



European Association for Palliative Care

One voice, one vision for palliative care

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 – 1 January to 31 December 2020

At a glance

- **21,199** people followed us on social media and the blog, a **12.72%** increase from last year.
- Twitter is our biggest social media platform with the UK tweeting the most.
- @EAPCvzw Tweets received **111,000** impressions in October 2020 with lots of engagement around 11th EAPC World Research Congress Online.
- People from **191** countries (Including overseas protectorates/territories) from six continents viewed the blog in 2020.
- A new series, *Coronavirus and the Palliative Care Response*, received almost **19,000** views by the end of the year.
- **112** posts and **five** series published; **82%** of posts contributed from Europe.
- **23** posts related to the 11th EAPC World Research Congress Online.
- EAPC activities, free courses, media coverage of palliative care and recognition of achievement – all attract high engagement on social media posts.

Launched in 2012, the EAPC blog and our supporting social media networks (Twitter, Facebook, LinkedIn and Instagram) aim to support the role of the EAPC in its mission by helping to disseminate information on palliative care, and to foster a sense of community among its members and supporters. Core information published on social media includes EAPC activity such as congresses, new task forces and reference groups, collaborative projects, white papers and links to the blog posts. Also, news from partner organisations and members, global advocacy, new resources, media coverage and celebratory events. The blog provides an online platform for rapid publication and wide dissemination of short, topical articles from health and social care professionals, researchers and academic staff in Europe and beyond, with a mix of research, personal stories and information exchange.

Facts at a glance for all social media platforms 1 January to 31 December 2020

	2020	2019	% Increase/ decrease
Twitter followers	7,871	6,885	14.32%
Facebook followers	6,843	6,638	3.08%
LinkedIn members ¹	4,216	3,583	17.66%
Instagram followers (started May 2019)	620	280	121.42%
Number of views on the EAPC blog ²	111,891	135,119	(-17%)
Number of followers signed up to blog	1,649	1,420	16%
Daily average views on the blog	307	371	(-17%)
Number of posts published	112	110	1.81%

Percentage of contributions from Europe	82%	77%	
Percentage of contributions from rest of world	18%	23%	
Countries/overseas protectorates and territories that viewed the blog <i>2020: 171 countries: 22 overseas protectorates/territories</i> <i>2019: 173 countries: 14 overseas protectorates/territories</i>	191	187	2.13%
Combined views from the blog and social media platforms	21,199	18,806	12.72%

Notes:

1. The number of LinkedIn followers shown above includes a further 791 members who, owing to technical reasons, are not recorded on the official EAPC group membership figures.
2. A possible explanation for the decrease in the number of blog views is made later in this report.

EAPC blog

The flow and diversity of content, positive responses to contribute and the number of unsolicited posts **42 per cent** (47 out of 112 posts compared with 24 per cent in 2019), suggests 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 editorial board/social media team that ensures a meticulous and supportive reviewing process for every post that is received.

Comments from contributors

“... this blog really helped to highlight the course which was run in the midst of the pandemic in Europe. Over 1500 participants from 104 countries attended which was more than the first time we ran the MOOC in 2019 (normally we expect only about a third or less participants for subsequent courses).”

Comment from Professor Sheila Payne (University of Lancaster) in July 2020 on the response she received following publication of an earlier blog post about a free online course that was among the most-viewed posts in 2019.

“...I came across the EAPC website whilst looking for conference and found your blog! As an anthropologist, I was especially delighted by the focus on spirituality at the moment. I was inspired to write something from my own research on quality of life at the end of life in the UK and how we may more positively frame this kind of work, which is so often seen as something negative and potentially quite depressing.”

Comment from a new follower who subsequently contributed to the Spirituality and Palliative Care series, June 2020.

“Thank you again so much for this collaboration. We shared the post with colleagues and friends and already received many nice comments. We are happy to contribute to possible new EAPC blog post.”

Comment from researcher in The Netherlands who contributed to the Palliative Care and Intellectual Disabilities series, October 2020.

Content

Published twice a week (more frequently if content is time-sensitive), blog posts cover the whole spectrum of palliative care. Content is short, usually a four- to five-minute read, that appeals to busy practitioners and others with an interest in palliative care. English is the official language but occasionally we publish a dual language post. (See [Posts in other languages](#) category on the blog). In addition to one-off posts, we also publish a regular twice-yearly post where communications/media specialist and educator, Barry R Ashpole, presents summaries of selected journal abstracts, [Abstract Watch](#). We also publish several series each year on a specific theme.

