Cochrane UK
Digital Impact Report

2014/15

Trusted evidence.
Informed decisions.
Better health.

Contents

Digital Impact

Every quarter we record our digital impact across all our platforms. For us digital impact means the following:

- **Growth:** We measure the basic numbers across all our digital platforms, to find out whether our followers and users have increased. This is our first key measurement when it comes to our digital impact metrics; we initially want to know if more and more people are accessing our content.

- **Conversations:** We record online conversations with people through our digital platforms. We do this simply by taking a screen shot of each conversation.   This is key information that tells us how well we are engaging with our stakeholders and where we could improve.   We use these conversations to add depth of understanding to the data we record around Growth.   This provides a rich source of information on how people are accessing and using our content and adds to our ongoing digital story.

- **Campaign engagement:** Campaign engagement looks at specific campaigns we have run and data surrounding them to answer the questions:

  - Have the campaigns engaged with our key stakeholders?

  - Have our audiences clicked through to our content?

  - Have the campaigns led to new relationships that will be beneficial in the future?

  To measure campaign engagement we have a formula relating to the data on the campaign content: *Conversations + analytics (page views + new visitors + time spent) + new relationships*

- **New relationships:** What new relationships with our stakeholders, have been formed in the last year? We record a basic list of the people. This is important as we could use the relationships in future projects.

Growth: Cochrane UK social media

We measure the basic numbers across all our digital platforms, to find out whether our followers and users have increased. This is our first key measurement when it comes to our digital impact metrics; we initially want to know if more and more people are accessing our content.

Number of Twitter followers
The number of Twitter followers at the end of each quarter.

twitter.com/ukcochranecentr
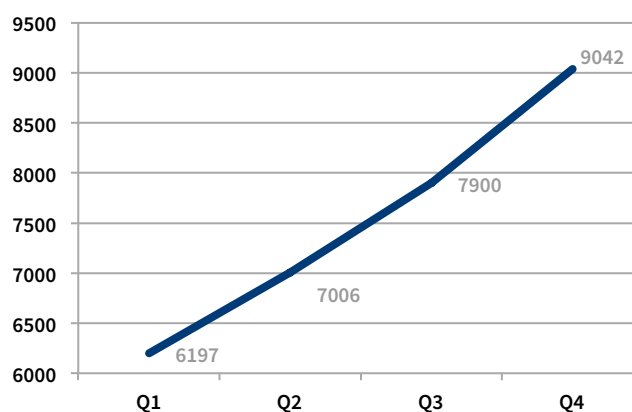
Number of likes on Facebook
The number of people who have liked our Facebook page at the end of each quarter.

Facebook.com/ukcochranecentre
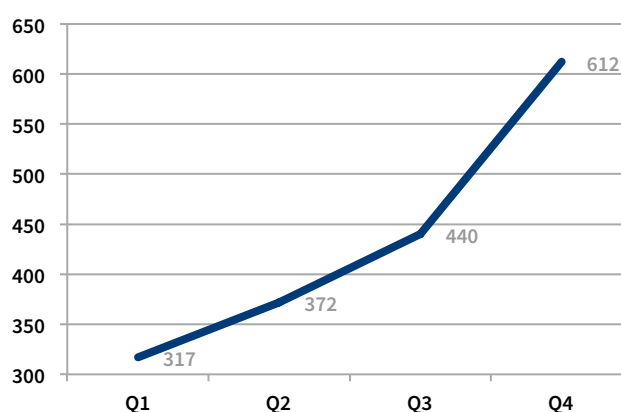
Number of followers on LinkedIn
The number of people who have followed our company page on LinkedIn at the end of each quarter.

linkedin.com/company/uk-cochrane-centre
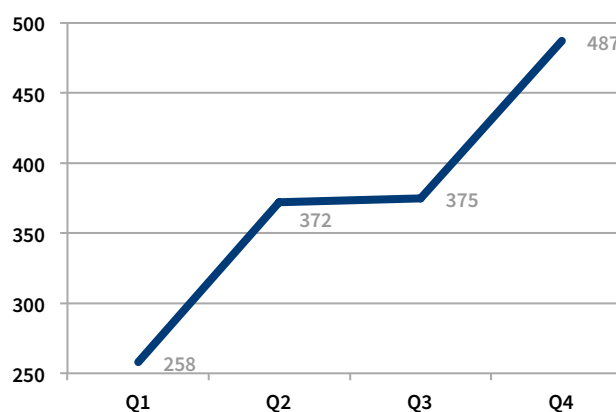
The National Institute for Health Research is the largest single funder of Cochrane UK, which is part of Cochrane, an independent not-

Number of Google+ followers

The number of people who have followed our Google+ page at the end of each quarter.

Google.com/+cochraneukcentre
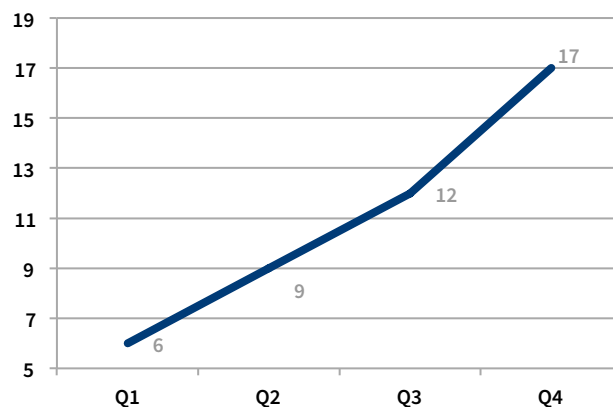
Number of YouTube Subscribers

The number of people who have subscribed to our YouTube channel at the end of each quarter.

youtube.com/channel/UCp_Vim5gfnLUsF3cxQL cBzQ
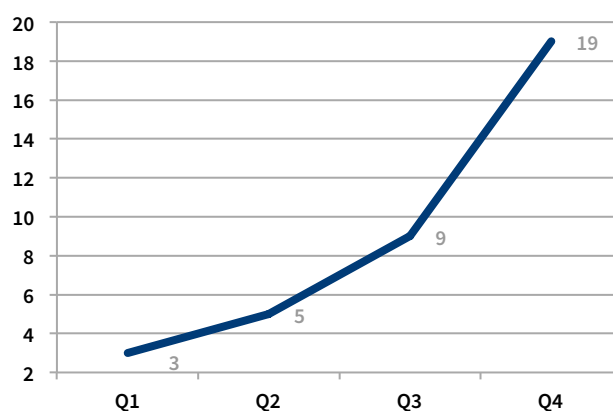
Growth: uk.cochrane.org

Number of sessions

The number of times people visited the website during each quarter.

