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Cochrane Russia 2018 Yearly Report on social media outreach

1. Facebook

Total followers: 466 people

Fun facts

- The post, which received the highest coverage (the number of people who saw our posts) this year was the post, dated 18 January 2018 with 1789 views: Direct oral anticoagulants for prevention of stroke in atrial fibrillation patients with chronic kidney disease
- The news item: New Cochrane evidence changes the belief that Omega-3 supplements reduce the risk of cardiovascular diseases, stroke or death – received the highest number of clicks per publication, 192 clicks, it was posted on 20 July 2018.
- The post: Standard Cochrane training modules are now available in Russian! dated 13.06.2018 accounted for the highest number of reactions, comments and reposts totaling 180.

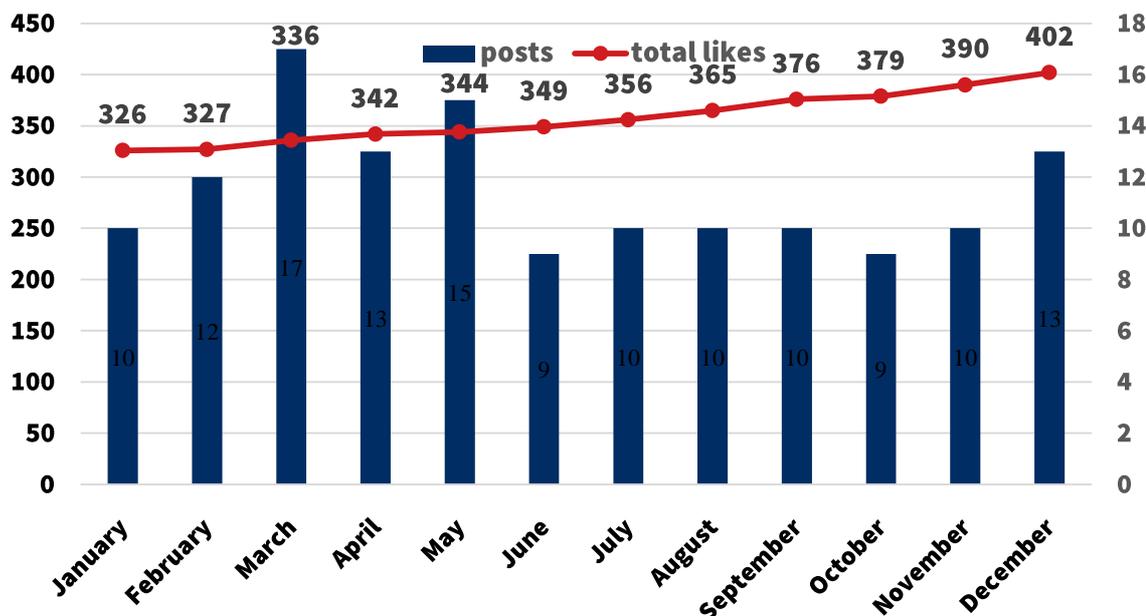


Figure 1. Facebook posts and total likes by month of 2018. We are gradually increasing the total number of likes on Facebook

Надёжные доказательства.
Информированные решения.
Во благо здоровья.

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Publication coverage (the number of people who saw our posts):

The majority of our readers were between 25 to 34 years of age (46%). The number of women (65%) prevailed over the number of men (35%).

