



EAPC social media activities for the year ending 2018

Key points

- **North America** accounted for the highest number of views on the blog.
- **Europe** contributed 81 per cent of all posts published.
- Daily average views on the blog increased to **354**.
- **114** posts published on the blog and **three** new series: Eastern/Central Europe, Homelessness and The Arts in Palliative Care.
- Launch of 'Abstract Watch', a new biannual post presenting a selection of abstracts about new findings relating to palliative and end-of-life care.
- [Dementia and Palliative Care – A Good Fit?](#) was the most-viewed post for the first half of 2018.
- Combined viewing statistics across all social media platforms increased to almost **16,000**.
- **Twitter** is our leading social media channel.

Together, the EAPC social media activities (the blog, Twitter, Facebook, and LinkedIn) provide a robust platform for the exchange of information, topical articles and personal viewpoints. The combined viewing statistics have increased year-on-year since we began social media activity in 2012 and we are currently reaching almost **16,000** people in six continents. It is important to note that the EAPC does not pay to promote social media posts – all our reach is organic and thus free of charge. Also, the only cost incurred in publishing the blog on the WordPress site is a small annual fee of US\$ 99, plus a part-time salary for the social media lead/blog editor. Members of our social media/editorial team are all members of the EAPC (including two board members) who generously provide their expertise and guidance on a voluntary basis.

Strengthening interaction even further with our members and the wider palliative care community is the recent introduction of an e-newsletter, which is sent out from head office to about 7,000 people, making a total reach of 23,000.

Facts at a glance for all social media platforms 1 January to 31 December 2018

	2018	2017	% increase
Number of views on the EAPC blog	129,325	95,595	35%
Number of followers signed up to blog	1,221	1,000	22%
Daily average views on the blog	354	262	35%
Number of posts published	114	118	(-3%)
Number of countries that viewed the blog	168	184	(-13%)
Percentage of contributions from Europe	81%	73%	
Percentage of contributions from rest of world	19%	27%	
Twitter followers	5,750	4,900	17%
Number of countries from which people followed us on Twitter	38	38	-
Facebook followers	5,299	4,590	15%
Number of countries from which people followed us on Facebook	45	45	-
LinkedIn members ¹	3,427	3,204	7%

Note: 1. The number of LinkedIn followers shown above includes a further 637 members who, owing to technical reasons, are not recorded on the official EAPC group membership figures.

EAPC blog

Now in its seventh year, the [EAPC blog](#) has become a go-to place for information among palliative care professionals, researchers and academic staff in Europe and beyond. To maintain variety and diversity of content, we published a mix of commissioned and unsolicited posts. All posts are subject to review and approval by our editorial board. Editorial and language support are provided and contributors often express appreciation of the services provided

The number of unsolicited posts continued to rise again in 2018 with **37 (32 per cent)** out of 114 posts published – indicating that our contributors value the blog as a useful tool to disseminate their research and projects.

From the co-author of [What are the main challenges facing palliative/end-of-life care today in relation to Japan’s ageing society](#). January 2018

“Thank you so much for giving us a precious chance to post on EAPC Blog. I’ve received great responses from Japanese and Asian countries’ researchers that they are interested in our content. ... I’ve learnt a lot from this opportunity. ... I’m looking forward to continuing our good relationship and would like to learn a lot from EAPC activities and research results.”

Followers

Last year, we published **114** posts with a total of **129,325** views and an average daily viewing of **354**. People from **168** countries followed the blog – proof of the EAPC’s global impact.

For the first time, North America produced the most views overtaking Europe.

Global viewing statistics shown as percentages:	
North America	40%
Europe	39%
Asia	10%
Latin America and the Caribbean	5%
Oceania	4%
Africa	1%

Top Five countries Global	Views 2018	Top Five countries Western Europe	Views 2018	Top Five countries Central & Eastern Europe	Views 2018
US	48,236	UK	17,988	Romania	633
UK	17,988	Italy	4,379	Serbia	533
Hong Kong	4,699	Spain	4,331	Slovenia	524
Australia	4,566	Ireland	2,894	Croatia	507
Italy	4,379	Germany	2,757	Poland	467

Note: The inclusion of Serbia in the Top Five countries in Eastern and Central Europe is unprecedented and probably results from the popularity of the post, [‘Volunteering in hospice and palliative care in Serbia’](#), emphasising the successful recruitment of young volunteers at BELhospice. The post on Facebook achieved a sizeable reach of apparently young people (possibly hospice volunteers), who engaged and shared.

Comment on the blog re [‘Guest editing a journal on outcome measures for advanced disease patients’](#), from a follower in Portugal, November 2018.

“ ‘Starting from scratch’ was a great journey through the implementation of outcome measure. The barriers, process, difficulties and gains. I was

very excited to behold the quality improvement possibilities that this kind of data can bring into our teams. Thanks for leading and laying out the way!"

