

# ENGAGING, LISTENING, INFORMING: Using social media in disseminating clinical research to patients & the public

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READY FOR

A BETTER FUTURE?



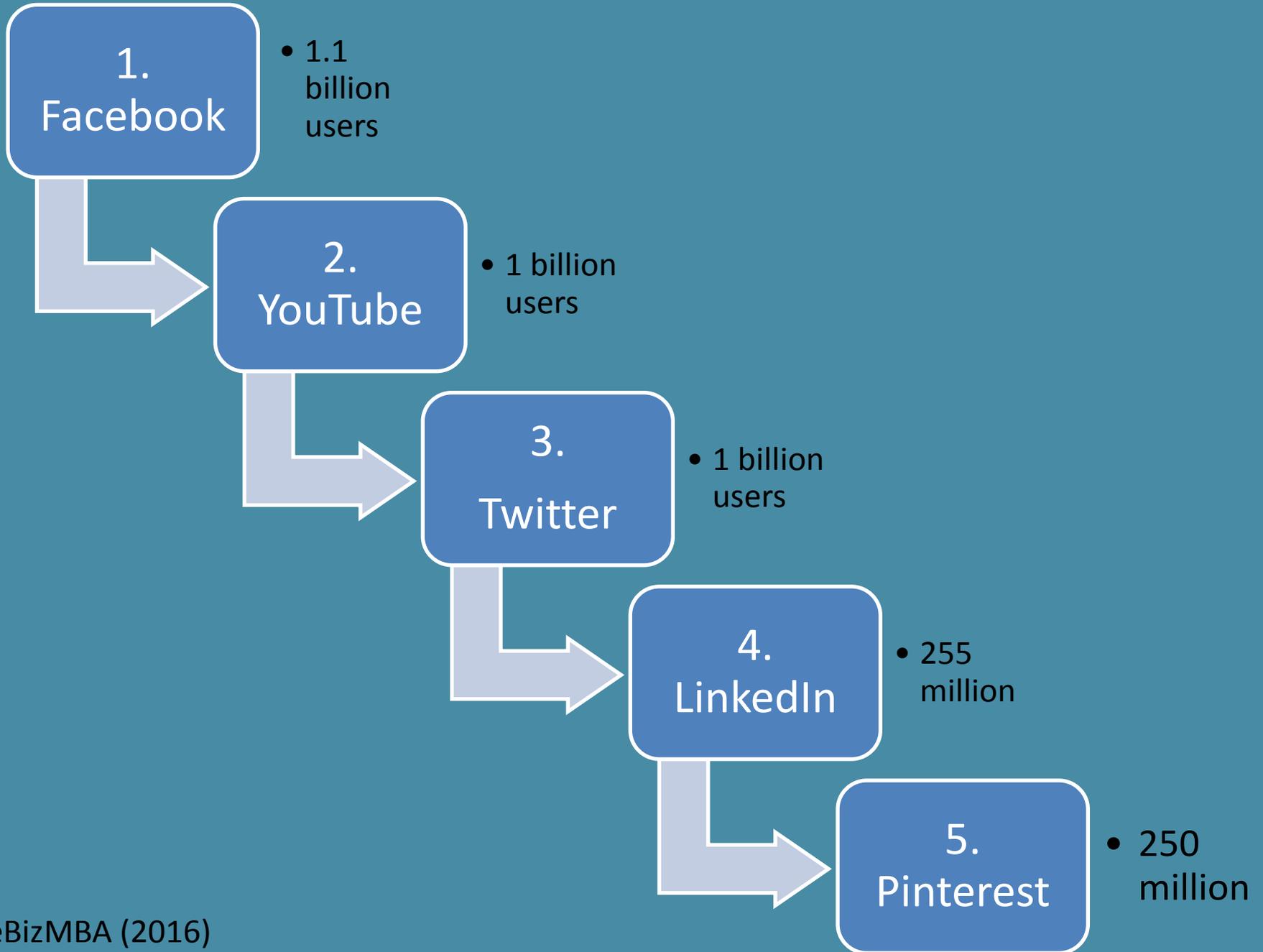
Whether you're starting out, moving up or starting again

