



EAPC social media activities for the year 2017

The EAPC social media activities: the Online Blog, Twitter, Facebook, and LinkedIn have continued to provide a platform for the exchange of information, opinions and news. Together, they are successfully fulfilling a key aim: to increase interaction with our members and the wider palliative care community. Combining the number of each channel's followers (see table below), we reached 13,694 people across six continents in 2017.

Facts at a glance for all social media platforms 1 January to 31 December 2017

	2017	2016	% increase
Number of views on the Online Blog	95,595	78,879	21%
Number of followers signed up receive a notification when posts published	1,000	840	19%
Daily average views	262	216	21%
Number of posts published	118	112	5%
Percentage of blog contributions from Europe	73%	76%	(- 4%)
Percentage of blog contributions from rest of world	27%	24%	12.5%
Number of countries from which people viewed the blog	184	177	4%
Europe: 53%			
North America 21%			
Asia: 10 %			
Latin America 8%			
Oceania 6%			
Africa 2%			
Twitter followers	4,900	3,585	37%
Number of countries from which people followed us on Twitter	38	27	41%
Facebook followers	4,590	3,663	25%
Number of countries from which people followed us on Facebook ¹	45	40	12.5%
LinkedIn members ²	3,204	2,997	7%

Notes:

1. The number of countries viewing Facebook was not recorded until February 2017 thus 2017 figure is used.

2. The number of LinkedIn followers shown above includes a further 566 members who, owing to technical reasons, are not recorded on the official EAPC group membership figures.

EAPC Blog

The [EAPC Blog](#) has continued to be published regularly twice a week throughout the year with only a two-week break over Christmas and New Year. However, as in previous years, the weekly schedule was increased to reflect time-sensitive content, or to coincide with a relevant 'International Day' such as World Hospice and Palliative Care Day.

Substantial effort was made to support the 17th EAPC World Congress in Madrid with about **20** posts published in the run-up and after the congress, and several published live from Madrid. **Five** of the plenary speakers contributed excellent posts in the weeks before the congress to stimulate interest in their presentations. One, in the form of an interview with Professor Eduardo Bruera, published in English and Spanish, was among the Top Ten most-viewed posts of the year attracting a total to date of **1,032** views.

Achieving a diverse and topical content on the blog

We publish a mix of commissioned one-off posts and series of posts that address specific topics chosen by our social media and editorial team. The above table shows that 73 per cent of our content was contributed from Europe with 27 per cent from the rest of the world.

The diversity and topicality of content benefits from the different professional backgrounds, interests and nationalities of the team. Thus, in the past year we have covered a wide range of issues including the Arts; bereavement care; children's palliative care; clinical, ethical and spiritual issues; gender equality; global advocacy; human rights; neurology; physiotherapy; refugees and migrants, and volunteering. While the official language of the blog is English, contributors are actively encouraged to submit in their own language too although take-up is rather low; this year five posts were published in Spanish, two in French and one in German.

Our youngest contributor last year was a fourth-year medical student whose post was based on her prize-winning entry for the Royal Society of Medicine Palliative Care Section's essay competition. The post, 'A medical student's journey into palliative care', received 230 views.

Four specially commissioned series were published:

- [Palliative care in the context of humanitarian crisis](#).
- [The Salzburg Questions](#) (in collaboration with the Cicely Saunders Institute, King's College London).
- [Posters from the EAPC 15th World Congress](#).
- [The Arts in Palliative Care](#).

Although commissioned posts provide the largest amount of content, we welcome ideas for posts from our readers and followers. In 2017, the number of unsolicited posts rose to **25** representing contributions from India, Portugal, Spain, Turkey, United Arab Emirates, Ukraine, the UK and several from Dr Katherine Pettus on behalf of the International Association for Hospice and Palliative Care on global advocacy.

A global following

Viewing statistics show a consistent geographical spread reinforcing that the EAPC's role is recognised globally. In 2017, 53 per cent views came from Europe; 21 per cent from North America; 10 per cent from Asia; 8 per cent from Latin America; 6 per cent from Oceania, and 2 per cent from Africa.

Raising the profile of the EAPC

Advancing the profile of the EAPC and proactively sharing news of discrete activities, such as congresses, task forces and reference groups, collaborative projects and white papers are key elements of our social media activity. Such content is regularly posted on our social media channels. Forty-one posts (**35 per cent**) published on the blog in 2017 were directly related to EAPC activities. We are much indebted to members of the various EAPC groups and to board members for their continuing willingness to contribute updating posts about their work, and likewise to colleagues from collaborative projects such as the ACTION Consortium, the European Palliative Care Academy and PACE. Our special thanks to EAPC board member, Dr David Oliver, who has contributed posts on each EAPC board meeting for the past five years as well as sharing news of the EAPC's increasing role in European Parliament matters and the EAPC Neurology Reference Group.

