



*The European Association for Palliative Care (EAPC) is a membership organisation dedicated to lobbying and advocating for the promotion and development of palliative care throughout Europe and beyond. Our mission is to influence, promote and advocate for the delivery of high-quality palliative care across the life span by fostering and sharing palliative care education, research, policy and evidence-based practice.*

## EAPC social media activities for the year ending 2019

Launched in 2012, the EAPC blog and our supporting social media activities aim to support the role of the EAPC in its mission by helping to disseminate information and to foster a sense of community among its members and supporters.

### Key outcomes in 2019

- Europe was the biggest viewer of the blog – **43%** of all views – but our reach is global and **187** countries (Including overseas protectorates) from six continents viewed the blog in 2019.
- Europe was the major contributor to the blog – **77%** of all posts published.
- Daily average views on the blog increased to **371**
- We published **110** posts and **six** new series.
- All French language posts now have their own [category](#).
- [Most-viewed post of 2019](#) received **4,715** views.
- Combined viewing statistics across all social media platforms increased by **17.5%**.
- Launch of Instagram in May 2019.
- News about EAPC activity remains highly popular on social media.

The EAPC blog and combined social media networks (Twitter, Facebook, LinkedIn and Instagram) provided a vibrant, informative and sometimes amusing (Twitter!) platform for the publication of articles, information exchange, calls to action and personal viewpoints. By the end of 2019, the combined viewing statistics were reaching **18,806** people in six continents. (By adding to this the circulation of the EAPC e-newsletter (to 60 member organisations and their numerous individual members), the global reach is considerably greater.

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 – while the expenses for publishing the blog 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 one board member) who generously provide their expertise and guidance on a voluntary basis. The social media team/editorial board is chaired by EAPC chief executive, Dr Julie Ling, and all activities are coordinated by Avril Jackson, social media lead/blog editor.

Social media activities depend greatly on the interaction and collaboration with the head office team, organisers of the world congresses, the board of directors, task forces and reference groups, and partner organisations. It is this synergy that contributes to the rich diversity of the content on both the blog and social media links.

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

	2019	2018	% Increase
Number of views on the EAPC blog	135,119	129,325	4.5%
Number of followers signed up to blog	1,420	1,221	16%
Daily average views on the blog	371	354	5%
Number of posts published	110	114	(-3.5%)
Number of <b>countries</b> that viewed the blog (Note: a further 14 overseas territories also viewed the blog)	173	168	3%
Percentage of contributions from Europe	77%	81%	
Percentage of contributions from rest of world	23%	19%	

<b>Twitter followers</b>	6,885	5,750	20%
<b>Facebook followers</b>	6,638	5,299	25%
<b>LinkedIn members <sup>1</sup></b>	3,583	3,427	5%
<b>Instagram followers</b> (started May 2019, end of year figure estimated).	280	-	-
<b>Combined views from the blog and social media platforms</b>	18,806	16,000	17.5%

Note: 1. The number of LinkedIn followers shown above includes a further 705 members who, owing to technical reasons, are not recorded on the official EAPC group membership figures.

### EAPC blog

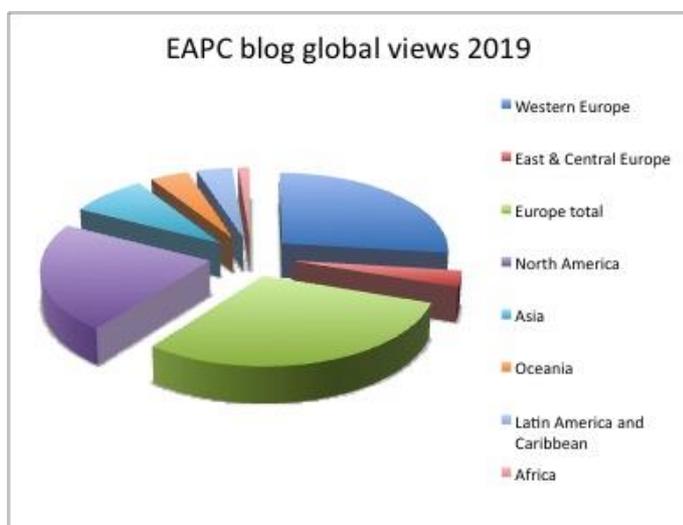
The flow and diversity of content, positive responses to contribute and the number of unsolicited posts (24%), suggest that the EAPC blog continues to be perceived favourably by health and social care professionals, researchers and academic staff in Europe and beyond as a platform for rapid publication and wide dissemination. We are indebted to our mutiprofessional social media team, five of whom also form our editorial board ensuring a meticulous and supportive reviewing process for every post that is received.