Q1	Q2	Q3	Q4
4002	3511	4322	4375

Number of users

The number of individual users who visited the website during each quarter.

Q1	Q2	Q3	Q4
3009	2673	3292	3184

Number of pages per session

The average number of pages visited per session, during each quarter.

Q1	Q2	Q3	Q4
2.45	2.53	2.41	2.3
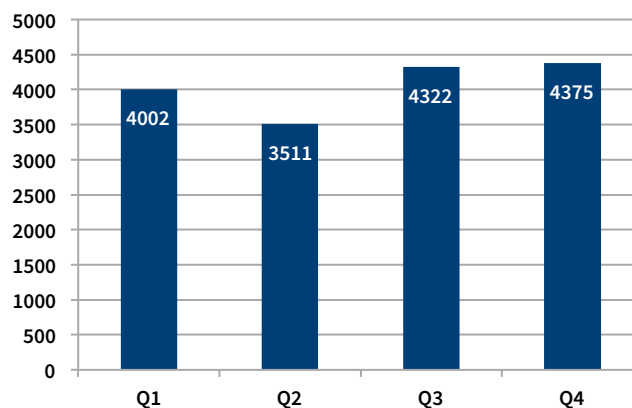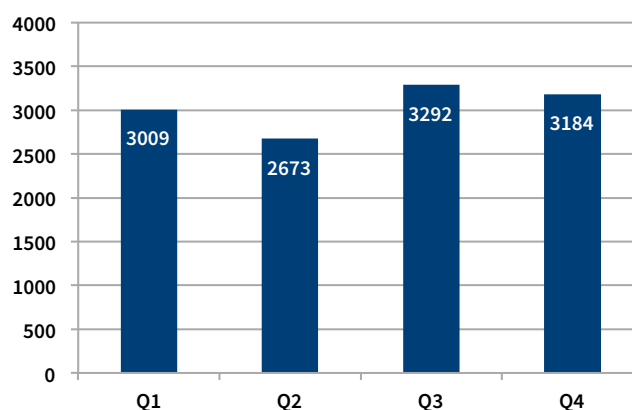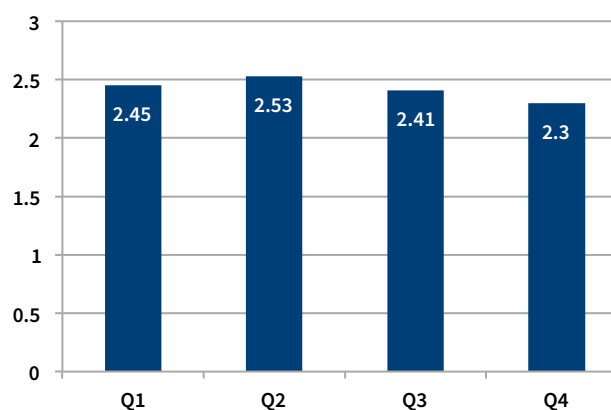
Average session duration

The average amount of time users spent on the website during each quarter.
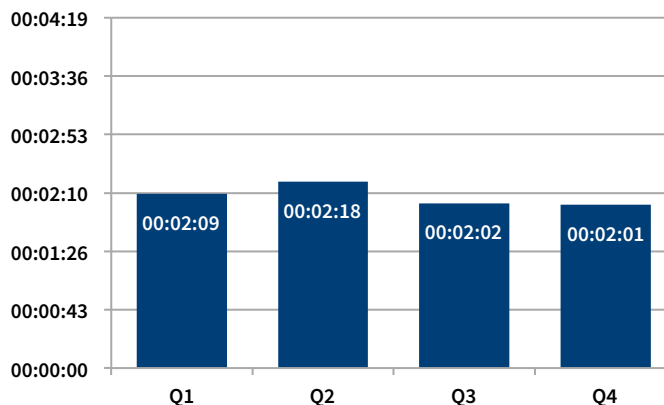
Bounce rate

The percentage amount of single page visits (they left the site without interacting with any other pages), during each quarter.
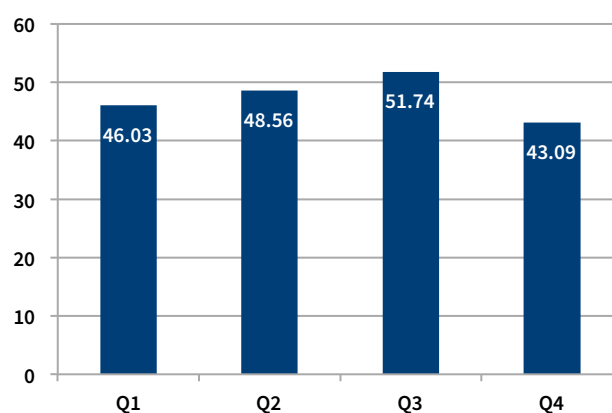
Percentage of UK & Ireland sessions

The amount of UK- and Ireland-based visits during each quarter.

The National Institute for Health Research is the largest single funder of Cochrane UK, which is part of Cochrane, an independent not-for-profit consortium dedicated to providing up-to-date, accurate information about the effects of health care.
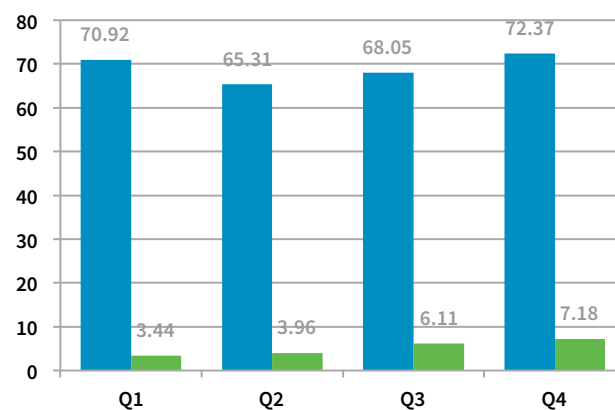
Growth: evidentlycochrane.org

Number of sessions

The number of times people visited the website during each quarter.

Quarter	Sessions
Q1	13,045
Q2	11,958
Q3	14,454
Q4	21,823

Number of users

The number of individual users who visited the website during each quarter.