**WE'RE READY WHEN YOU ARE** ■

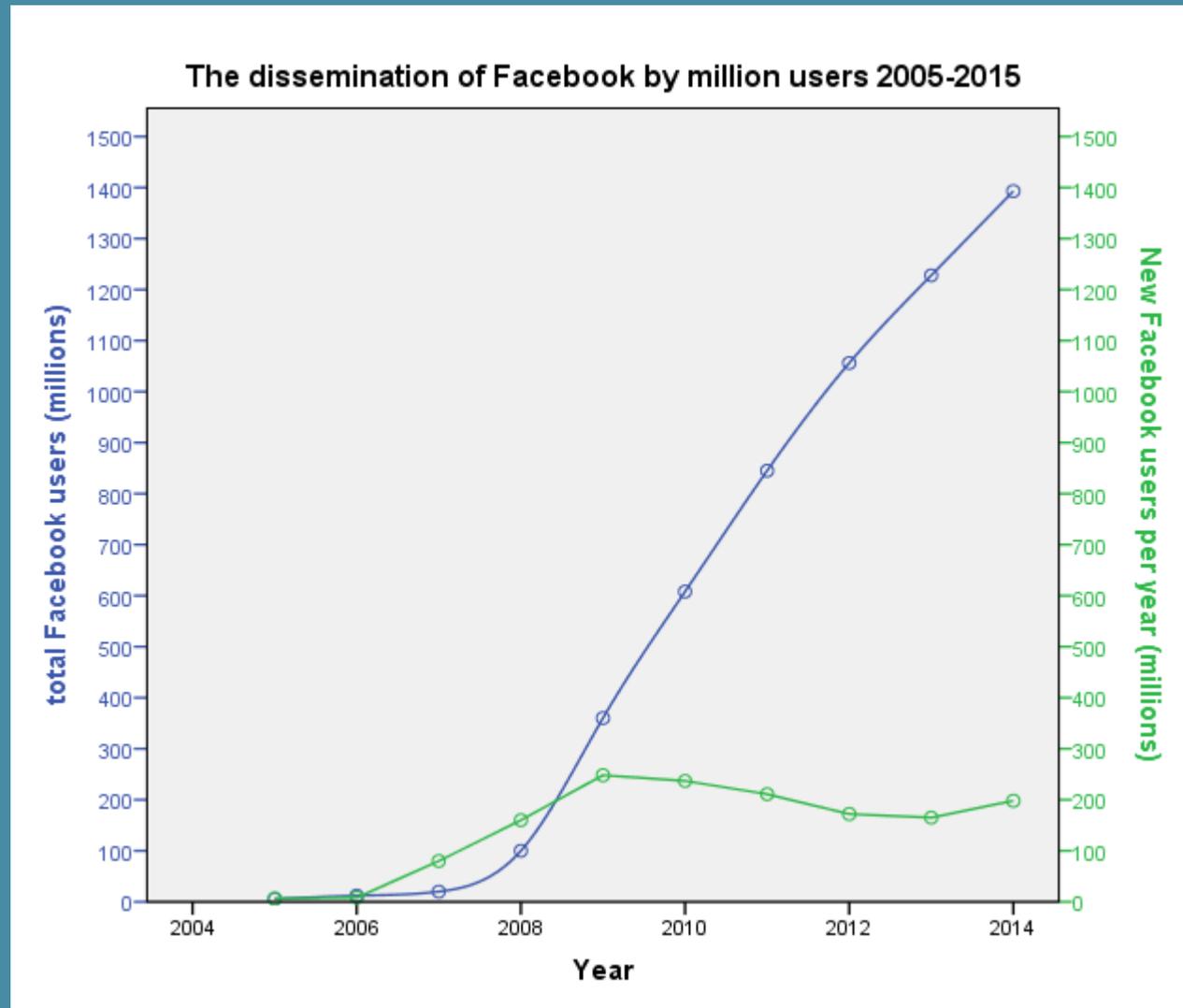
# What is social media?

“an online location where a user can create a profile and build a personal network that connects him or her to other users”

*(Lenhart and Madden, 2007).*



# Why are social networks good for listening, engaging and providing information to the public?



- Facebook & Twitter are no longer only used by those under 25.
- A methodology review identified that social media sites could be used to recruit and engage patients and the public in clinical research
- However, there is a lack of evidence discussing their use in dissemination and increasing the accessibility of clinical research findings (Ryan, 2012)

# AIM & OBJECTIVES

To critically analyse the use of social media platforms to engage, listen and inform patients and the public about clinical research.

