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## DRIFT: Disseminating Research Information through Facebook & Twitter: An interim report of Facebook page engagement

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There is a range of literature outlining the potential for disseminating health information through social media. Ryan identified that online social networks could contribute to dissemination of health research to the public, but concluded that there is limited research to inform this practice. Globally, Facebook is the most used social networking site. This project is evaluating Facebook pages for promoting and disseminating research to the public, with a focus on parents/careers of children and young people diagnosed with Attention Deficit Hyperactivity Disorder [ADHD]. Once a month, a week long, page specific advertising campaign is employed. To date, 22 countries have been reached with 785 page followers. 74% of those reached and 93% of page followers are female and in the age groups 25-44 years. Page posts which promote awareness of conditions, new research ideas or research illustrating possible causes associated with ADHD achieve highest levels of engagement. Using Facebook ads resulted in 55,314 impressions and £100/120EURO/\$167 5 month spend. Mann Whitney-U at 99% confidence level showed that paid advertising significantly increased reach, engagement and followers  $p=0.000$ . This Facebook page has been successful in disseminating research information to the public. Females of 25-44 years dominate the fan base and reach but this is likely to be a reflection on the page focus; children and young people with ADHD. Facebook advertising is extremely useful in widening engagement but should be balanced with the cost and time available. Sustaining engagement requires frequent yet short page posts and timely responses to user comments.

### Biography

Gemma Sinead Ryan is Head of Health & Social Care Research Group, Senior Lecturer in Nursing & Healthcare Practice. She is also an Honorary Research Fellow for Leicestershire Partnership NHS Trust; undertaking several National Institute for Health Research clinical research projects associated with health services delivery. She has a specialist interest in online social media, health services research and professional education and is currently completing a Doctorate Health Science examining the personal and professional boundaries associated with online social media and publicly accessible information. She is also completing educational research projects; including an online support tool for undergraduate healthcare profession students

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