#### Comment from a contributor

*“I enjoyed the challenge of writing the blog as (although I’m used to writing) the style required, audience and subject matter were all unfamiliar. The EAPC guidance was reassuring and helpful throughout. I’m delighted to have helped in a small way to spread the word about the benefits of death cafés.”*

Social housing consultant (retired), UK, August 2019.

### Followers – Europe accounts for the highest number of views



In 2019, we published 110 posts with a total of **135,119** views (4.5% up on 2018) and an average daily viewing of **371**. Officially, the number of countries from which people viewed the blog was **173**; but the geographical reach was actually greater if we include the number of overseas protectorates or territories (14) – proof of the EAPC’s ever-increasing global impact.

Europe has regained its place as the region contributing the most views on the blog. (In 2018, for the first time ever, North America had overtaken Europe by 1% but now the situation has reverted).

### Increased views from France, Germany, the Netherlands, Norway, UK and Eastern and Central Europe

Substantially increased views were recorded from France, Germany, the Netherlands, Norway, UK and Eastern and Central Europe. (Germany had 4,918 views in 2019 against 2,757 in 2018, 77% increase). This may result from specific series that highlight a region, for example we published the ‘Welcome to Berlin’ series ahead of the 2019 World Congress in Berlin and continued the East and Central Europe series with posts from Croatia and Lithuania, or because an individual post was particularly widely viewed. In the case of France, increased views may have resulted from three posts having been published in French. Increased views are also likely to result from targeted effort, for example our social media team member, Lyn Silove, has actively encouraged greater participation among the French palliative care community, and undoubtedly our board members have also contributed to this within their regions.

Global viewing statistics shown as percentages:	
Europe	43%
North America	32%
Asia	12%
Oceania	6%
Latin America and the Caribbean	5.5%
Africa	1.7%

Top Five countries Global	Views 2019	Top Five countries Western Europe	Views 2019	Top Five countries Central & Eastern Europe	Views 2019
US	38,623	UK	21,344	Poland	867
UK	21,344	Germany	4,918	Croatia	729
Australia	6,466	Spain	3,503	Czech Republic	651
Hong Kong (SAR China)	5,036	Ireland	3,102	Lithuania	548
Germany	4,918	Italy	3,011	Romania	524

## Content on the blog

We published an eclectic mix of topics that reacted to topical issues but also flagged up new trending subjects such as virtual reality ([Futurism in palliative care: An overview of the palliative care architecture and design symposium pads 2018](#) published February 2019). Alongside the more predictable content associated with palliative and end-of-life care: bereavement, clinical, ethical and spiritual issues, dementia, global advocacy, older people, outcome measurements, primary care, and volunteering, the blog featured a lighter, though no less important, side with a series on Animals and Palliative Care and the poignant story that led to the award-winning Australian cook book, [Lobster for Josino – fabulous food for our final days](#).



Pictured here is the most well-viewed post of 2019, which received **4,715** views. This past year we also worked with contributors from non-healthcare backgrounds: a filmmaker, a social housing consultant, a mother-turned-global-advocate for children with life-limiting illness, a hospice chef and a dog (supported by his volunteer owner!). With some excellent contributions from France, Germany, the UK and the new Horizon 2020 project ('Palliative Sedation' coordinated by Radboudumc Nijmegen, the Netherlands), we published several posts on [palliative sedation](#) and [euthanasia](#). All were very well viewed and featured in the Top Ten most-viewed posts.

## Special series

Six specially commissioned series were published.

- [Palliative Care in Eastern and Central Europe](#) – we continued the series started in 2018 with Croatia and Lithuania (the Baltic States Palliative Care Association).
- [Animals and Palliative Care](#) – launched by a vet and palliative care physician from Scotland, the series included contributions from Australia, France and Ireland.
- [Welcome to Berlin](#) – with support from the 16<sup>th</sup> EAPC World Congress scientific committee, we published several posts highlighting different German initiatives in palliative care. A total of **26** posts showcasing the work of the EAPC congress were published before, during and after the congress: plenaries, interviews with the winners of the EAPC Researcher Awards, open workshops, posters and the photography competition.

