

Plain language summaries in social media in Poland

Background:

Popularisation of systematic review results via dissemination of Plain Language Summaries (PLSs) is one of the Cochrane missions. Different countries come across various difficulties. Effectiveness of dissemination via public media may depend on country. Different topics of PLSs adhere to different audiences and choosing the proper profile of PLSs, tailored to your audience remain the main challenge.

Objectives:

To analyse the Polish Cochrane fanpage performance between 2016 and 2019.

Methods:

Posts appear 3 times per week on both Polish Cochrane profiles. Only organic range is used. We compared approach at the beginning (2016) with the current approach.

Results:

- At the beginning we were aiming to communicate PLSs to the lay audience (non professionals) by selecting topics that were mainly connected with nutrition, pregnancy, children health and alternative medicine. Raising number of comments suggesting that posts for professionals are needed, led to incorporation of topics connected with specific drugs and medical interventions. Since 2019 we regularly post professional topics that are liked more often than other topics (Fig 1).
- Incorporation professional topics led us to higher number of followers, indicating that more professionals are among them.
- We noticed that posts which had an introductory description formulated in a catchy way were more criticized, mainly because the followers were expecting brief but precise description of the review topic. This additionally indicates that our audience are largely professionals. The profile of our fans and people engaged by posts shifted between beginning and current time from men to women (Fig 2).
- Among different types of post introductions that we checked, the simple statement describing who can benefit from reading the post was found to be best.
- Since the beginning we were tracking all shares of our posts. This revealed that posts are not understood by those who are sharing them e.g. information about effects of vaccination were shared as a positive argument in discussion among those who were for vaccination and those who were against. This may indicate that PLSs texts are not expressed with really clear language, that allow PLSs to be understood by non professionals.
- To improve the reach of our posts we make collaboration with fanpages of professionals e.g. pharmacists and patients organizations (e.g. Cystic Fibrosis Polish Society). Such cooperation focused on sharing Cochrane posts bring a better impact reflected by broader reach.
- Posts with topics for professionals are shared or liked regardless of the conclusive or inconclusive result, while posts focusing on topics for broader audience are more prone to be liked if they have a conclusive result. That may indicate that if the dissemination aims to lay audience an attention should be paid to results of described in PLS.

FIG 1. ACTUAL PERCENTAGE SHARE OF PRESENTED TOPICS

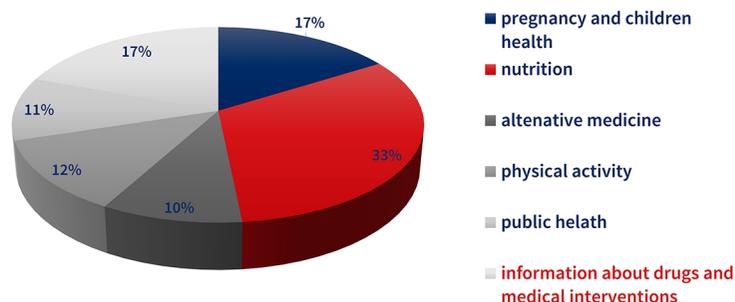
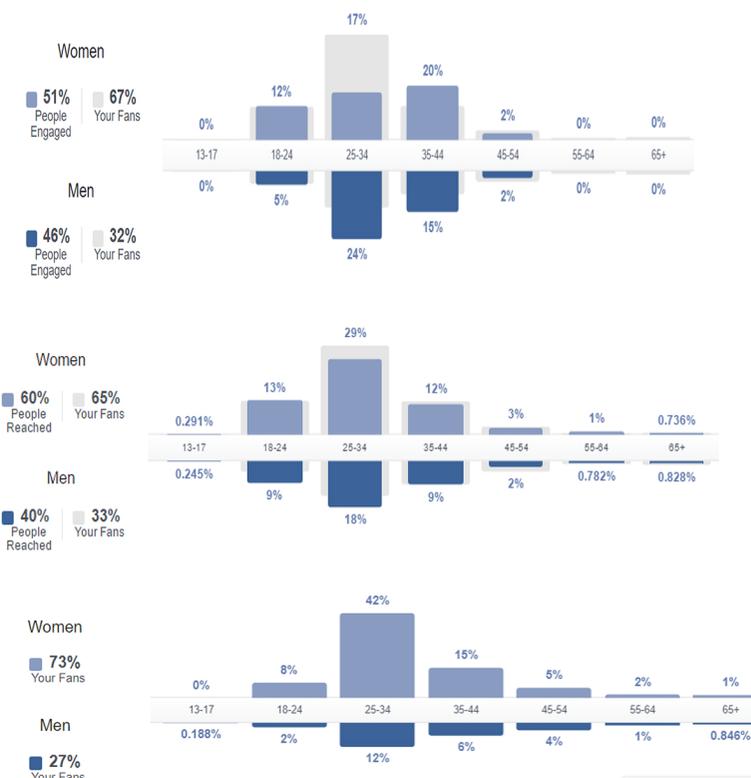


FIG 2. Profile of people who are engaged and follow the Cochrane fanpage: end of 2016; end of 2017 and 2019 (difference in style of presentation is due to changes in style delivered by FB)



Conclusions:

- Co-operation with other scientific fanpages now remains the most effective way of dissemination.
- Even though there are difficulties in dissemination of reliable data, the presence of our fan pages makes a difference as in three years we gained more than 1000 followers, disseminated more than 450 PLSs via Facebook and more than 380 PLSs via Tweets.
- Tracking of posts' shares is an effective way of finding out how to design future dissemination. It gives information on how the disseminated posts were understood and if there is a chance for co-operation.

Zajac J¹, Bala MM², Koperny M³

¹ Hygiene and Dietetics Department, Krakow, Jagiellonian University, Poland

² Chair of Epidemiology and Preventive Medicine and Hygiene and Dietetics Department, Krakow, Jagiellonian University, Poland

³ Polish Agency for Health Technology Assessment and Tariffs, Krakow, Poland