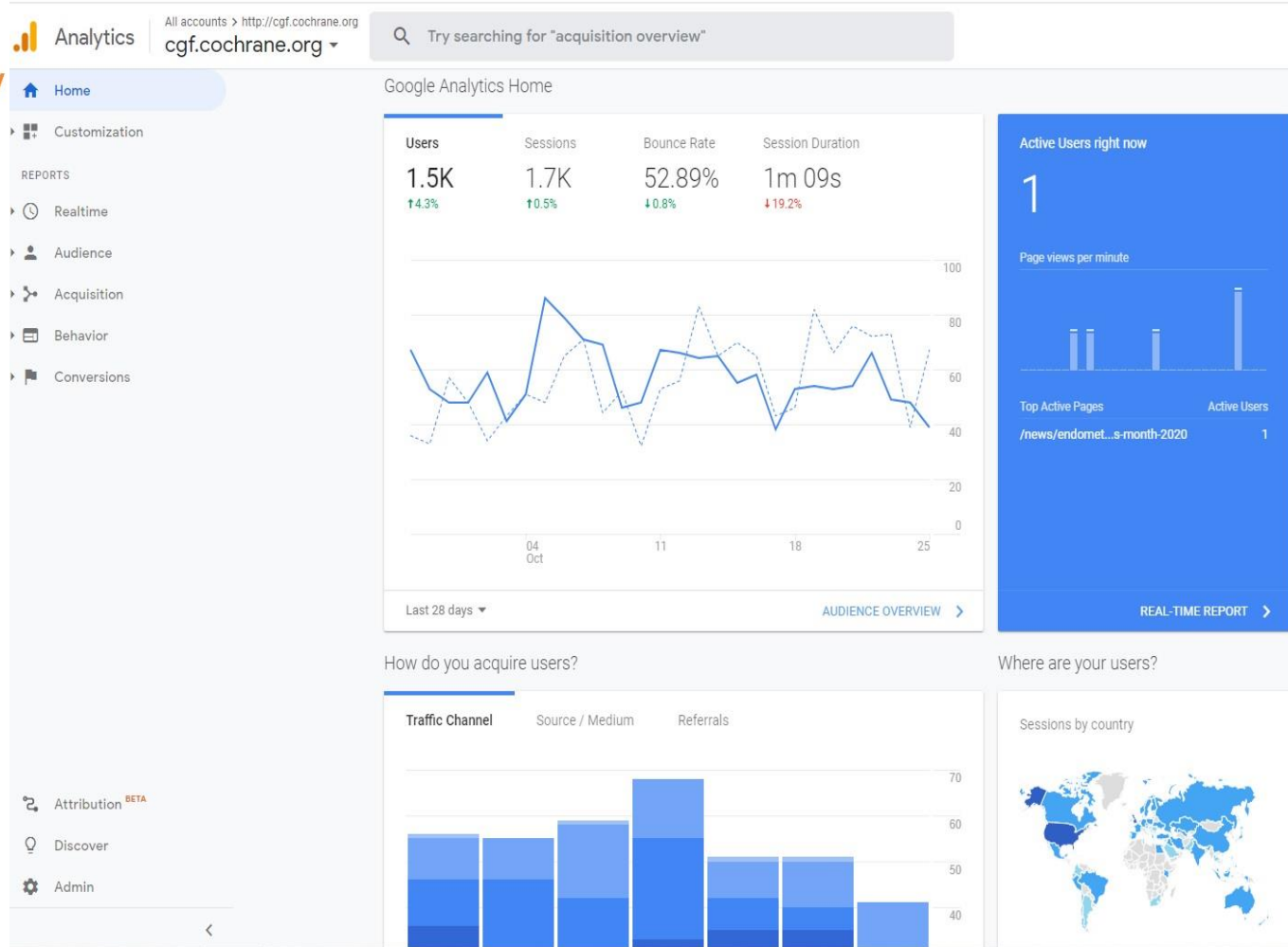
- No data were reported on live birth.
- Laparoscopic surgery combined with ablation probably increases pregnancy rate compared to diagnostic laparoscopy only.
- The combination of laparoscopic surgery, excision or ablation reduces mean uterine volume and uterine vascularity compared to diagnostic laparoscopy.





Google Analytics

Cochrane group website:
request access at
support@cochrane.org



Analytics All accounts > <http://cgf.cochrane.org>

Try searching for "acquisition overview"

Google Analytics Home

Users	Sessions	Bounce Rate	Session Duration
1.5K	1.7K	52.89%	1m 09s
↑4.3%	↑0.5%	↓0.8%	↓19.2%

Active Users right now: **1**

Page views per minute


Top Active Pages: </news/endomet...s-month-2020> Active Users: 1

How do you acquire users?

Traffic Channel	Source / Medium	Referrals
Organic Search	organic	~65
Direct	direct	~55
Referrals	referrals	~45
Social	social	~40
Display	display	~35
Search	search	~30

Where are your users?

Sessions by country



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

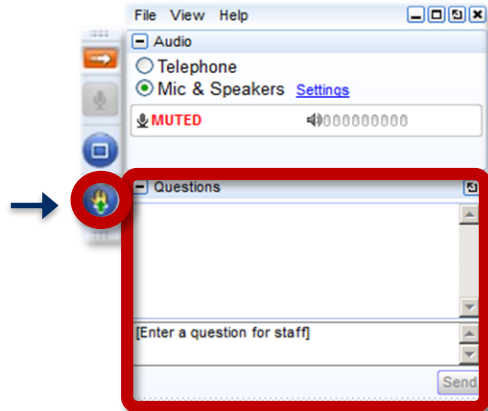
<https://analytics.google.com/analytics/academy/course/6>

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