Five series were published in 2020:

[Coronavirus Pandemic and the Palliative Care Response](#). A clear benefit of online publishing is the ability to publish topical issues quickly. On 20 March, soon after the outbreak of the pandemic in Europe, EAPC President, Prof Dr Christoph Ostgathe, reacted with a post in which he urged palliative care teams to *Start thinking about palliative care in times of a pandemic: The case of corona ...* Two days later, EAPC board member Dr Danila Valenti from Italy contributed *From the front line: Palliative care in Bologna during the COVID-19 crisis*, which has become the 4th highest-viewed post of all time, receiving **6,371** views by the end of November. This opened up requests from clinicians and researchers in Denmark, Germany, the

Netherlands, Russia and UK wishing to share their experiences of the pandemic. Four further posts that we commissioned from Canada, Kenya and the UK have resulted in a series of **15** posts relating to the pandemic, which by the end of November 2020 had been viewed **18,976** times. One post was published in both English and French. The series was complemented by a [Coronavirus and Palliative Care Resources for Professionals](#) page on the EAPC website.

[International Year of the Nurse and Midwife 2020](#). Curated by Julie Ling and Piret Paal, the series featured each month a think piece from senior nurses, academics and researchers that honoured the work of nurses in palliative care and drew attention to issues linked to this crucial workforce. **Twelve** posts (including one in French and English) were published from guest writers in Austria, Ireland, Finland, France, Lithuania, The Netherlands, Romania, Switzerland, Romania, Uganda and the UK.

[Spirituality and Palliative Care](#). Spearheaded by Lukas Radbruch and Cornelia Richter, this series comprised **nine** posts from Austria, Belgium, France, The Netherlands, Germany, Australia and the UK with some valuable input from the EAPC Reference Group on Spiritual Care. Contributors included physicians, academics, researchers, a physician/poet, a hospital biographer, a music therapist, an anthropologist and a former hospice chaplain. One post was about the new EAPC white paper on spiritual care education in palliative care and another was based on research presented at the EAPC World Research Congress Online. Two posts were published in French and English.

[Palliative Care and Intellectual Disabilities](#). The series comprised four posts, all unsolicited, from Australia, Ireland, Netherlands and the EAPC Reference Group on Palliative Care and Intellectual Disability (ID) about the PEPIC-19 survey. Two posts featured important new resources to support health professionals working with people with ID and one was a deeply personal experience from a nurse and mother.

[Volunteering in Palliative Care](#). Curated by the co-chairs of the EAPC Volunteering Task Force, the series launched in November with posts from Finland and Italy that celebrated the important role of volunteers in palliative care. Two further contributions will follow early in 2021.

11TH EAPC World Research Congress Online – presence on the blog

The transfer to an online congress meant that we had to work extra hard in promoting the congress and reassuring delegates and presenters that this would be a really positive experience. With the support of the Scientific Committee, congress presenters, EAPC Task Forces and Reference Groups and the head office team we published **23** posts before, during and after the congress. Several EAPC groups used the blog to promote their online open meetings, later contributing a further post after the congress to reflect on the meeting's outcomes. The official [EAPC YouTube Channel](#) included several congress presentations, enabling non-registered delegates to view selected presentations of the congress.

EAPC official journals

Links with our two official journals, *Palliative Medicine* and *Journal of Palliative Medicine*, ensure that the blog covers some of the latest research in palliative care. Last year again fielded some excellent contributions. Dr Johan Haumann, winner of the 'Best European Paper Published in *Journal of Palliative Medicine* in 2019' described the background to his research on [The association between patient characteristics and opioid treatment response in neuropathic and nociceptive pain due to cancer](#). *Palliative Medicine* 'Editor's Choice' posts maintained high viewing numbers and the post by Dr Julia Fee Voon Ho on [morphine use for cancer pain](#) was among the Top Ten most-viewed posts for the first half of 2020. 'Editor's Choice' posts link direct to the PDF of the full-text journal article on the EAPC website enabling our members to have free access. (Access to the members' area is currently under redevelopment).

Contributors to the blog

Contributors include mainly health and social care professionals, researchers, academic staff and global advocacy consultants. Predictably, Europe remains the biggest contributor to the blog with **92** posts (82%), (92 out of 112) but there is still a wide geographical spread of contributions demonstrating the importance of the EAPC in the global palliative care community. A total of **20** posts (18%) were contributed from the rest of the world: Australia, Canada, Colombia, Japan, Kenya, Malaysia, Palestine, Uganda and the USA.

We very much appreciate the amount of effort that our contributors put into writing for the blog. Distilling and crafting a complex study, or story, into 500 words (frequently in a second language), demands considerable skill and this year, more than ever, we have been mindful of the extra hours people have worked on our behalf. We try, albeit in a small way, to recognise people's contributions by creating a Top 20 of the most-viewed posts for each year. As posts are viewed months, and even years, after publication, viewing statistics

are accumulative and thus we announce the ‘winners’ in January and June of the following year to allow the later posts to ‘catch up’. The Top Ten most-viewed posts for the first half of 2020 can be viewed [here](#). The second tranche will be announced in June 2021.