Quarter	Users
Q1	9469
Q2	9398
Q3	10310
Q4	17712

Number of pages per session

The average number of pages visited per session, during each quarter.

Quarter	Pages per session
Q1	1.69
Q2	1.49
Q3	1.66
Q4	1.45

Average session duration

The average amount of time users spent on the website during each quarter.

Quarter	Duration
Q1	00:01:22
Q2	00:01:04
Q3	00:01:18
Q4	00:01:02

Bounce rate

The percentage of single page visits (users left the site without interacting with any other pages), during each quarter.

Quarter	Bounce rate
Q1	75.12
Q2	80.27
Q3	77.37
Q4	83.83

Percentage of UK & Ireland sessions

The amount of UK- and Ireland-based visits during each quarter.

Quarter	UK	Ireland
Q1	39.58	1.76
Q2	40.37	2.07
Q3	46.78	1.65
Q4	43.06	1.86

Cochrane Reviews in blog

The number of Cochrane Reviews featuring in Evidently Cochrane, throughout 2014/15.

Category	Count
Acute Respiratory Infections	11
Airways	4
Back	1
Bone, Joint & Muscle Trauma	6
Breast Cancer	4
Childhood Cancer	5
Common Mental Disorders	5
Consumers & Communication	3
Cystic Fibrosis & Genetic Disorders	1
Dementia & Cognitive Improvement	1
Developmental, Psychosocial & Learning	2
Drugs & Alcohol	2
Ear, Nose & Throat	3
Epilepsy	1
Eyes & Vision	1
Gynaecological Cancer	1
Heart	4
HIV/AIDS	2
Hypertension	1
Incontinence	8
Injuries	2
Menstrual Disorders & Subfertility	11
Metabolic & Endocrine Disorders	4
Methodology	1
Musculoskeletal	4
Neonatal	1
Neuromuscular Disease	4
Occupational Safety & Health	3
Oral Health	3
Pain, Palliative & Supportive Care	6
Peripheral Vascular Diseases	2
Pregnancy & Childbirth	15
Renal	1
Skin	2
Stroke	6
Urology	1
Wounds	15

Cochrane Reviews in blog

Growth: S4BE social media

Number of Twitter followers

The number of @Students4BE Twitter followers at the end of each quarter.

Twitter.com/Students4BE
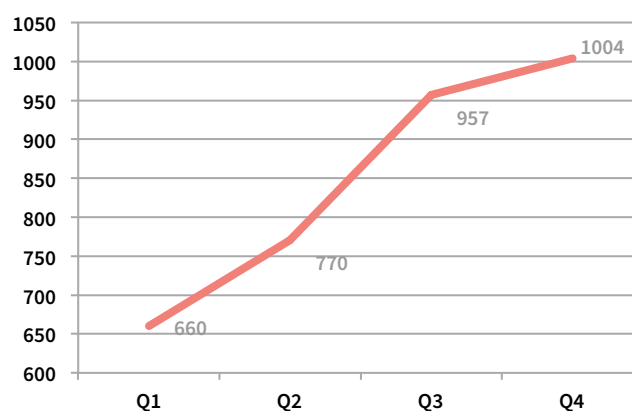
Number of likes on Facebook

The number of people who have "liked" our Facebook page at the end of each quarter.

Facebook.com/Students4BE
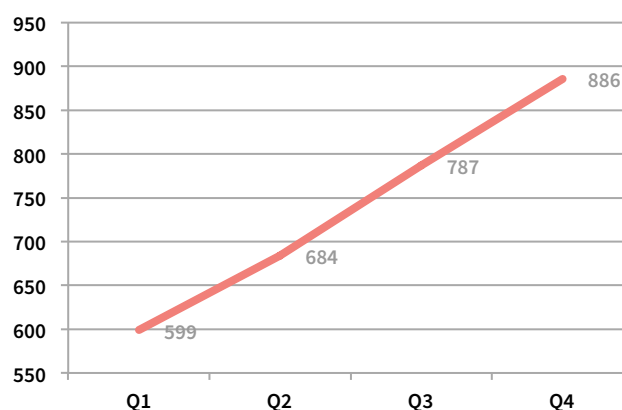
Number of Google+ followers

The number of people who have followed our Google+ page at the end of each quarter.

Plus.google.com/+Students4bestevidenceNet EBM
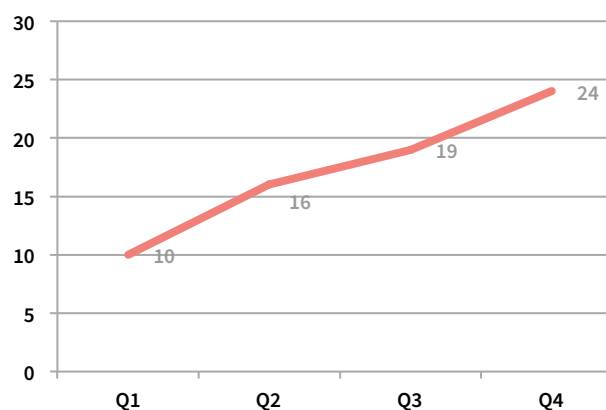
Growth: students4bestevidence.org

Number of sessions
The number of times people visited the website during each quarter.

Q1	Q2	Q3	Q4
49,475	42,142	58,860	64,036
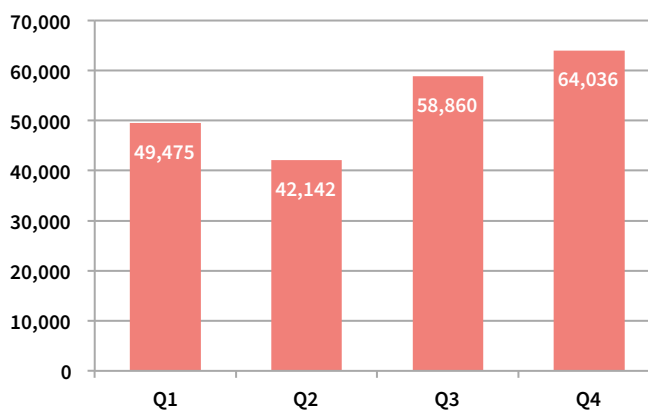
Number of users
The number of individual users who visited the website each quarter.