- **Palliative Care in Humanitarian Crises** – prompted by the EAPC’s advocacy role, we commissioned articles from organisations and individuals that are offering appropriate support to refugees and migrants in need of palliative care, including a contribution from the EAPC task force on refugees and migrants.
- **Death Cafés**: a two-part series from the UK that looked at how a group of palliative care staff set up a death café in Wales followed by a user’s perspective.
- **Volunteering in palliative care** – coordinated by the EAPC Volunteering Task Force, the series presented some important issues in working with volunteers: confidentiality, boundaries and power, valuing contributions, hidden assumptions and the need for research. A novel post from a volunteer in France described how ice cream helped to bring down the barriers of hospitalisation and brought together patients, families, staff and volunteers.

**Global advocacy** – advocacy and lobbying is a crucial part of the EAPC’s strategy. Collaboration with other global organisations, such as the Worldwide Palliative Care Alliance (WHPCA), International Children’s Palliative Care Network (ICPCN) and International Association for Hospice & Palliative Care (IAHPC), enabled us to respond quickly to important global issues. In July, our President, Professor Dr Christoph Ostgathe, EAPC Board member, Dr Sébastien Moine, and CEO, Dr Julie Ling, co-authored a post with Professor Lukas Radbruch (IAHPC chair) responding to the opioid crisis in the US and withdrawal of two of the WHO guidelines. We have also continued to mark international awareness days either with blog posts or with alerts on social media. We celebrated several national and international volunteering days on social media with messages prepared by the EAPC Task Force on Volunteering that recognised the role of volunteers in palliative care.

### **EAPC official journals**

Our close relationship with our official research journal, *Palliative Medicine*, ensured a range of cutting-edge research posts selected as ‘Editor’s Choice’. These posts consistently rank among the most-viewed posts on the blog and 2019 was no exception with two featuring in the Top Ten most-viewed posts for the first half of 2019: [What is the evidence that people living with frailty have needs for palliative care at the end of life?](#) (UK) [How to find and promote brilliant palliative care](#) (New Zealand/Australia). We have also benefited from EAPC’s more recent partnership with [Journal of Palliative Medicine](#). Writing on the blog, Dr Charles von Gunten and Lisa Pelzek-Braun commented on the increase in readership and manuscript submissions from Europe since the journal’s partnership with the EAPC.

### **EAPC 16<sup>th</sup> World Congress**

We supported the 16<sup>th</sup> World Congress in Berlin with an unprecedented 26 posts directly attributable to congress events before, during and after congress. Two posts featuring interviews with winners of the [EAPC Researcher awards](#) were among the Top Ten most-viewed posts of 2019. In liaison with the scientific committee, we used social media to promote the congress events. Overall, the congress was widely reported with the press officer to the German Palliative Medicine Association recording more than 100 individual articles relating to the congress published on global media.

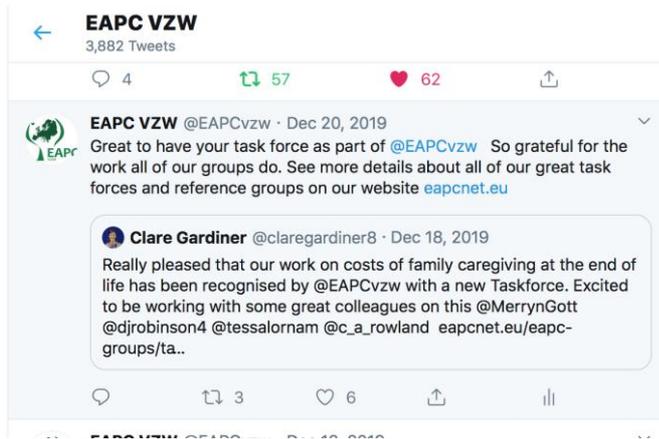
### **Valuing our contributors**

We are grateful to the many people who contribute to the blog – without them we could not possibly achieve one of our key objectives: to support the EAPC’s role in disseminating information on research, policy and practice. In 2019, our contributors came (predictably) from Europe (77%) but also from Africa, Asia, North and Latin America, and Oceania. We thank them all for the scientific rigour of their articles and also the humility and humanity they have shared with our readers. To publicly recognise their efforts, we published a post to announce the [Top Ten most-viewed posts for the first half of 2019](#) and will announce later the most-viewed posts for the second half of 2019. We are especially proud that two members of the social media team, Dr Mark Taubert and Eduardo Garralda, were among the first set of winners.

### **Twitter, Facebook, LinkedIn and Instagram**

Social media enables us to build a greater sense of community with EAPC members and supporters as well as a means of rapid dissemination of information, calls for action and links to the website and blog. Content reflects links to all published blog posts, EAPC activity such as congresses, new task forces, white papers, and news from our member associations and global advocacy partner organisations is warmly welcomed. We also disseminate interesting or important media coverage on palliative and end-of-life care.

