

# Social Media Knowledge Translation for Addiction & Mental Health Professionals

## Social Media (SM)

Web-based technologies that allow users to actively participate in content creation, editing, and/or social networking.



Examples: apps, wikis, blogs, podcasts, vlogging

## Knowledge Translation (KT)

The process by which knowledge or research is created and translated into practice for the purpose of improving healthcare.



Examples: infographics, newsletters, websites, presentations

## Benefits of Social Media KT

### Message Content & Quality

- Create easily consumed summaries
- Link target audiences to primary source
- Rapid dissemination and exchange of information
- Easy feedback mechanism for two-way communication and post-publication review

### Audience & Networks

- Can reach a broad audience
- Fewer degrees of separation between individuals
- Creation of networks and communities with similar interests
- Complements traditional publishing
- Information is free to access

### Message Medium

- Freedom to share alternative content like figures, videos, podcasts, and infographics
- Flexibility in when and how to share information
- Portable content

### Effort & Value

- Time efficient for health professionals, the general population, and patients accessing information
- Use of metrics to measure social engagement (e.g., Altmetrics)

## Challenges of Social Media KT

### Message Content & Quality

- Trustworthiness of the source
- Difficulty tailoring message to diverse audience

### Audience & Networks

- Targeting the correct audience
- Blurring the line between personal and professional networks
- Creation of echo chambers that reinforce existing views instead of providing feedback
- Less personal with fewer face-to-face interactions
- Message may get lost in translation
- Cannot manage information flow

### Message Medium

- Choosing the most appropriate social media platform and how to communicate message
- "Digital footprint" cannot be erased
- Privacy issues
- Difficult to filter out non-relevant information

### Effort & Value

- Time consuming to maintain social media accounts
- Shortage of evidence on the effectiveness of social media for knowledge translation, learning, and implementation

Most popular platforms for professional purposes:



**1/3** of US adult consumers used SM for health discussions in 2012.

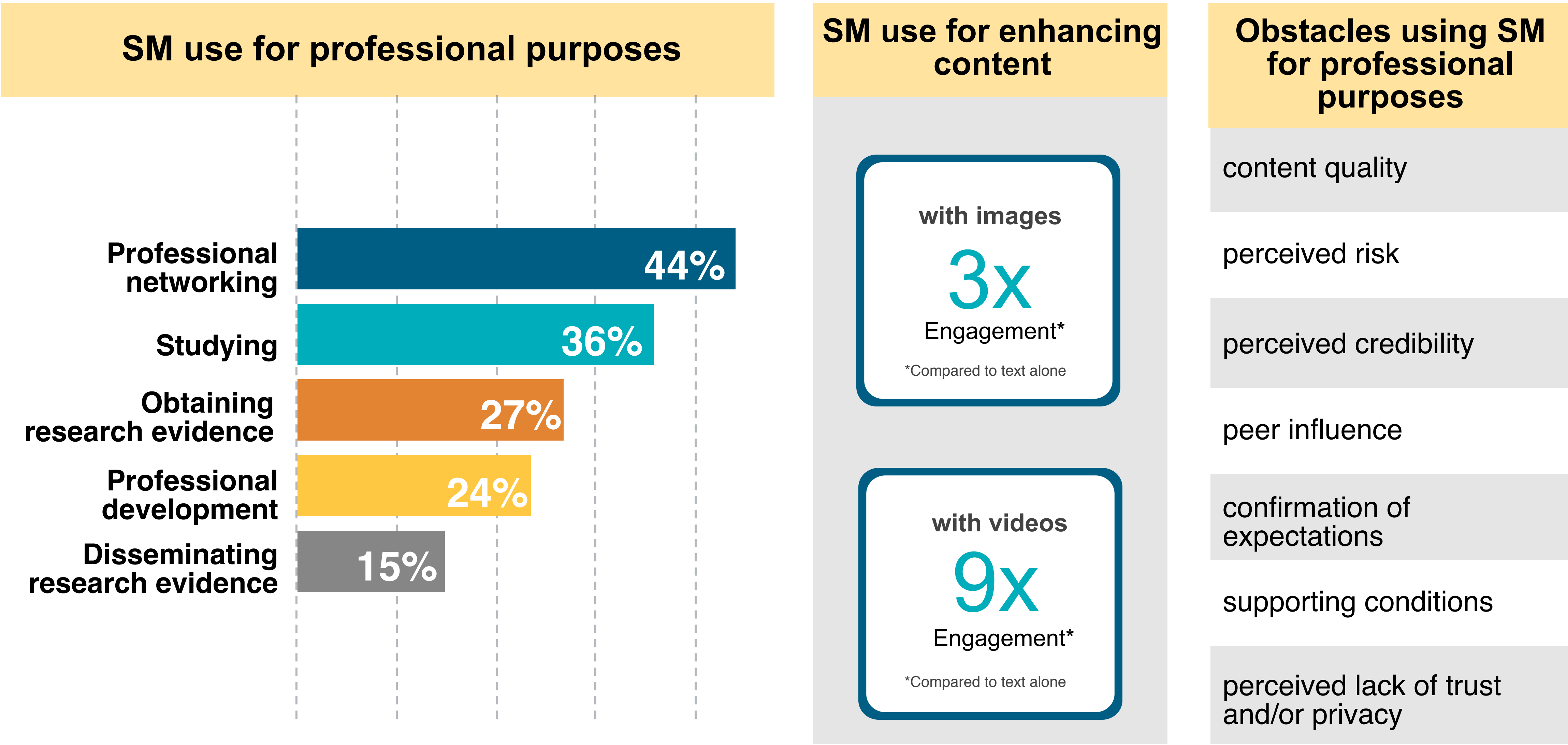
**70%** of health professionals are able to spend time online for professional purposes during the workday.

**80%** of health professionals use SM for professional purposes.



**58%** of health professionals are confident in using SM for professional purposes.

# Using Social Media to Translate AMH Evidence into Practice



The Addiction & Mental Health Knowledge Exchange team has created various products to display health information for an array of audiences:

- [Knowledge Translation & Implementation Science Resources](#)
- [Reaching Your Audience](#)

Note: AHS staff must follow AHS policy and only use social media tools approved by AHS IT Security and Privacy.

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Updated: September 2022