Q1	Q2	Q3	Q4
43,003	35,935	50,835	55,291
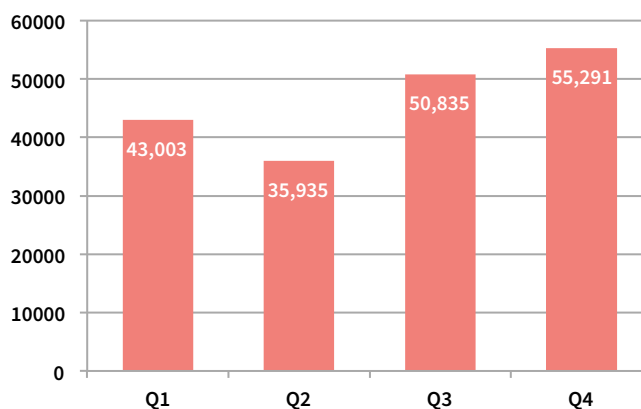
Number of pages per session
The average number of pages visited per session, each quarter.
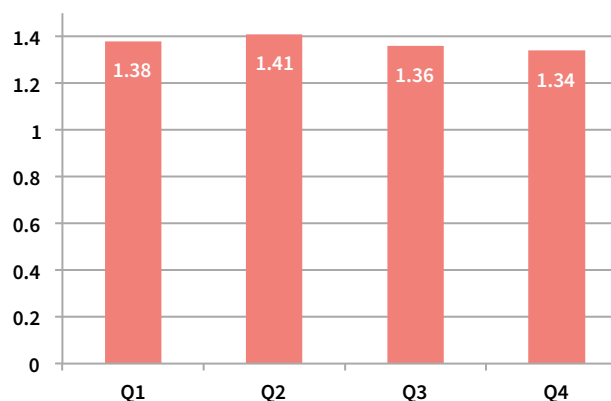
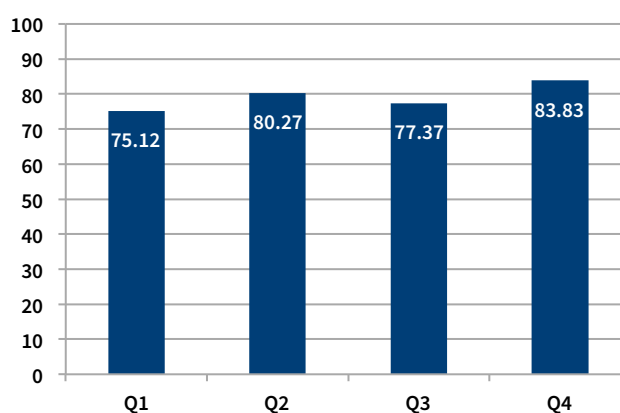|			
Q1	Q2	Q3	Q4
1.38	1.41	1.36	1.34

Average session duration

The average amount of time users spent on the website during each quarter.
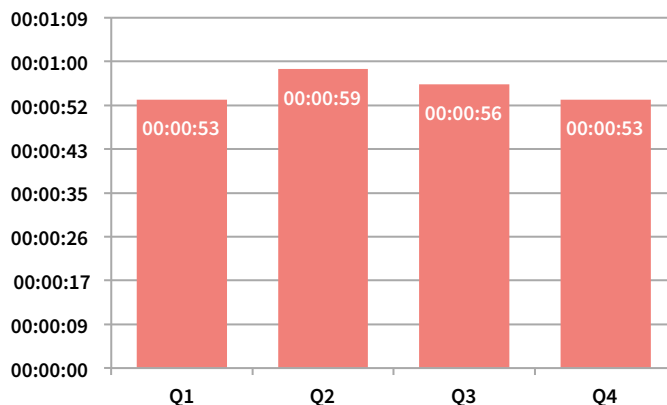
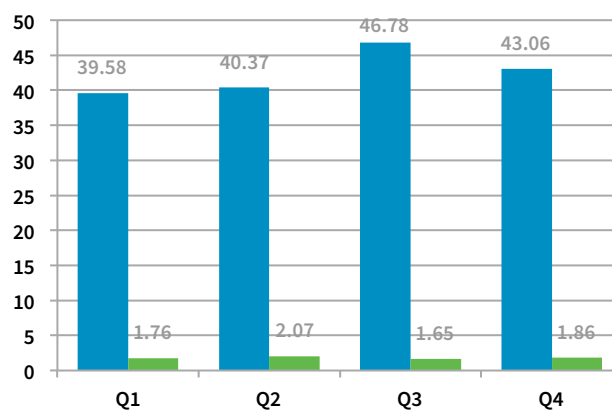## Bounce rate