Explain the behaviours of patients and the public when engaging with Facebook groups and Twitter feeds related to clinical research.

Explain what works and what does not when trying to engage, listen and inform **parents and carers of children with Attention Deficit Hyperactivity Disorder** on the topic of clinical research.

FACEBOOK  
GROUP  
TWITTER  
PROFILE

QUALITATIVE  
CONTENT  
ANALYSIS

CRITICAL REALISM:  
WHAT WORKS FOR  
WHOM AND WHY?

PROMOTED THE  
PAGES  
THROUGH  
CLINICS & PAID  
SOCIAL  
NETWORK  
SYSTEMS

PLATFORM  
METRICS

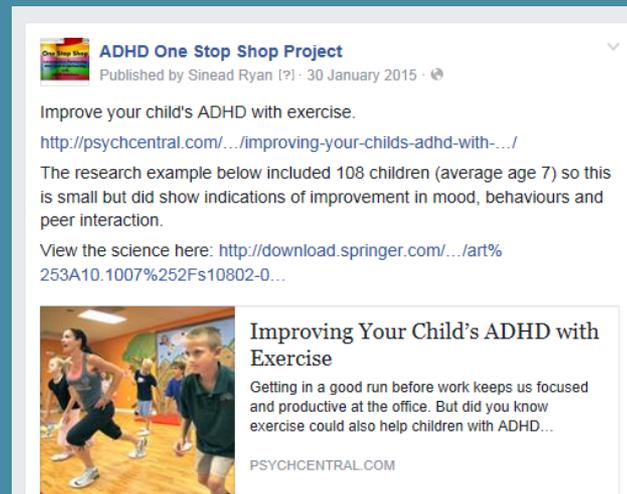
DEMOGRAPHICS  
TYPES OF  
INFORMATION &  
ENGAGEMENT  
PATTERNS

SHARED  
INFORMATION ON:  
CLINICAL GUIDANCE;  
NEW RESEARCH;  
CRITIQUE OF  
FINDINGS; LAY  
SUMMARY; VIDEOS;  
IMAGES; OUR OTHER  
RESEARCH PROJECTS

QUALITATIVE:  
OBSERVATION  
OF  
BEHAVIOURS

# What works? Engagement, listening & providing information

- Positive posts about success
- Pictures or videos that raise awareness of childhood mental health
- Treatments (non-pharmacological but not behaviour training)
- Help with homework and improving performance in school/academia
- New research ideas & willingness to contribute to development
- Diverse and inconsistent range of services
- Paid post reach for those who are not local to the UK



**ADHD One Stop Shop Project**  
Published by Sinead Ryan [?] · 30 January 2015 · 🌐

Improve your child's ADHD with exercise.  
<http://psychcentral.com/.../improving-your-childs-adhd-with-.../>

The research example below included 108 children (average age 7) so this is small but did show indications of improvement in mood, behaviours and peer interaction.

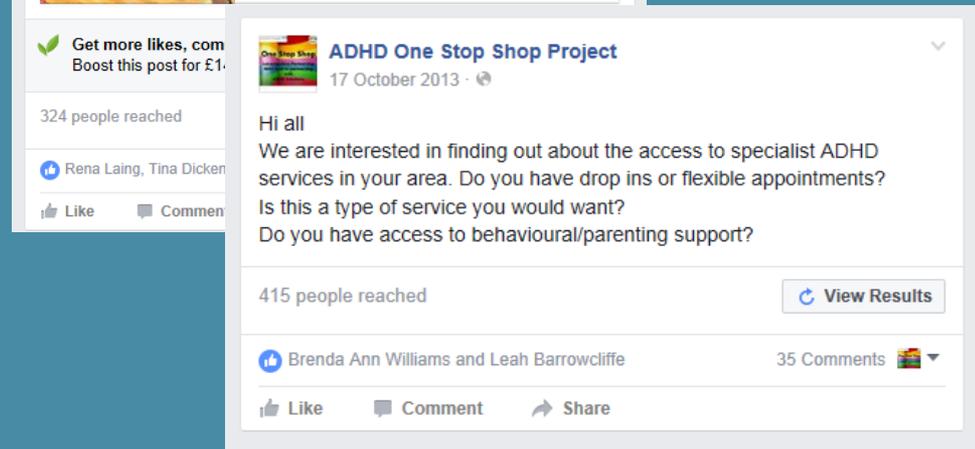
View the science here: <http://download.springer.com/.../art%253A10.1007%252Fs10802-0...>



**Improving Your Child's ADHD with Exercise**

Getting in a good run before work keeps us focused and productive at the office. But did you know exercise could also help children with ADHD...