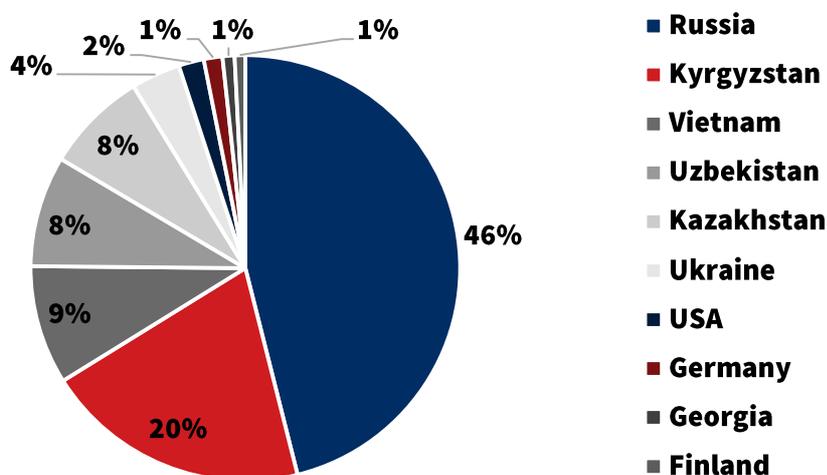


Figure 2. Coverage by country

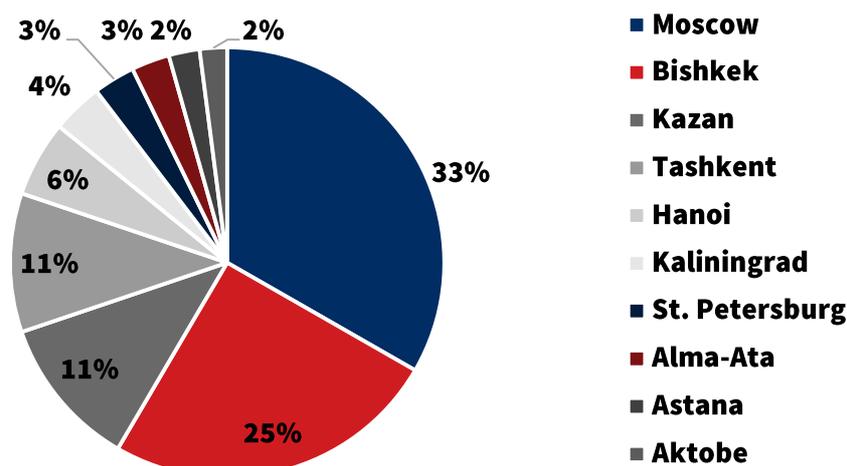


Figure 3. Coverage by city

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Followers:

We had more women followers (**63%**) than men followers (**37%**). The majority of our followers were between 25 to 32 years of age (**39%**). In this age group, the proportion of women followers was higher (**25%**) than the proportion of men (**14%**).

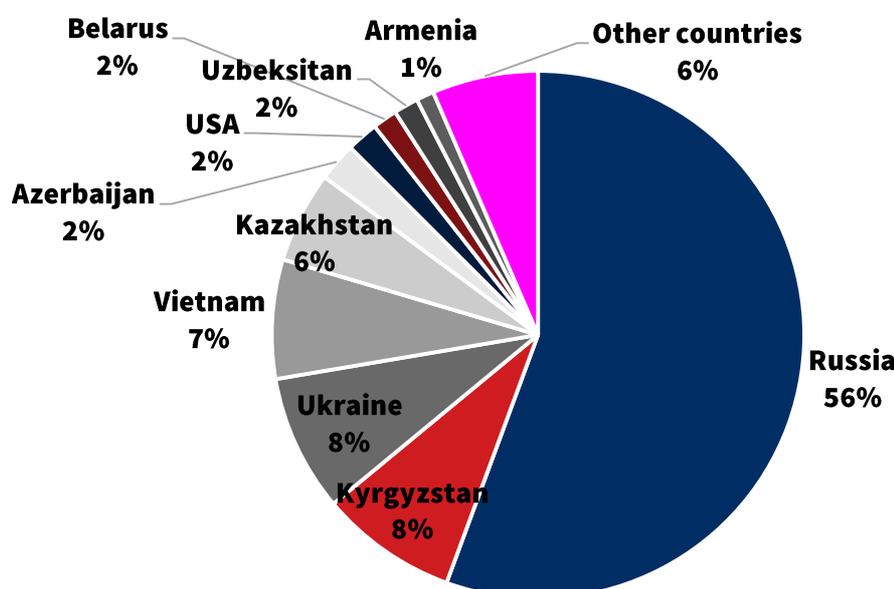


Figure 4. Number of followers by country

2. Twitter

Twitter is a social network with the highest coverage in the world, but not yet in Russia, because people do not need to follow the page so that its messages are displayed in their feed.

Total number of followers was 948 people: 55% were men and 45% women.