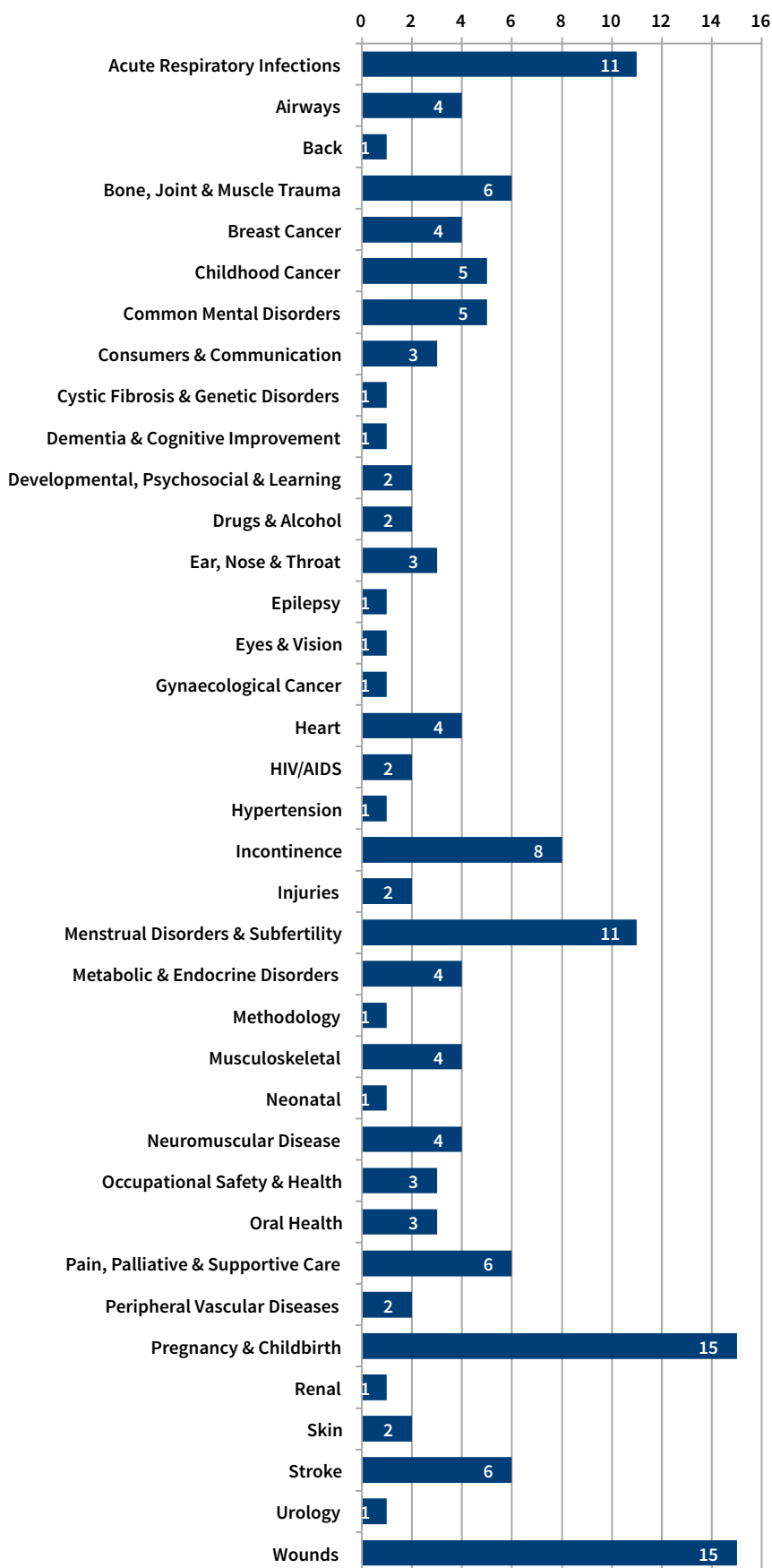The percentage of single page visits (users left the site without interacting with any other pages), each quarter.
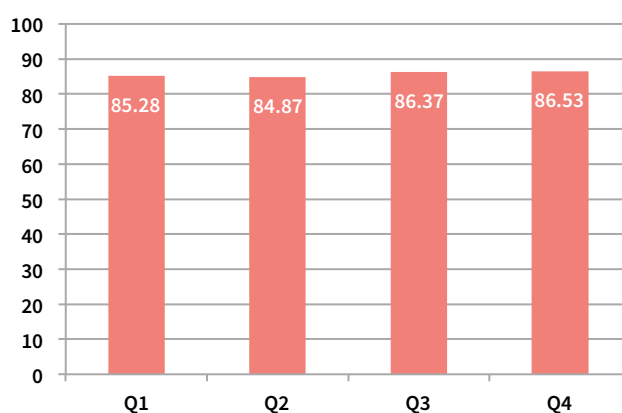
Countries with the highest percentage of sessions

The proportion of UK- and Ireland-based visits each quarter.

(USA, UK, Australia and Canada)
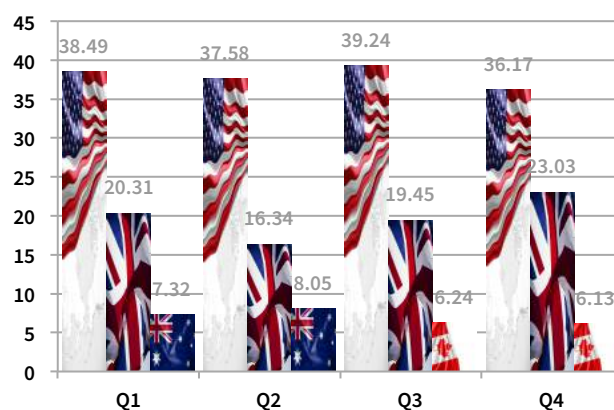
Conversations

We record online conversations with people through our digital platforms. We do this simply by taking a screen shot of each conversation. This contains key information that can tells us how well we are engaging with our stakeholders and where we can improve. We use these conversations to add depth of understanding to the data we record around Growth. This provides a rich source of information on how people are accessing and using our content and adds to our ongoing digital story.

Most of the conversations we have with stakeholders take place on Twitter, where we are best able to identify and respond to people seeking information, or to offer it in the context of topics under discussion, in addition to sharing evidence through planned tweets each day.

Our responsive service has been noticed and appreciated by both individuals and organizations and during the last year we have been particularly successful in engaging with the nursing community. As well as leading, or participating in, tweet chats with the #WeCommunities, including @WeNurses, @WeMidwives and @WeSchoolNurses, we have been able to supply evidence responsively, as noted by the NIHR Clinical Research Network North West Coast who tweeted:

> *"Fantastic to see @ukcochranecentr tweeting evidence to the @WeNurses and #WeNurses community. Proactive evidence, given not sought."*
>
> *@NIHRCRN_nwcoast, 13 June 2014*

This was echoed by a nurse to whom we quickly supplied the evidence she sought, who commented:

> *"This is Twitter at its best. You don't know but you find a person who does. And I didn't even need to try to remember my Athens username and password!"*
>
> *Victoria Annis, Clinical Governance Manager @toribird79, 13 June 2014*

Seeing and responding to opportunities to engage with potential users of Cochrane evidence on social media remains a really important part of what we do and as our following grows and we build up our experience and skills we are able to do this increasingly effectively.

As well as using social media to build our own networks and relationships, we can also help others to become connected, a basic principle of good social media use. This is also

appreciated. As the new Patient Editor of the BMJ, Rosamond Snow commented, after we had facilitated a successful connection,

> *"Thanks for that. You are one of the most useful people to follow!"*
>
> *Rosamond Snow, email, 29 September 2014*

Conversations about our Evidently Cochrane blogs also mostly take place on Twitter, both about individual blogs and about the site overall. For example:

> *"Great work making high quality evidence accessible to both health consumers and professionals throughout the blog."*
>
> *Smart Motion Physio @smphysio, 18 August 2014*

Content writer for NHS Choices and NHS News UK, Rob Finch @finchwrites first came across Evidently Cochrane in September 2014 when he tweeted

> *"I've just discovered Evidently Cochrane and I think I'm in love!"*

He then became our contact for weekly dissemination of the blogs to NHS Choices.

