

The CADTH Social Media Experience:

GETTING EVIDENCE TO THOSE WHO NEED IT

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Knowledge Mobilization

@JustSayIt_MD

CADTH

What is Social Media

so ▪ cial me ▪ di ▪ a

noun

Websites and applications that enable users to create and share content or to participate in social networking.

Google definition



Social Media and Health Research

- Social media plays a prominent role in healthcare – allowing real-time sharing of information, communication and discussion of topical issues.
- SoMe: "authentic, immediate and peer review by hundreds rather than a powerful few!" from [@mgacsm](#) via [@amcunningham](#) at [#SoMeSummit](#) [#hcsmdca](#)

CADTH Social Media Strategy

- **Build a diverse, enthusiastic team** of CADTH staff: including members from Knowledge Mobilization, Communications, Research, and Information Services teams
- **Start small:** initial efforts were focused on Twitter with gradual expansion to other relevant social media platforms
- Carefully build a social media presence: **engage in relevant conversations** and trends, share the work of other related organizations and individuals, respond to questions and comments, post regularly, use appropriate hashtags – all of which will **gain followers**

CADTH Social Media Goals

The goal of our social media strategy is to effectively harness social media to:

- Disseminate our health technology assessment (HTA) work beyond traditional audiences and
- To promote the value of HTA to diverse groups of stakeholders.

Our Social Media Channels

Twitter

What does the evidence say? CADTH Evidence Series

CADTH
@CADTH_ACMTS

An independent, not-for-profit organization providing evidence to support informed health care decisions. En français @ACMTS_CADTH
Ottawa, ON • cadth.ca

2,732 FOLLOWING 3,810 FOLLOWERS

Tweets Media Favorites

CADTH @CADTH_ACMTS 2h
"Develop'g a Multi-Criteria Approach for Drug Reimbursement Decision Making" bit.ly/1Ckdw40 via @heatinformatics #HTA #cdnhealth

Timelines Notifications Messages Me

LinkedIn

CADTH shared this 23m

A plain language video explaining health technology assessment by Austria's Ludwig Boltzmann Institute: <http://bit.ly/1AsgVi3>

bit.ly/1AsgVi3
What is Health Technology Assesse...

Add a comment...

CADTH shared this 1d

Adel Aziziyeh from MaRS EXCITE blogs about why Canadian HTA efforts should focus on tech management instead of adoption <http://bit.ly/1zaomWO>

bit.ly/1zaomWO
Why Canadian HTA efforts should focus o...

YouTube

youtube.com

CADTHACMTS

What does the evidence say? Que nous disent les preuves?

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2014 CADTH Symposium: Dr Brian O'Rourke Speech

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Stakeholder Engagement
by CADTH-ACMTS
7 views

Stakeholder Engagement
by CADTH-ACMTS
4 views

Benefits of CADTH Social Media

- Being a part of the conversation
- Gives CADTH a “personality”
- Not just a “push” of CADTH content but interaction
- Reaching non-traditional audiences
- Increased engagement of key audiences: other HTA producers, pharmacists, physicians, professional societies, and patient groups
- Quickly identify trends, respond to customer needs, disseminate evidence in a highly targeted manner, and enhance connections
- Twitter a formal component of the CADTH Symposium for 3 years

Engaging in Relevant Conversations



The image shows a screenshot of a Twitter conversation on a light yellow background. It features three tweets and a large quote on the right. The first tweet is from Pat Rich (@cmaer) dated 18 Oct 2013, stating: "Clearly warfarin is neither obsolete nor dead" Mitchell #vascular2013. The second tweet is from CADTH (@CADTH_ACMTS) dated 18 Oct 2013, replying to @cmaer: "We agree! Our findings: bit.ly/ZQlzkN & a practical tool for providers bit.ly/H24f8Z #HTA #vascular2013". The third tweet is from Pat Rich (@cmaer) dated 18 Oct 2013, retweeting CADTH: "CADTH weighs in on warfarin debate MT @CADTH_ACMTS: Our findings: bit.ly/15PdoLI #vascular2013". On the right side, a large blue quote block contains the text: "...was saying. Here I would reference the Canadian Agency for Drugs and Technology in Health (CADTH) which provided solid research from that organization on the issue of whether warfarin is still relevant in preventing stroke in patients with atrial fibrillation. The tweet from CADTH in turn led to comments from other physicians and if not a lively debate, at least an exchange in views ensued." Below the quote is the attribution: "- From Pat Rich's Blog".

Pat Rich
@cmaer

"Clearly warfarin is neither obsolete nor dead" Mitchell
#vascular2013
18 Oct 2013

CADTH
@CADTH_ACMTS

.@cmaer We agree! Our findings: bit.ly/ZQlzkN & a practical tool for providers bit.ly/H24f8Z #HTA #vascular2013
18 Oct 2013

Pat Rich
@cmaer

CADTH weighs in on warfarin debate MT @CADTH_ACMTS: Our findings: bit.ly/15PdoLI #vascular2013
18 Oct 2013

...was saying. Here I would reference the Canadian Agency for Drugs and Technology in Health (CADTH) which provided solid research from that organization on the issue of whether warfarin is still relevant in preventing stroke in patients with atrial fibrillation. The tweet from CADTH in turn led to comments from other physicians and if not a lively debate, at least an exchange in views ensued.