Fun facts

- The most popular post by the number of views was: A little about the AllTrials campaign: ow.ly/9xtC30jaeGB alltrials.net pic.twitter.com/r5vT5GvbCo posted on March 27, 2018.

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Total number of likes for the year 2018 was 606.

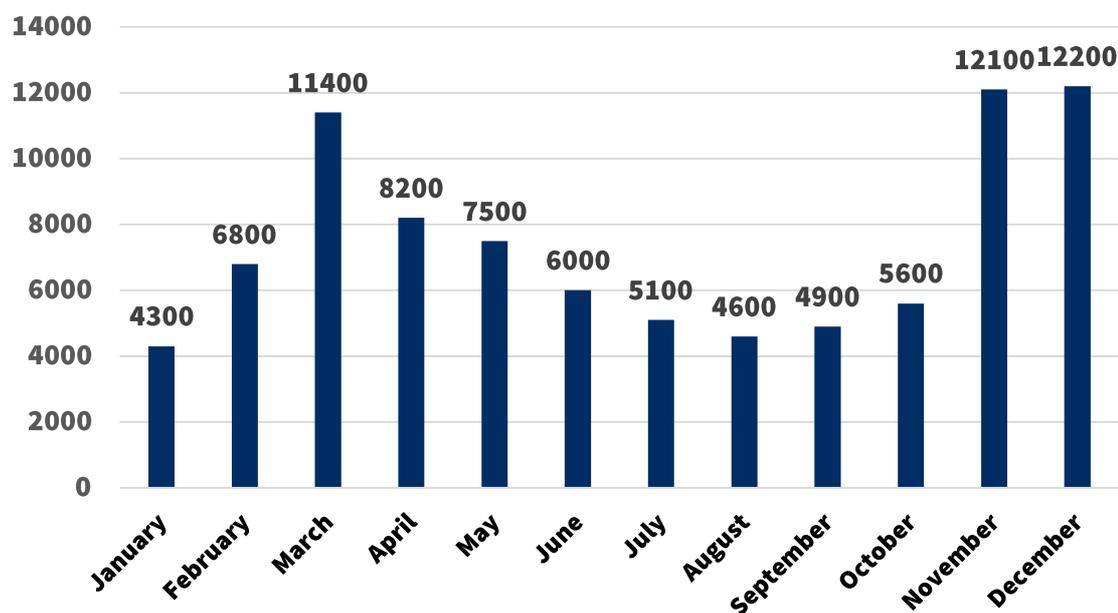


Figure 5. Tweet views

3. Vkontakte

Total number of followers: 7294

Fun facts

- The most popular post by coverage (the number of people who saw the post) was: New Cochrane evidence changes the belief that Omega-3 supplements reduce the risk of cardiovascular diseases, stroke or death, dated July 20; it received 5333 views, the highest number of likes, reposts and comments.

I. Coverage (number of people who saw the community page, post):

The age of the majority of our followers ranged from 24 to 27 years. The proportion of women who viewed the posts was higher (**59%**) than the proportion of men (**41%**).

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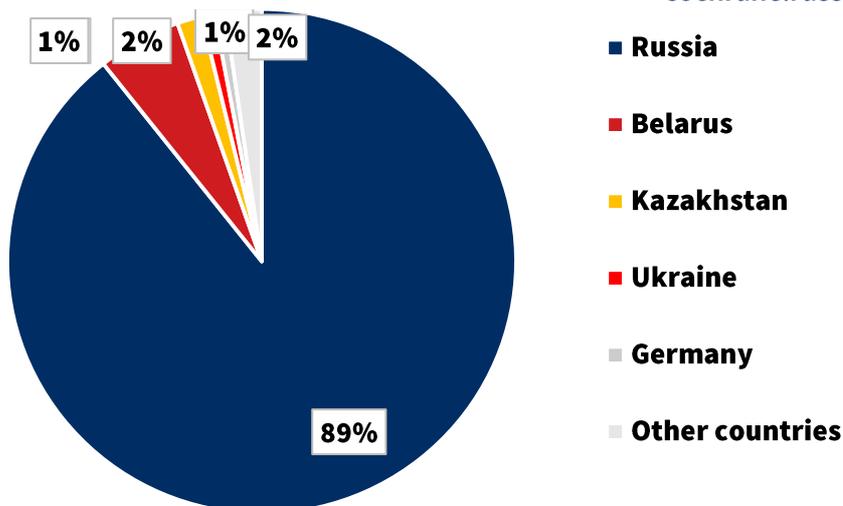


