

EAPC social media activities for the year 2016

The EAPC social media activities: the Online Blog, Facebook, Twitter and LinkedIn have continued to provide a platform for the exchange of information, opinions and news. These media aim to increase interaction with our members and the wider palliative care community.

EAPC Blog

The blog is published twice a week throughout the year and more frequently around the time of congresses if content is time-sensitive, or to coincide with a relevant 'International Day'. One hundred and twelve posts were published in 2016 covering the whole spectrum of topical palliative care issues, including advance care planning, clinical issues, bereavement, dementia, spiritual care, volunteering and meeting the needs of the LGBT community.

Much thought, planning and coordination from our social media team ensures that we deliver vibrant and interesting content. In the past year, we also benefited from collaboration with the EAPC Task Force on Paediatric Palliative Care, the Irish Hospice Foundation and Prof. Sheila Payne as special adviser to the WHO Eastern Mediterranean Region, enabling us to publish four special series, namely:

- *Perinatal bereavement care/perinatal palliative care*
- *Palliative Care in the Middle East and North Africa* featuring Djibouti, Egypt, Jordan, Saudi Arabia and Sudan.
- *Children's and young people's bereavement care* featuring Greece, Romania and the UK.
- *Children's Palliative Care* featuring Ireland, Italy, the Netherlands, Norway, the UK and a global perspective.

As well as ad hoc series, we have also published regular, updating posts from EAPC collaborative projects: InSup-C, ACTION and the European Palliative Care Academy. Dr David Oliver has continued to contribute regularly with posts on each board meeting and to share news of the EAPC's increasing role in European Parliament matters.

A global following

Viewing statistics show a geographical spread reinforcing that the EAPC's role is recognised globally. Just over half of the views in 2016 came from Europe (58 per cent) and the rest were from North America (20 per cent), Latin America and the Caribbean (6 per cent), Asia (6 per cent), Oceania (6 per cent), Africa (2 per cent) and the Middle East (2 per cent).

We continue to work in close partnership with the two EAPC-linked journals, *Palliative Medicine* and *European Journal of Palliative Care*, to highlight key papers, including the monthly 'Editor's Choice' selected paper. Thus, we contribute to raising the profile of these journals and drawing wider attention to new clinical insights, research and debates in palliative care.

Coordinated by Avril Jackson, the social media team comprises Julie Ling (chair), Irene Murphy, Nicoleta Mitrea, Lyn Silove, Lukas Radbruch, Carlo Leget, Mark Taubert, and Eduardo Garralda. Members also function as an editorial board. Their international and professional diversity is a strong feature, ensuring that we offer an insightful, supportive and rapid reviewing process to our contributors.

Impact of the blog

"Through [the] EAPC blog I'm sharing our message and gaining respect . . . you are helping to share the message here and giving me 'gasoline' to continue forward."

Dr S. Rodríguez Corrêa, contributor to the blog from Project Estar ao Seu Lado, Brazil.

"Thank you for all you have done to publish the series of blogs from the Middle East and North Africa. I think it has given everyone a real sense of achievement. The WHO EMRO are also really impressed with the blogs." Prof. Sheila Payne, Special Adviser to the WHO Eastern Mediterranean Region.

Twitter, Facebook and LinkedIn

Twitter, Facebook and LinkedIn have been used increasingly over the past year to build a greater sense of community with members and followers. News alerts and comments were posted regularly throughout each week, where appropriate in French and Spanish as well as English. We also provided consistent support in promoting the Dublin Congress and in the run-up to the Madrid Congress. Statistics showed that followers were particularly interested in EAPC-related news, such as national palliative care video interviews with the president, congress updates and new publications. Media coverage on end-of-life care, Dame Cicely Saunders and David Bowie attracted a huge reach.

For the first time, 'Twitter-Only Posters' featured at the 9th World Research Congress in Dublin and Dr Mark Taubert presented one titled: *Comparative Two-year Quantitative and Sentiment Analysis of Twitter Activity at EAPC and European Cancer Conferences*. The impact of the EAPC Twitter hashtag at the congress was also very successful at the congress.

Facts at a glance for all social media platforms 1 January to 31 December 2016

Number of views on the blog	78,879
Daily average views	216
Number of posts published	112
Posts published in languages other than English (French and Spanish)	9
Percentage of contributors from Europe	76 %
Percentage of contributors from rest of world	24 %
Number of countries from which people viewed the blog	177
Twitter followers *	3,585
Number of countries from which people followed us on Twitter	27
Facebook likes *	3,633
LinkedIn members *	2,431
* As at 14 December 2016.	

Avril Jackson 16 February 2017