Content

Blog posts cover a wide range of topical and original content, which is partly driven by the mix of professions, expertise, interests and geographical location of the social media/editorial team. We publish a mix of commissioned one-off and series of posts that address specific topics. Research-based content, is mainly influenced by *Palliative Medicine*, our official research journal, as one article per issue is selected as 'Editor's choice' and the author(s) invited to contribute a blog post linked to their longer article.

PDFs of all 'Editor's choice' articles are uploaded to the EAPC website, enabling our members to access free of charge a wide range of journal articles.

Alongside bereavement care, children's palliative care, clinical, ethical and spiritual issues, dementia, global advocacy, human rights, older people, outcome measurements, primary care, and volunteering, 2018 saw the inclusion of topics that related to palliative care but which had not previously featured on the blog. These included: cardiopulmonary resuscitation, delirium, post traumatic stress disorders, end-of-life doulas, housing, design technology, neurology, occupational therapy and two posts on training needs for people working in humanitarian emergencies and in ambulance services.

Special series

Three specially commissioned series were published.

- [Palliative Care in Eastern and Central Europe](#) – featuring **Albania, Romania, Serbia and Ukraine** (further posts from **Croatia** and the **Baltic States Palliative Care Association** were published in early 2019).
- [Palliative Care and Homelessness](#) – with contributions from **Austria, Canada** and the **UK**.

Comment on 'Palliative Care and Homelessness' from a follower in Zimbabwe, 2018.

"I am really enjoying these blogs on palliative care for the homeless... have always been concerned about the 'luxury dying for a few' in the hospice model found in UK for example. I work in Zimbabwe where of course PC for the very poor is more the norm, but we have a great deal to learn about how to reach out to the homeless and other disenfranchised population groups. Thank you!"

- [Arts in Palliative Care](#) – a follow-up to the first series in late 2017. Following the successful first series, we received a further six posts (unsolicited) that we published early in 2018. The complete series thus included contributions from **Australia, France, Germany, Ireland** and the **UK** featuring a wide range of creative therapies: art, drama and music therapy; theatre, graphic design, story telling, olfactory art, song, literature and medicine, the artist as leader and how palliative care became part of the world's largest arts festival

[Global advocacy](#) – the EAPC's increasing collaboration with global organisations such as the Worldwide Hospice Palliative Care Alliance (WHPCA), the International Children's Palliative Care Network (ICPCN) and the International Association for Hospice & Palliative Care (IAHPC) enabled us to publish regularly on global advocacy. With the support of the above, and that of EAPC task forces, collaborative projects and individual contributors, we celebrated World Hospice and Palliative Care Day, Hats Off for Children's Palliative Care, International Volunteers' Day, World Homelessness Day, World Delirium Day, International Day of Older Persons and World Refugee Day, as well as publishing reviews of notable international conferences and symposia on the blog.

Our President, Professor Phil Larkin, reported on the [Council of Europe palliative care report](#), in which the EAPC has played an important part. Dr Katherine Pettus, IAHPAC Advocacy Officer, covered key World Health Organization and United Nations meetings, including the historic [Declaration of Astana on Primary Health Care](#) (with EAPC board member, Dr Sébastien Moine, and Ms Gulnara Kunirova, Kazakhstan Palliative Care Association). Eduardo Garralda (ATLANTES Research Team, University of Navarra, Spain, and a member of our social media team) covered the publication of the [Pontifical Academy of Life's White Paper on Palliative Care Global Advocacy](#) with a post in English and Spanish.

New – 'Abstract Watch'

In December, we published the first of a twice-yearly contribution from Barry Ashpole, Communications Consultant, Educator and Media Specialist from Canada, providing a selection of abstracts highlighting new findings in [Advance Care Planning and Advance Directives](#). Future posts will also focus on a particular topic and wherever possible there will be free access to the full-text article. We are delighted to be working with Barry and look forward to his next post in 2019.

Collaborative working

In addition to the contributions from global advocacy organisations, described above, the social media team has worked closely with the following.

EAPC official journals

Our partnership with the two EAPC official journals, *Palliative Medicine* and *European Journal of Palliative Care*, enabled us to publish a variety of posts from journal authors offering new clinical insights and research in palliative and end-of-life care. We are grateful to contributing authors for their effort and willingness and humbled by those, often leading researchers in the field, who say that they are 'honoured to contribute'.

Sadly, in June 2018 the publishers of the *European Journal of Palliative Care* decided to close the journal after 24 years and almost 150 issues. Dr Julie Ling and Avril Jackson contributed a short article to the final issue of the journal paying tribute to our long and fruitful collaboration, which included the publication of many EAPC white papers and 120 blog posts relating to the journal's articles.