Collaborative working

Since its inception, the EAPC has valued and nurtured its networking role that has resulted in the development of strong international links, increasingly with countries beyond Europe. Social media activities have enabled us to extend our reach further and we very much appreciate the willingness to contribute and enthusiasm of individuals and organisations across the world. The launch of a new series on the blog frequently results in requests from other individuals and organisations to contribute their experiences to the series. For example, soon after the launch of the Arts in Palliative Care series we received requests from the Department of Palliative Medicine in Bonn, Germany, and St Francis's Hospice in Dublin, Ireland, to contribute to the series.

The Salzburg Questions – Cicely Saunders Institute, King's College London

This year we were delighted to be invited to collaborate with the Cicely Saunders Institute (CSI), King's College London, in [The Salzburg Questions](#), an interactive, digital debate to encourage a global conversation about key issues affecting palliative care. Our role was to publish a series of nine blog posts commissioned from academic and clinical leads around the world. Each post was linked to an International

Awareness Day, for example World Happiness Day. The series was launched with a joint post from Dr Julie Ling, on behalf of the EAPC, and Prof Sheila Payne. The series was highly successful with each post achieving an average of nearly 500 views. We also contributed to the wider social media campaign, with the #allmylifeQs hashtag which, overall, received more than 10.4 million impressions on Twitter. The total online reach extended to more than 180 countries.

EAPC Official Journals

We continue to work in close partnership with the two EAPC official 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.

Impact of the blog

We hear increasingly that the EAPC Blog is well regarded internationally and contributors readily accept invitations to contribute, often on more than one occasion or submit further unsolicited content – proof that our contributors value the blog as a useful tool to disseminate their research. Authors of articles selected as 'Editor's Choice' from the journal *Palliative Medicine* frequently say that they are 'honoured to contribute.'

Of the **118 posts** published in 2017, these came from **26 countries**. Seventy-three per cent were from Europe; eight per cent from global organizations; six per cent from North America and Asia respectively; four per cent from Oceania, two per cent from Latin America and one per cent from Africa. Of the European total, one percent came from Eastern and Central Europe.

Comments from contributors and a reader

"Thanks for this great opportunity to get our research out to a broader audience." Researcher, Department of Health Research, Norway; co-author of a post selected as *Palliative Medicine* 'Editor's Choice'.

"... for me this is very meaningful as it gives sense and significance to our work. Thank you very much for your work and support divulging this project." Palliative Care Physician, Spain.

"That is such great news! The nicest thing you can find when you write something is that people are interested in it." Palliative Medicine Consultant, UK.

"Excellent article. Doctors across the world should read it." A reader from India responding to 'Helping clinicians engage in end-of-life discussions with older dying patients'.

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. In addition to each blog post being linked to these channels, news alerts and comments were posted regularly throughout the year, where appropriate in French and Spanish as well as English. Working closely with Prof Dr Christoph Ostgathe and Dr Franzisca Herbst and of the Madrid Scientific Committee, we published regular news alerts about the congress using the congress hashtag.

[Twitter](#) is our fastest growing social media channel having increased the number of followers by 37 per cent in the past year. We have followers in 38 countries, the Top Five countries engaging with the EAPC being UK, US, Australia, Ireland and Spain. Two Twitter workshops held at the Madrid Congress were reasonably well attended despite the very early start and the first Twitter prize also encouraged greater incentive to tweet live from the congress.

Irene Murphy and Julie Ling tweet and retweet regularly covering a range of information, from EAPC activity to global advocacy and topical research studies. The increased number of people engaging in Twitter reflects their efforts and our active encouragement to use the official EAPC congress hashtag (Note: #EAPC2018 for the 2018 World Research Congress).

[Facebook](#) has grown steadily showing an increase of 25 per cent in followers representing 45 countries. The Top Five viewing countries were: Portugal, Brazil, UK, Spain and Italy and 59 per cent of followers were aged between 25 and 44 years (74 per cent women, 25 per cent men). A Facebook post linked to a blog post article, 'Spain's first paediatric palliative care unit' achieved an unprecedented reach of more than 18,000.

[LinkedIn](#) has a smaller following of health and social care professionals from across the world who are exclusively working in palliative and end-of-life care. Engagement also increased by 7 per cent.

The Social Media Team

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

Acknowledgements

We are indebted to everyone who has contributed to and supported our social media activities in the past year, all of whom have played a vital part in the EAPC story by enabling us to widen our reach and exchange information within the global palliative care community.

Avril Jackson
On behalf of the EAPC Social Media team
19 February 2018