Students 4 Best Evidence
'A beginners guide to interpreting odds ratios, confidence intervals and p values' tutorial was published in August 2013 by Tim Hicks (University of Aberdeen, UK), and still receives the most comments and feedback of all the blogs on Students 4 Best Evidence. Receiving 69 comments since publication, 59 of which were written between April 2014 and now. Here are some example comments:

> *"Thanks, 3rd year mature student nurse doing my dissertation and this has really helped explain things to me."*
>
> *Laura Anderson, October 2014*

> *"It's great to see nursing students using the S4BE website, please be sure to let as many other students know about it as possible.*
>
> *Best wishes, Tim"*
>
> *Tim Hicks, October 2014*

> *"This really is awesome!!! Have had two semesters of biostatistics and epidemiology and this really puts everything together. Thank you for keeping it so straightforward."*
>
> *Chris, May 2015*

'Less is More: The dangers of too much medicine' by Danny Minkow (Brenau University, USA) published in January 2015 has been pingbacked (linked to and referenced in) three other external blogs. It also received this comment from a business student:

> *"I think this is a wonderful article about the over-treatment (and over-use) of medication. I don't think enough people are talking about this issue in healthcare given how relevant and important it is to our costly healthcare system. I am a business student at the Judd Leighton Business School of Indiana University South Bend studying Healthcare Management and I'm happy to say that this is a topic I have had my professors discuss with us during class sessions. Over-treatment is not only costly, but can have negative long-term effects for the patient, which in turn lowers their quality of care. We have also been fortunate enough to have been introduced to the idea of Evidenced Based Medicine and it's benefits for administration. Great article!"*
>
> *Kessa Kearse, February 2015*

Campaign engagement

Campaign engagement looks at specific campaigns we have run and data surrounding them to answer the questions:

- **Have the campaigns engaged with our key stakeholders?**
- **Have our audiences clicked through to our content?**
- **Have the campaigns led to new relationships that will be beneficial in the future?**

To measure campaign engagement we have a formula relating to the data on the campaign content:

Conversations + analytics (page views + new visitors + time spent) + new relationships

Here are the key campaigns that we ran each quarter and the campaign engagement that was recorded:

QUARTER 1: MEN'S HEALTH WEEK
This was our first campaign, timed to tie in with Men's Health Week in the UK and Australia and Men's Health Month in the US. The main objective was to bring a new audience to Cochrane. We had an introductory blog and three guest blogs. The blogs were shared on Twitter and on various international Men's Health Facebook pages. We shared our learning from this first campaign in an article for 'Cochrane Community' (the internal Cochrane newsletter).

The analytics show a high percentage of new visitors on each blog but high bounce rates, which means that visitors were not going on to explore other pages on the site.

We gained around 150 new Twitter followers that week, compared to around 100 in a normal week.

The blogs were shared and discussed on Twitter and we were able to direct people talking about men's health topics that week to the blogs.

In including a guest blog from two doctors from the US, tackling the overdiagnosis, testing for and treating of, low testosterone, we hoped to appeal to a wider audience and to highlight this interesting and important issue. But this blog was the least popular. It did not resonate with the themes of Men's Health Week in the UK and Men's Health Forum were keen to stress the differences between approaches to men's health (particularly screening) in the UK and US.

Conversations	- Retweeted by Ben Goldacre @ageingnews #menshealthweek ...So... You take the car for an MOT every year but you won t take youself.. So come on guys get..." We replied: @ageingnews But there are down sides to the MOT approach to health, as our guest bloggers explain here: http://t.co/m5A3STuAMO #menshealthweek

Analytics	Blog title	Page views	New visitors	Time spent
	/men-work-death-disease-bulging-machismo	639	503	00:02:51
	/hypertension	988	770	00:03:46
	/testosterone	1,430	1,163	00:03:59
	/mens-health-hard-evidence-home-truths	311	202	00:01:50

New relationships	No significant relationships were formed but contact was made with Men's Health Forum, Andrology Australia and Time to Change.

CAMPAIGN ENGAGEMENT FORMULA FOR MEN'S HEALTH WEEK 2014

QUARTER 2: PALLIATIVE CARE WEEK AND S4BE WIKI WEEK

Palliative Care Week

This tied in with Help the Hospice's Hospice Care Week. It was a good opportunity to strengthen our links with Marie Curie Cancer Care and they were pleased to be asked to write a guest blog for Evidently Cochrane. We also engaged with palliative care practitioners on Twitter.

The analytics show really good engagement on the blogs. Two minutes is regarded as a measure of good engagement and readers were spending between 2.3 and 4.3 minutes on each blog.

Conversations	The most popular blog was written by Cochrane UK Fellow and GP Richard Lehman, who shared his father's story in a blog about palliative care for people with heart failure. A geriatrician, Dr Kit Byatt, responded with comments about clinical aspects of care and added: *"Sadly, we appear to have become so fixated on applying the technical evidence for treating the chronic stable disease well, that we have overlooked Osler's dictum that a good doctor treats the disease, whereas a great doctor treats the patient with the disease."*

Analytics	Blog title	Page views	New visitors	Time spent
	/putting-heart-palliative-care	543	366	00:03:15
	/pain-relief-research-better-care	288	173	00:03:38
	/supporting-caregivers-terminally-ill-effective	466	252	00:04:37
	/understanding-outcomes-end-of-life-care	346	246	00:02:32

New relationships	• Help the Hospices • Marie Curie (not a new relationship but an opportunity to build on an existing one)

CAMPAIGN ENGAGEMENT FORMULA FOR PALLIATIVE CARE WEEK

Students 4 Best Evidence Wiki Week

During September 2014, Students 4 Best Evidence (S4BE) organized a Wikipedia campaign to get more students involved in editing Wikipedia using the latest health evidence. It was organized with the help of Cochrane's Wikipedian-in-Residence, Sydney Poore as well as Cochrane UK's summer 2014 Student Placement, Ammar Sabouni.

The campaign consisted of a variety of blogs on S4BE around how to edit Wikipedia and why Wikipedia should be kept up-to-date with the latest evidence. The campaign was also run through a Wikipedia project page where all the resources and information was listed.

During the campaign week S4BE held a live Wikipedia Editathon, for people to come along to the Cochrane UK office and learn more about editing Wikipedia. Three Wikipedia editors and trainers came to the editathon, including Sydney Poore and John Byrne who was the Cancer Research UK Wikipedian-in-Residence; Cancer Research UK's News and Multimedia Manager Henry Scowcroft; two students attended in person and four students joined via Google Hangout. The hangout was archive online the S4BE YouTube channel.