Figure 6. Coverage by country

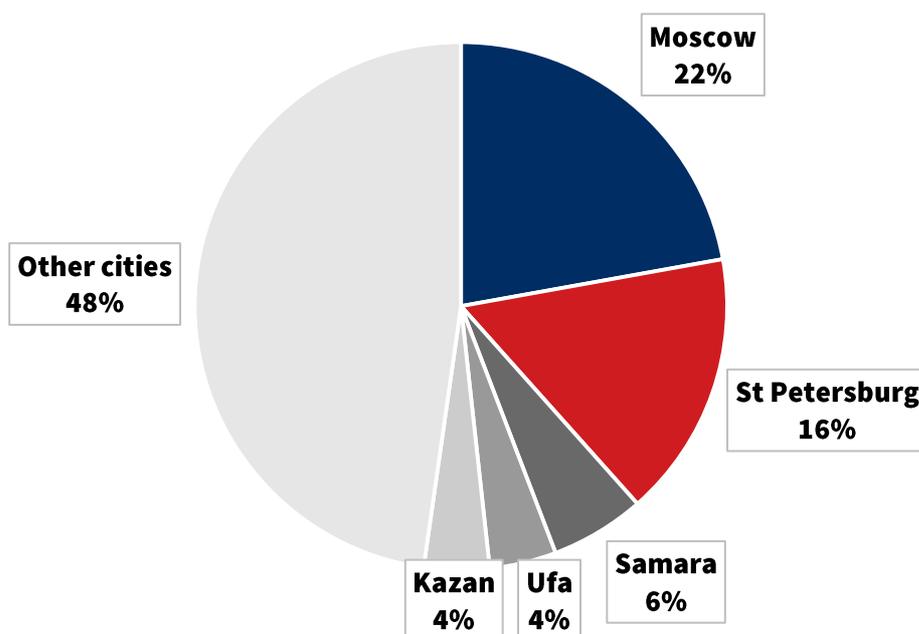


Figure 7. Coverage by city

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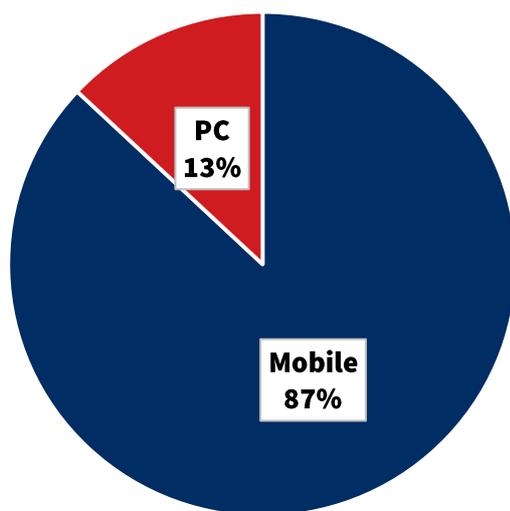