Followers – Europe accounts for the highest number of views

In 2020, we published **112** posts with a total of **111,891** views. For the first time, viewing statistics decreased from the previous year, possibly resulting from the impact on people’s lives during the global pandemic. The two regions that showed a decrease were the US, which was impacted very badly during the pandemic, and Hong Kong where there was political unrest and restricted use of the internet. There was an increase in viewing statistics from all other regions. People from a total of **191** countries and overseas protectorates/territories viewed the blog (170 countries: 21 protectorates/territories) – proof of the EAPC’s ever-increasing global impact.

EAPC blog: Global viewing statistics shown as percentages – 1 January-31 December 2020		
	2020	2019
Europe	56.23%	43%
North America	18.42%	32%
Asia	9.65%	12%
Oceania	7.21%	6%
Latin America and the Caribbean	6.38%	5.5%
Africa	2.08%	1.7%

EAPC blog: Top Five Countries’ viewing data: 1 January–31 December 2020								
Top Five Global	Views 2020	Views 2019	Top Five Western Europe	Views 2020	Views 2019	Top Five Central & Eastern Europe	Views 2020	Views 2019
UK	23,511	21,344	UK	23,511	21,344	Romania	978	524
US	16,043	38,623	Germany	4,152	4,918	Slovenia	708	405
Australia	6,934	6,466	Italy	3,949	3,011	Poland	575	867
Canada	4,568	4,340	Spain	3,606	3,503	Hungary	498	463
Germany	4,152	4,918	The Netherlands	3,292	2,541	Czech Republic	436	651

Social media networks – Twitter, Facebook, LinkedIn and Instagram

EAPC social media networks enable us to provide a platform for the exchange of information, opinion and news with each platform appealing to different groups. The combined reach of all platforms, together with the blog, was **21,199** by the year end. The EAPC does not pay to promote social media posts – the reach is organic.

[Twitter](#) our leading social media platform ended the year with **7,871** followers.

The Top Five viewing countries were UK (33.91%); USA (17.16.95%); Canada (5.21%); Australia (5.13%) and Ireland (4.95%). The tweet with the biggest reach in 2020 (12.9k impressions) referred to the blog post, [‘We are building Norway’s first children’s hospice’](#) from EAPC Board member, Natasha Pedersen, published in August 2020.

Top Tweet earned 6,073 impressions

Celebrating International Women's Day #IWD2020 Thank you to all women involved in #PalliativeCare: health, social & allied professionals, researchers, management & support staff, volunteers, carers. You matter! Pictured: some women who've recently contributed to EAPC blog. pic.twitter.com/cQZvOyBMZ2



Tweets that celebrate global events or recognise achievement are popular too, pictured is our Tweet in celebration of International Women's Day 2020.

Facebook rose to **6,843** followers, with the biggest number in the age range 35 to 44. The top five countries engaging were Portugal, Brazil, UK, Italy and the US and the top five languages were English, Spanish, Portuguese, Italian and German. Comments mainly expressed thanks for information shared or encouragement to colleagues to submit an abstract or attend a congress.

LinkedIn membership reached **4,216** by the year end. This group is intended exclusively for those directly involved in palliative and/or end-of-life care and members must be approved before joining. It is a supportive group and new

members express satisfaction at being a part of the EAPC. Members promote their work, achievements, events, publications. This, more than other platforms, has led to members contributing articles to the blog.

Instagram followers reached **620** by the end of the year. With its emphasis on mobile use and visual sharing, this is an ideal place in which to combine images with short pieces of text. Time constraints have limited our use of Instagram this year, but we plan to do more in the future.

Social media support for the EAPC 11th World Research Congress #EAPC2020

11th EAPC World Research Congress Online. Social media was used to promote the congress and Twitter was especially busy during the congress: to applaud, inform and share comments. In October, the month of the congress, engagement on Twitter reached **111,000** impressions.

The Social Media Team

Members of our [social media/editorial team](#) are all members of the EAPC who generously provide their expertise and guidance on a voluntary basis, plus three paid members of EAPC head office staff. The team comprises Sandra Martins Pereira (Portugal and an EAPC board member), Nicoleta Mitrea (Romania), Lyn Silove (France), Lukas Radbruch (Germany), Mark Taubert (UK), Eduardo Garralda (Spain) and Cathy Payne (EAPC head office). The team is chaired by EAPC chief executive, Dr Julie Ling, and all activities are coordinated by Avril Jackson, social media lead/blog editor. 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. We thank the EAPC President and Board of Directors and EAPC head office staff for their input and encouragement. I would also like to add my personal thanks to my colleagues in the social media team for their professional support and encouragement.

How you can get involved with EAPC social media activities

- Sign up to the blog www.eapcnet.wordpress.com to 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 colleagues to follow us and use the many resources on the [EAPC website](#).

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[Avril Jackson](#), Social media lead/ blog editor, on behalf of the EAPC Social Media team. 11 March 2021