EAPC 10th World Research Congress

We supported the [10th EAPC World Research Congress in Bern with nine posts](#) directly attributable to congress events before and during congress. Professor Irene Higginson and Professor David Clark contributed posts to stimulate interest in their plenary presentations, including a short video film in honour of the Professor Vittorio Ventafridda Lecture 2018 commissioned by the Cicely Saunders Institute. Two posts featuring interviews with winners of the [EAPC Researcher awards](#) were among the Top Ten most-viewed posts of 2018.

In liaison with the scientific committee and EAPC Research Network, we used social media networks before and during the congress to promote the congress and individual events.

Contributors

Out of **114** posts published, 92 (81 per cent) were from contributors in Europe with 10 (9 per cent) from global advocacy organisations and 12 (10 per cent) from Australia, Brazil, Canada, El Salvador, Japan, Nepal, and the US. Four per cent of posts were from East and Central Europe.

Raising the profile of the EAPC

The EAPC is renowned for its success in dissemination and our social media activities have helped to strengthen this further. Twenty-one per cent of posts were directly related to EAPC activities or to our collaborative projects.

We recently published a special post to announce the [Top Ten most-viewed posts for the first half of 2018](#), a small but important gesture to publicly recognise the efforts of our contributors. The post included links to the winning posts – thus further increasing the number of views. The winners were fairly typical of our contributors – a mix of people involved in EAPC-related activities and others from across the world who had generously shared their new initiatives, personal perspectives and research – literally from Europe to El Salvador in Central America.

From the author of [Dementia, what is the role of the Specialist Palliative Care Service?](#), one of the Top Ten most-viewed posts

for the first half of 2018.

"It was great to see the interest [my post] generated. I had emails from people all over the world. Amazing the interest that's out there in this topic."

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. Content included links to all blog posts, calls for action such as global advocacy, EAPC activities, palliative care media coverage, etc. The EAPC does not pay for promotion of social media posts – reach is organic and therefore free of charge.

Twitter continues to be our leading social media channel with an **increase in 2018 of 17 per cent** from 38 countries, with 65 per cent female and 35 per cent male followers. The Top Five countries engaging were UK (36 per cent), US, Spain, Ireland and Canada. The top three languages used were English, Spanish and Dutch. The Tweet with the biggest reach (13,391) invited EAPC members to consider a global consensus definition of palliative care.

EAPC board member, Irene Murphy, and CEO, Dr Julie Ling, contributed regularly covering EAPC activity, bereavement, global advocacy and other topical issues. The increased number of people engaging in Twitter undoubtedly reflects their efforts. (Note: #EAPC2019 for the 2019 World Congress).

Facebook has grown steadily showing an **increase in 2018 of 15 per cent** in followers from 45 countries. The Top Five viewing countries were: Portugal, Brazil, UK, Italy and Spain; 59 per cent of followers were aged between 25 and 44 years (74 per cent women, 25 per cent men). Anecdotally, we noticed an increase in comments on posts, often calling for action from a colleague, eg to submit an abstract, or attend a congress and sometimes expressing thanks to the EAPC for information shared.



Pictured is a Facebook screenshot relating to the publication of a blog post about a new volunteer toolkit. The comment read: *"Thank you to the European Association for Palliative Care for its inexhaustible daily work around Europe."*

LinkedIn While our LinkedIn group has a smaller following, membership is global and is restricted to people who are directly involved in palliative and end-of-life care. Few statistics, other than the number of members, are available for LinkedIn groups. Engagement has increased year-on-year, **achieving a seven per cent increase in 2018.**

The Social Media Team

Coordinated by Avril Jackson, [the social media team](#) is chaired by Dr Julie Ling (EAPC CEO), and comprises Irene Murphy (Ireland – EAPC board member), Nicoleta Mitrea (Romania), Lyn Silove (France), Lukas Radbruch (Germany), Carlo Leget (Netherlands – EAPC board member), 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 the blog and supported our social media activities in the past year. Their effort and commitment have enabled us to support the work of the EAPC in disseminating

information on research, policy and practice and bringing alive the many human stories within the global palliative care community.

As we look towards the constitution of a new EAPC board of directors in 2019, we are mindful of the support that all current members have given to us in many different ways, including the contribution of posts and help with translation. In particular, we wish to thank Phil Larkin, Catherine Walshe and David Oliver for their frequent contributions to the blog, and to Irene Murphy and Carlo Leget for their great support and commitment over the past seven years as members of the social media team.

On a personal note, I would like to thank my colleagues on the social media team for their huge commitment to our activities, their expertise and support throughout the year.

Avril Jackson, Social media lead/ blog editor, on behalf of the EAPC Social Media team.

14 March 2019.