Twitter, Facebook and LinkedIn were joined in May by Instagram with a combined reach (including blog subscribers) of **18,806** by the year end. Each platform has a unique way of sharing information.



**Twitter** had maintained its lead by the year end with 6,885 followers. Comment can be pithy and amusing or, as pictured, to recognise the efforts of task forces or new initiatives. The Top Five countries engaging in 2019 were UK (33.33%), US (17.43%), Canada (5.35%), Australia (5.1%) and Spain (4.99%).



**Posts that relate to EAPC activity or free resources are always popular.** For example, the announcement of the Spanish version of **'Definitions and recommendations for advance care planning: An international consensus supported by EAPC'** that is available to download from the EAPC website. Pictured here is the year's **Top Tweet with 9,225 impressions** that promoted access to the e-posters for the EAPC World Congress.

**Facebook** also grew steadily showing an increase in **2019 of 25%** in followers, with the biggest number in the age range 25 to 44. The top five countries engaging were Portugal, Brazil, UK, Italy and the US and the top five languages were English, Spanish, Portuguese, Italy and German. Like last year, comments usually related to expressions of thanks for information shared or encouragement to colleagues to submit an abstract or attend a congress.

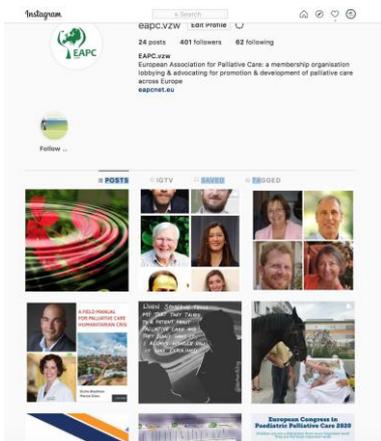
### Examples of comments on Facebook following the Berlin congress

*"3,300 palliative care delegates from around the world. Concurrent sessions the size of most plenaries I've been to previously. 1,200 poster presentations (600 each day!). Inspired beyond words. Potential PhD topics spinning around in my head" #mindblown*

*"Thank you for a wonderful Congress - and the most beautiful Congress bag I ever received!"*

*"Excellent way of interaction with like minded people... Thanks."*

**LinkedIn** The EAPC LinkedIn group is exclusively for those directly involved in palliative and/or end-of-life care and members must be approved before joining. Like Twitter, it has a collegial feel about it and has led to contributions to the blog. Few statistics, other than the number of members, are available for LinkedIn groups. Engagement has increased year-on-year, achieving a **5%** increase in 2019.



**Instagram**, with its emphasis on mobile use and visual sharing, is an ideal place in which to combine images with short pieces of text. Natasha Pedersen took the lead on this in May and by the end of the year had amassed an estimated 280 followers.

### The Social Media Team

Coordinated by Avril Jackson, [the social media team](#) is chaired by Dr Julie Ling (EAPC CEO), and comprises Natasha Pedersen (Norway and an EAPC board member), Nicoleta Mitrea (Romania), Lyn Silove (France),

Lukas Radbruch (Germany), Mark Taubert (UK), and Eduardo Garralda (Spain). Five of the 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.

### The future

Now in the first quarter of the year, we have already launched two new series, more are planned and work is under way to support the 11<sup>th</sup> EAPC World Research Congress. With the support of our head office and the social media team, we are developing new social media initiatives so that we can deliver the most effective ways of disseminating information to EAPC members and supporters.

### Acknowledgements

We are indebted to everyone who has contributed to the blog and supported our social media activities in the past year. We also thank the EAPC President and Board of Directors for their support, in particular Natasha Pedersen for her work in developing our Instagram account. We hope that we may look forward to many more contributions to the blog from board members. 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 and also to our head office team.

### How you can get involved with EAPC social media activities

- Sign up to the EAPC blog [www.eapcnet.wordpress.com](http://www.eapcnet.wordpress.com) and receive an email alert each time we publish.
- Contribute a post to the blog and share your work globally.
- Suggest ideas for future content on the blog, or possible contributors.
- Encourage your national, regional or professional association and your co-workers to follow and use EAPC social media, and the many resources on the [EAPC website](#).

### Follow us at:

 [@EAPCvzw](#)  [EAPC.Vzw](#)  [EAPC.vzw](#)

 [European Association for Palliative Care – EAPC LinkedIn](#)

### Palliative care is sharing – don't keep it to yourself!

[Avril Jackson](#), Social media lead/ blog editor, on behalf of the EAPC Social Media team.

8 March 2020.