

# Developing, implementing, and disseminating an adaptive clinical reasoning curriculum for healthcare students and educators

**612454-EPP-1-2019-1-DE-EPPKA2-KA**



## Updates on WP7 concerning the website (D7.2) and social media strategy (D7.1)

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In the following document we will summarize the steps we have undertaken to update the project website during the first year of the project. We also provide access data to our website and present updates from our social media strategy.

## Website maintenance

The DID-ACT website (<https://www.did-act.eu>) has been updated in regular intervals during the first year by UAU. Specifically, we have added the following content:

- The reports for WP1, WP2 and D6.1, D7.1, D7.2, and D5.1 have been uploaded or linked from the website's [results page](#) at the due dates of these deliverables.
- Upcoming events have been added, although due to the COVID-19 pandemic, our face-to-face dissemination events and project meetings had to be cancelled. However, we added information and resources from the DID-ACT participation at the AMEE 2020 virtual conference.
- New team members have been added to the [team page](#) throughout the year.
- A blog post with monthly postings has been added to the website with 6 postings on related topics, opinions, or events.
- Links to our social media channels - LinkedIn, ResearchGate, and Twitter have been added.

We also further enhanced the accessibility of the website by installing a Wordpress plugin "[One Click Accessibility](#)". This plugin provides a user interface for increasing the font size, contrast, or change the background.

## Access to the Website

During the first year we recorded about 35.000 pageviews, 15.000 sessions, and about 140.000 hits and 100.000 file accesses. In May 2020 we recorded a peak in website traffic (Figure 1). This peak might have been caused by our planned project meeting and dissemination event in Kraków, Poland, which unfortunately we had to reschedule to May 2021 due to the COVID-19 restrictions.

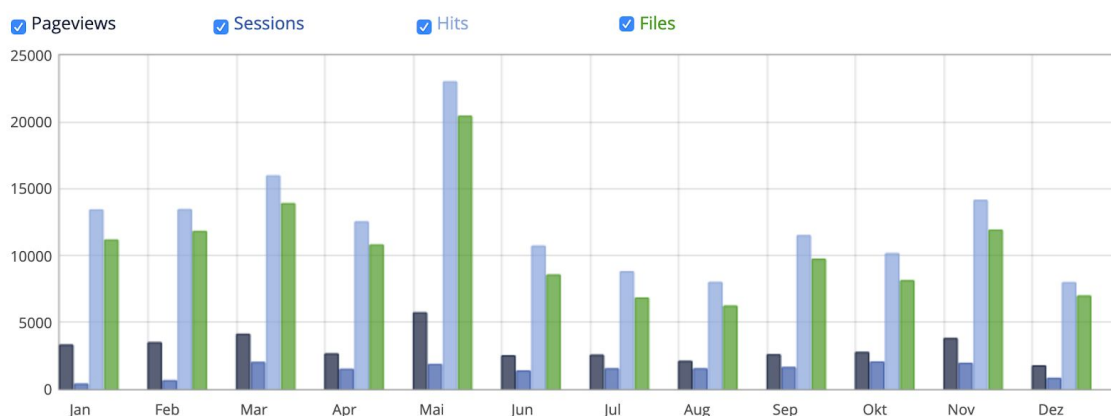


Figure 1: Access to the DID-ACT.eu website during the first year of the project.

During the last month, most hits were recorded from Germany, followed by the United States, Sweden, France, and Poland (Figure 2) and most traffic came via the search engine Google.

No.	Land	Hits
1	Germany	4.126
2	United States of America	1.019
3	Sweden	376
4	France	359
5	Poland	146

Figure 2: Hits from countries during the last month.

For the curricular learning objectives (D2.1) which was published in our learning management system (LMS) moodle, we recorded 246 hits since its publication date on Nov 30th 2020.

As of 2021, we will be implementing a stronger search engine optimization strategy (SEO) which will include more research on 'searched terms' in common search engines, as well as making use of the build-in SEO tools of Wordpress.

## Social media strategy

Based on the results of the Social Network Analysis ([D7.1](#)) we decided to use the following social media channels to publish project-related news:

- Twitter
- LinkedIn
- ResearchGate

These are the channels most partners were already active in and where we could reach our target groups.

During the first year we created dedicated DID-ACT accounts for each channel and published 52 posts or tweets. This initiative is coordinated by the project partner EDU, who has substantial experience in raising awareness through social media. EDU encourages and guides partners in providing content, by providing a social media guideline and providing feedback and advice on the posts.

Thus far, we have about 50 followers (mostly outside of the project consortium) on these channels. This number of followers for the dedicated DID-ACT accounts is still low compared to the number of followers the partners have. A reason could be that the posts are shared/re-tweeted by the partners, so we have all partner contacts as indirect followers.

Additionally, our partner network on these social media channels has been increased during the last 12 months. We have doubled the number of followers to about 5.000. The increase of our consortium from 10 to 22 partners added about 1.900 contacts and on average the 9 original partners who were active on social media increased their networks by about 20%.

An analysis of LinkedIn shows that we reach all career levels of our target groups (Figure 3).

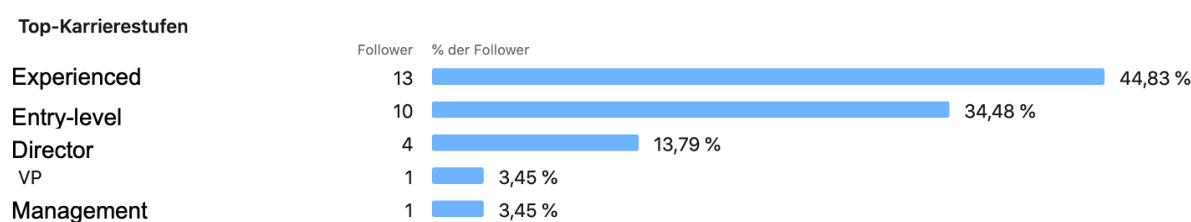


Figure 3: Career level of LinkedIn followers

### Twitter (@act\_did)\*

- Total number of posts from May 2020 - December 11 on @act\_did was 21.
- Top performing posts : #MeetTheTeam with an average engagement rate of 5%
- We had +1000 impressions in December with an increase in number of Tweets (+25%), profile visits (+276%).

\*Inactive as of December 2020

## Twitter (@DIDACTProject)\*

- Total number of posts from December 3, 2020-December 31, 2020 was 13.
- Average engagement rate was 2.4%

\*Active as of December 2020

## Growth plan for Twitter

Recognizing that hashtags become obsolete and change over time, we have organized a new suite of hashtags for year 2 of the project. These were generated using well-known hashtag generators and we will continue to build on this list.

We are currently building this list using main categories that we use for our posts: Healthcare profession focus, project management focus (including work package updates and deliverables), curricular focus, and the main hashtags for the project, such as #didactproject.

As of December 2020, we decided to change our Twitter handle from @act\_did to @DIDACTProject, which more closely resembles our actual project aims. We made this decision as an effort for others to more easily find us as the feedback thus far, both from our team and general lack of external engagement, was that the handle act\_did, was too cryptic. All posts are being transferred over using a social media tool called Buffer and will be done over time. LinkedIn and ResearchGate remain as they were.

## Summary

Overall, we have increased our network through the website and social media channels significantly during the first year of the project. We aim to increase the number of direct followers of the DID-ACT accounts during the next year and also post specific content for our different target groups. A social network analysis of the DID-ACT accounts at the end of the second year will provide more in depth details about the success of our strategy.