PSYCHCENTRAL.COM



**ADHD One Stop Shop Project**  
17 October 2013 · 🌐

Hi all

We are interested in finding out about the access to specialist ADHD services in your area. Do you have drop ins or flexible appointments? Is this a type of service you would want? Do you have access to behavioural/parenting support?

324 people reached

Get more likes, comments and shares. Boost this post for £10.00

Like Comment

415 people reached [View Results](#)

Brenda Ann Williams and Leah Barrowcliffe 35 Comments 🌐

Like Comment Share

# What works? Practicalities

- Cost-effective but time consuming
- Requires planning and strategy:
  - Twitter raised awareness but Facebook had significantly more engagement overall when it comes to interaction
  - Hence, are you listening, engaging or delivering information?
  - Twitter can achieve significantly more impressions (deliver information more widely) more effectively than Facebook without paid post reach
- Ethical considerations and operating procedures e.g. 1:1 messaging or the impact of the information shared on parental decisions and care
- If using several platforms is required – link the accounts to reduce time

# For whom?

83% women

45 nations

23 languages

People seeking  
behavioural or  
support services

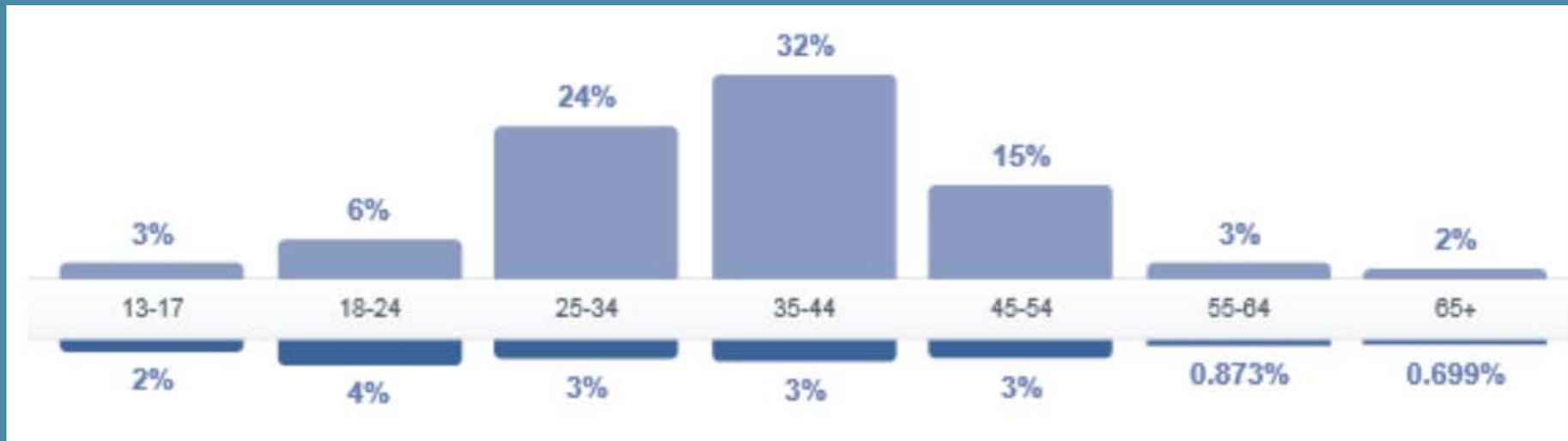
People expanding  
their networks

People who 'want'  
information

347 Twitter followers  
1143 Facebook  
followers

# Age group distribution

female (top)  
male (bottom)



# Why?

Social Change  
Theory  
Social evolution

Social Capital

Collective activism

Diffusion of  
innovations –  
cosmopolite mass  
media vs  
interpersonal  
communication

# For the future

- New functionality on platform insight data can now provide far more information on engagement and actions
- Feasible but needs to be strategic and very focused:  
*what do you want, who do you want and why?*
- Facebook is in it's upper limits of diffusion and Twitter is following a similar pattern – there are some schools of thought that suggest it will 'peak' and users will *change, re-invent, disengage*

## Contact us

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# References

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