The campaign wasn't successful in getting more students involved in editing Wikipedia. But it did highlight the issue that Cochrane UK should do more to improve the evidence-base of articles in Wikipedia. The Campaign prompted a new Cochrane UK Wikipedia Project, which is discussed in our Cochrane UK Annual Report 2014/15.

Conversations	• Supportive tweets from S4BE Partners and the Wiki Project Med community • Pingback blog on ithinkwell.org advertising the campaign

Analytics	Blog title	Page views	New visitors	Time spent
	/Wikipedia-and-s4be-students4wpm	338	218	00:03:10
	/Wikipedia-medicine-newbie-crash-course	249	123	00:03:55
	/Wikipedia-week-topics	164	55	00:02:55
	/why-wikipedia-are-more-science-trained	148	80	00:02:11
	/Wikipedia-learning-day	59	28	00:01:33
	/dr-wikipedia-learnt-stop-worrying-love-editing	55	55	00:02:12

/editathon	49	23	00:02:33
/Wikipedia-now-future-healthcare	48	24	00:01:05

New relationships	• James Heilman, Wiki Project Med lead • John Byrne, Wikipedia Editor • Henry Scowcroft, Cancer Research UK News and Multimedia editor • Sydney Poore, Cochrane's Wikipedian-in-Residence • Amy Price, ithinkwell.org • Cathryn Peppard, St Georges University of London, Librarian

CAMPAIGN ENGAGEMENT FORMULA FOR S4BE WIKI WEEK

QUARTER 3: EVIDENTLY ADVENT

During advent, blog posts were published daily on the Evidently Cochrane blog, using Christmas themes to draw attention to certain notable Cochrane Reviews from the past year. Reviews were also selected so as to be representative of as many UK- and Ireland-based Cochrane Review Groups as possible. The aim, by producing attractive, bite size, shareable content, was to direct traffic towards Evidently Cochrane and to raise awareness of Cochrane Reviews in general.

A variety of media were used, such as stop motion Lego animation, short video clips, illustrations, and an interactive quiz.

Whilst most of the posts had to be prepared well ahead of publication, it was possible to capitalize on topics currently in the news, which we did with these:

- The brand new e-cigarettes review received a dedicated advent blog post on the day of its publication, capitalizing on global publicity elsewhere.

- Twitter was used to direct members of the public interested in a trending news story about breastfeeding to an advent blog post referring readers to a number of Cochrane Reviews on the subject.

Conversations	• "*Thank you Sarah and all your helpers - a very successful and imaginative Advent calendar.*" Sally Bell-Syer, Cochrane Wounds • "*Congratulations on another excellent year of #EvidentlyAdvent - have flagged up today's on Cochrane channels!*" Nancy Owens, Communications and External Affairs Department, Cochrane • "*Happy Christmas and thank you Sarah - it has been such fun, and a real achievement!*" Richard Lehman, Cochrane UK Senior Fellow in

General Practice

- *"Many congratulations on such an original and creative piece of content. This has been a unique way of presenting Cochrane evidence and will have provided your audience with a new and interesting perspective."* Jo Anthony, Communications and External Affairs Department, Cochrane

- *"I love it. As someone who avoided evidence you guys have really engaged me, thank you!"* Teresa Chinn, nurse & @WeNurses founder. 5 December 2014

- *"This is amazing! I will send it to my mum – she suggested I try all 4!"* Olivia Kirtley, PhD student, on the pantomime feature about remedies for the common cold. 5 December 2014

Analytics

Blog title	Page views	New visitors	Time spent
Advent day 1 – operating theatre	484	267	00:00:55
Advent day 2 – cold water immersion	318	142	00:01:17
Advent day 3 – oral health	676	426	00:02:54
Advent day 4 - AMD	295	132	00:02:03
Advent day 5 – common cold	522	284	00:03:18
Advent day 6 – dietary supplements	138	53	00:01:11
Advent 7 – kangaroo care	300	157	00:01:59
Advent 8 – Christmas wishes	225	93	00:01:57
Advent 9 – frozen shoulder	228	119	00:01:50
Advent 10 – pelvic floor	258	141	00:02:03
Advent 11 - symposium	143	51	00:02:12
Advent 12 - falls	383	193	00:02:40
Advent 13 – rubefacients	183	70	00:01:26
Advent 14 – reminiscence therapy	166	50	00:01:13

Advent 15 – birth	187	75	00:01:49
Advent 16 – breathing exercises	124	30	00:01:28
Advent 17 – e-cigarettes	254	142	00:01:47
Advent 18 – mental health	177	80	00:02:10
Advent 19 – motion sickness	147	63	00:01:35
Advent 20 – shift workers	171	72	00:00:57
Advent 21 - cranberries	134	58	00:01:57
Advent 22 - drinking	194	91	00:02:04
Advent 23 - silver	214	125	00:02:23
Advent 24 – UK team	90	43	00:01:28

New relationships
- No specific new relationships were made during this campaign.

CAMPAIGN ENGAGEMENT FORMULA FOR EVIDENTLY ADVENT

Q4 –MENOPAUSE WEEK

'Menopause Week' consisted of a series of seven blog posts published on the Evidently Cochrane blog over the course of a week between the 6th and the 13th of March 2015. Six of these were blog posts written by guest authors, with whom we worked closely to ensure high quality content and to maximize the impact of the blogs. The campaign enabled us to make, or build on, links with influential individuals and other organizations. The guest bloggers were Professor June Girvin (Faculty of Health and Life Sciences at Oxford Brookes University), Anne Cooper (a senior nurse working in informatics), Elaine Miller (physiotherapist and comedian), Jenny Hislop (Health Experiences Research Group and Healthtalk.org), Dr Martin Hirsch (Queen Mary University) and Dr Harry Boardman (University of Oxford). The central team for the week also included the founders of Menopause UK, Dr Hannah Short and Natasha North.

The aim of the campaign was to produce some good quality writing about menopause to coincide with Menopause UK campaign for NHS Change Day on March 11th, using the hashtag #changethechange. Their campaign aims are to get people talking about the menopause, get reliable information about it and get menopause on the agenda. We felt that tackling a taboo health topic affecting a huge population and promoting reliable information about it was a good fit with Cochrane UK's aims.