- From Pat Rich's Blog

Using Twitter at Your Conference

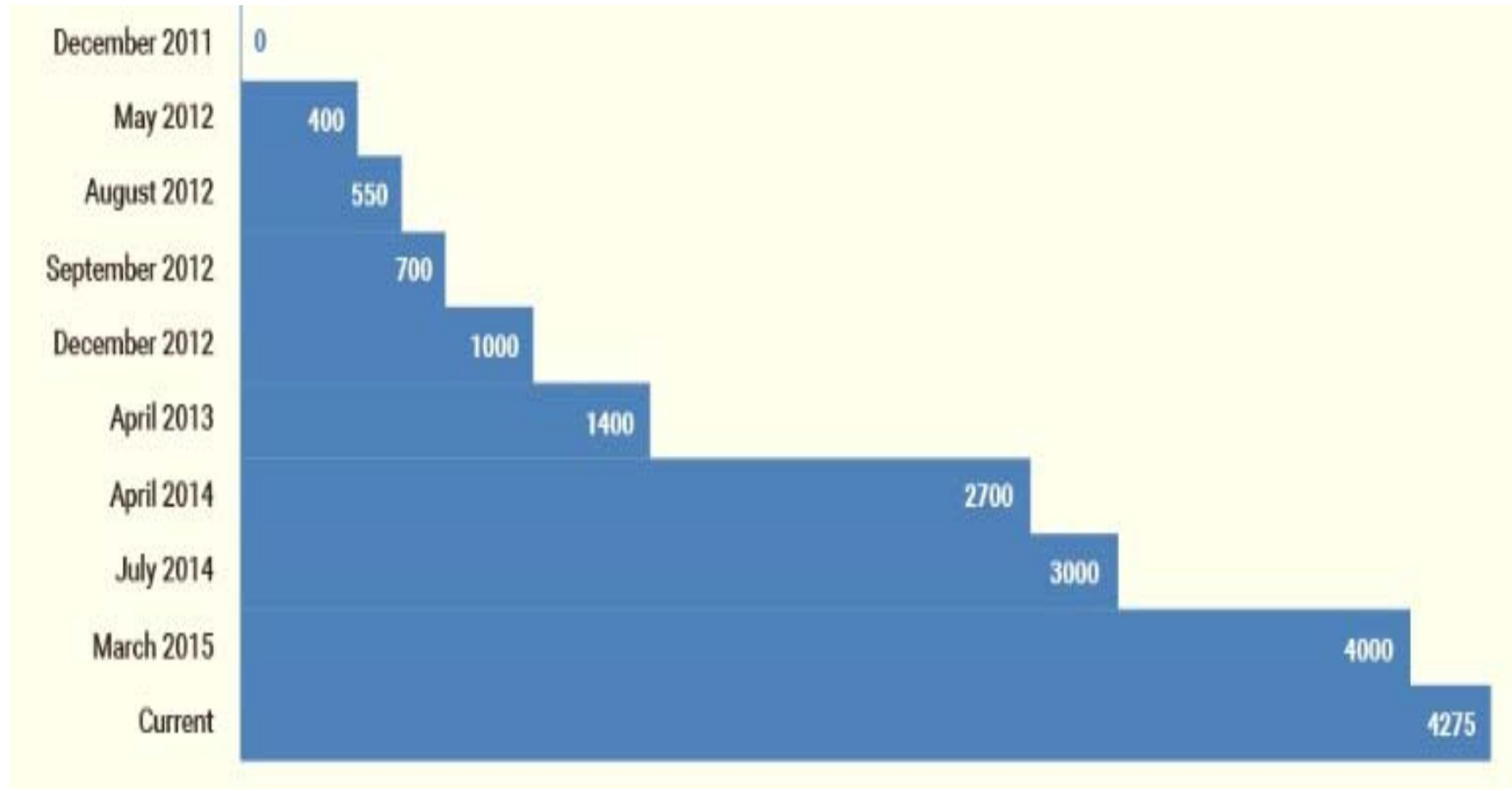
- Strategy involves before/during/after components
- Sign up to Twitter (Organization, Exec, Staff)
- Choose a hashtag and advertise it
- Analytics by registering the conference hashtag at www.symplur.com
- Display tweets
- Help signing up (live at booth and delegate bag card)
- Tweet-up
- Free WiFi
- After the event, thank those who tweeted, sponsors, venue

#CADTHsymp Hashtag Analytics

	2013	2014	2015
Impressions^a	520,539	1,069,875	2,824,089
Tweets	593	1277	2202
Participants	99	218	347
Average Tweets/Hour	4	9	18
Average Tweets/Participant	6	6	6

^aImpressions = number of tweets per participant multiplied by the number of followers that participant currently has. This is done for all participants in this time period and the numbers are totalled.

CADTH Followers on Twitter



Connect With Us



@CADTH_ACMTS



linkedin.com/company/cadth



slideshare.net/CADTH-ACMTS



youtube.com/CADTHACMTS



cadth.ca/photoblog



requests@cadth.ca

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Calls for stakeholder feedback and patient group input, plus other time-sensitive announcements.

New at CADTH

Monthly newsletter including a summary of new reports plus corporate news, announcements of upcoming events, and more.

CADTH Symposium and Events

Updates about our flagship annual Symposium, workshops, webinars and other events.

CADTH Evidence
Driven.

ACMETS Preuves
à l'appui.