

Using social media to disseminate evidence related to palliative and end of life care during the Covid-19 pandemic

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Abbreviated abstract: A critical reflection on how social media was used during the covid-19 pandemic within palliative and end of life care. In March 2020, social media accounts were set up on Twitter and WordPress called @ScotPalCovid by Professor Johnston and PhD students from the palliative care research group in Nursing and health care at the University of Glasgow. The aim of @ScotPalCovid was to assist with retrieving, reviewing and disseminating emerging evidence related to palliative and end of life care.

Related publications:

– B. Johnston and M. Drummond, BMJ Evidence Based Nursing Blog (2020) available at: <https://blogs.bmj.com/ebn/2020/06/07/social-media-palliative-care-and-the-coronavirus-covid-19-pandemic/>

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Identified Need and Chosen Approach

- As clinical practice was prioritised during the covid-19 pandemic, healthcare and medical professionals working in palliative and end of life care did not have time to access and appraise emerging evidence related to covid-19 management.
- Sharing research on twitter can improve dissemination and increases citations
- Therefore, twitter was selected to review and disseminate literature related to the management of covid-19 within palliative and end of life care.



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Techniques and Methods

We considered all literature related to palliative care, end of life care, death and dying AND covid-19:

- Primary research
- Literature reviews
- National and local guidelines
- National and local online articles

Literature shared should be open access

Sources used to retrieve literature :

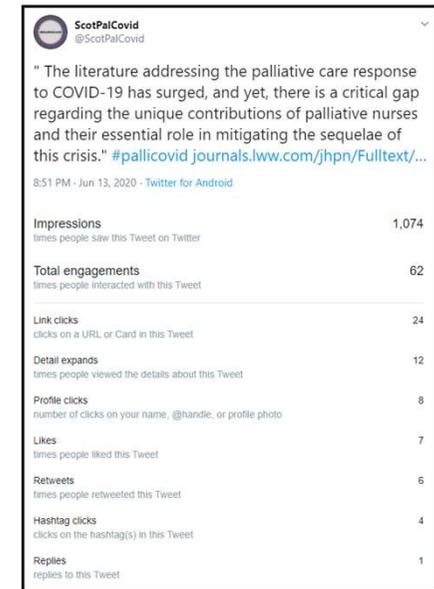
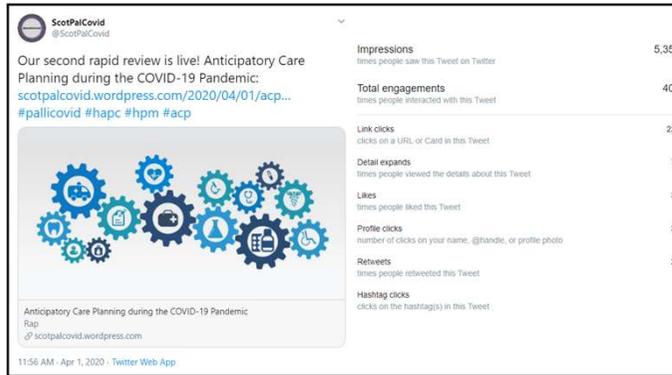
- ScienceDirect
- Google Scholar
- Google
- Wiley Online Library
- CINAHL
- Medline

Results and Conclusions

Results

- 449 followers since March 2020 and 158.3k impressions

Popular tweets:



April was the busiest month



Twitter was a useful tool to direct clinicians to palliative and end of life care literature but reflective news articles generated the most traffic consistently.