Strategy for increasing impact:
- Bringing together a team of individuals with different but complementary spheres of influence

- Aligning ourselves with Menopause UK's #changethechange campaign

- Getting external help with communications from Katie Abbott

- The Cochrane Editorial Unit agreed to time the publication of the HRT review update to coincide with our week. This was launched with a press conference at the Science Media Centre and it was anticipated that it would have considerable impact

- Our Menopause Week fell just after Ros Altmann, the Government's Older Workers Business Champion, highlighted the menopause as a workplace issue and was due to report to Government. We made sure we mentioned this and contacted Ros on Twitter.

Highlights:
- Evidently Cochrane is now the 5th result in a Google search for 'menopause evidence'.

- Twitter tweet impressions and Facebook post reach both increased by nearly 50% during Menopause week

- Evidently Cochrane was recommended in a blog by guest author Elaine Miller in a piece published on Mumsnet

Fostering relationships:
The team we brought together for the campaign worked really well. Anne and Elaine were known to us already but this was Anne's first guest blog for us. New contacts were June Girvin, Jenny Hislop at Healthtalk, Natasha North and Hannah Short – founders of Menopause UK and Martin Hirsch (introduced to us by James Duffy, a Cochrane UK Associate). We also made links with Danielle Baker at NHS England, through Anne Cooper and Menopause UK.

Martin Hirsch has expressed an interest in future involvement with Cochrane UK, including more blogs.

Jenny Hislop was away during the campaign period but we will be following up with her and will look for future links with Healthtalk/HERG.

Plans generated by this campaign:
- Members of the central team will meet this summer and all are keen to work together again.

- October 2015 will see the publication of new NICE guidance on the menopause and this will be the focus for renewed discussion, with recirculation of the blogs. We would like to run a Tweet chat on this topic and Richard Morley (Cochrane Consumer Network) has suggested involvement in this by CUE.

What worked well and what could have gone better?
Contact with the wider media.

Through Twitter we were able to engage the interest of Jenni Murray, presenter of Radio 4's Woman's Hour, and exchanged emails with her. However, we then found ourselves unable to share any information about the new HRT evidence, while Cochrane Communications and External Affairs Department and the Cochrane Editorial Unit worked on detail of how that would be presented. Later attempts to get interest from them failed. Interestingly, Twitter enabled access where phoning failed – KA reported that access was blocked by numerous gatekeepers.

The HRT updated review had wide global press coverage and we assume this was a boost for our campaign. One of the guest blogs was from the lead author of the review, Dr Harry Boardman.

We were able to get links to the blog through our partners for the week. Elaine Miller wrote a piece for Mumsnet, which mentioned Evidently Cochrane and the menopause blogs and linked to them. Hannah Short wrote an article for the Guardian's Health Network and whilst she was unable to mention Cochrane she talked about, and linked to, Menopause UK's campaign page, where the blogs are mentioned and linked.

Gransnet, with which we engaged on Twitter, asked for a piece for their site. It then emerged that they wanted clinical detail and recommendations, which fall outside our scope. We passed this on to our Menopause UK partners, who are writing the piece for them.

Conversations	• *"Inspired campaign, conversations and blogs!"* Mary O'Dwyer, women's health physiotherapist and author, Queensland

Analytics	Blog title	Page views	New visitors	Time spent
	/didn't-tell	548	307	00:03:06
	/hormone-therapy-will-help-harm-heart	533	320	00:03:50
	/no-sex-please-menopausal	1,229	891	00:04:47
	/menopause-matters-experience-evidence	1,151	679	00:03:21
	/lets-talk-menopause	477	248	00:03:24
	/hormone-therapy-menopause-endometriosis-surgery-friend-foe	406	268	00:03:59
	/everything-needed-know-menopause-no-one-told	865	567	00:04:27

New relationships	• Menopause UK • Healthtalk • Professor June Girvin, Oxford Brookes University • Danielle Baker, NHS England • Dr Martin Hirsch, Barts and the London Relationships extended with Elaine Miller (physiotherapist) and Anne Cooper (nurse)

CAMPAIGN ENGAGEMENT FORMULA FOR MENOPAUSE WEEK

Fostering relationships

What new relationships with our stakeholders, have been formed in the last year? We record a basic list of the people. This is important as we could use the relationships in future projects.

Quarter 1

- Aberdeen HSRU Twitter workshop for researchers. We also ran two social media clinics

- Tweets from our session at Aberdeen prompted an approach from the School of Social & Community Medicine, University of Bristol. Sarah Chapman gave a lunchtime seminar at their invitation on sharing evidence through social media (January 2015)

Quarter 2

- Our Back to School campaign on Evidently Cochrane widened our audience as we saw engagement from those involved in education as well as families of children with long-term conditions and school nurses. David McGeorge, Editor of the online journal Education & Health, asked us for an article when Cochrane evidence on a relevant topic is published in the future

- The Students 4 Best Evidence Wikipedia Campaign lead to new relationships with James Heilman Wiki Project Med lead, John Byrne Wikipedia Editor, Henry Scowcroft Cancer Research UK News and Multimedia editor, Sydney Poore Cochrane's Wikipedian-in-Residence, Amy Price ithinkwell.org and Cathryn Peppard, St Georges University of London, Librarian

Quarter 3

- We built on relationships with the nursing community, largely fostered through engagement with evidence on pressure ulcers in February/March 2014 and a relationship established then with Teresa Chinn and @WeNurses, and established links with Anne Cooper at NHS England, Susan Hamer (NIHR Clinical Research Network) and with The Royal College of Nursing (through Ross Scrivner).

  - o We became involved with The Royal College of Nursing (RCN)/NHS England's Stop the Pressure campaign in November 2014, publishing a guest blog on the RCN's blog 'This is Nursing' and taking part in tweet chats.

  - o The Evidently Cochrane blogs are now regularly disseminated to contacts at The RCN and may be featured in their bulletins

  - o We gave a presentation and social media workshop for NIHR non-clinical research delivery professionals in Leeds, December 2014

Quarter 4

- Presentation and round-table discussion on using social media to help nurses engage with evidence at The RCN, London, February 2015

- Presentations and workshops at Evidence Live, Oxford, March 2015

- Presentation at CASP-Fest on blogging evidence. Oxford, March 2015. Cochrane UK has an established relationship with CASP UK.

- A new collaboration was formed between Cochrane UK with CASP UK, WeNurses and The Mental Elf to develop critical appraisal training to take place on Twitter. The first #WeCATS (Critical Appraisal Twitter Session) will take place in June 2015.