Figure 8. Device use

II. Attendance

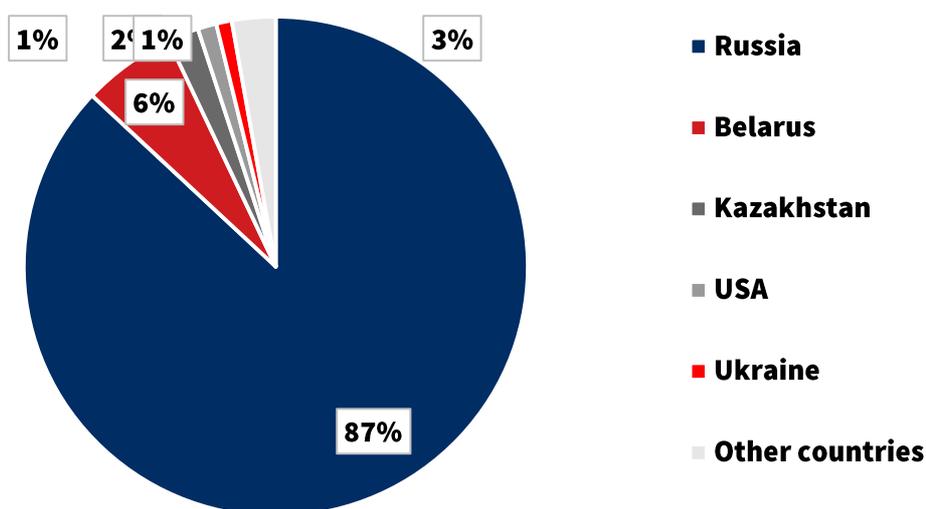


Figure 9. Country attendance

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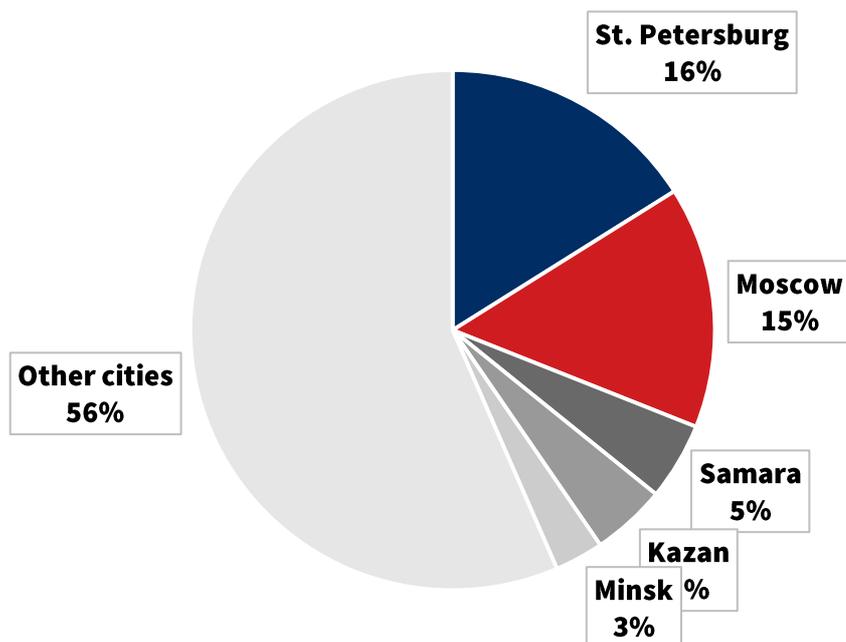


Figure 10. Attendance by city

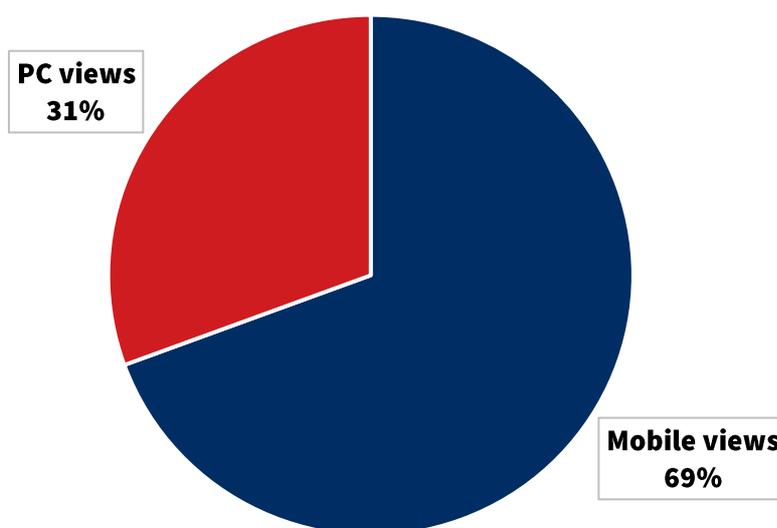


Figure 11. Views from devices

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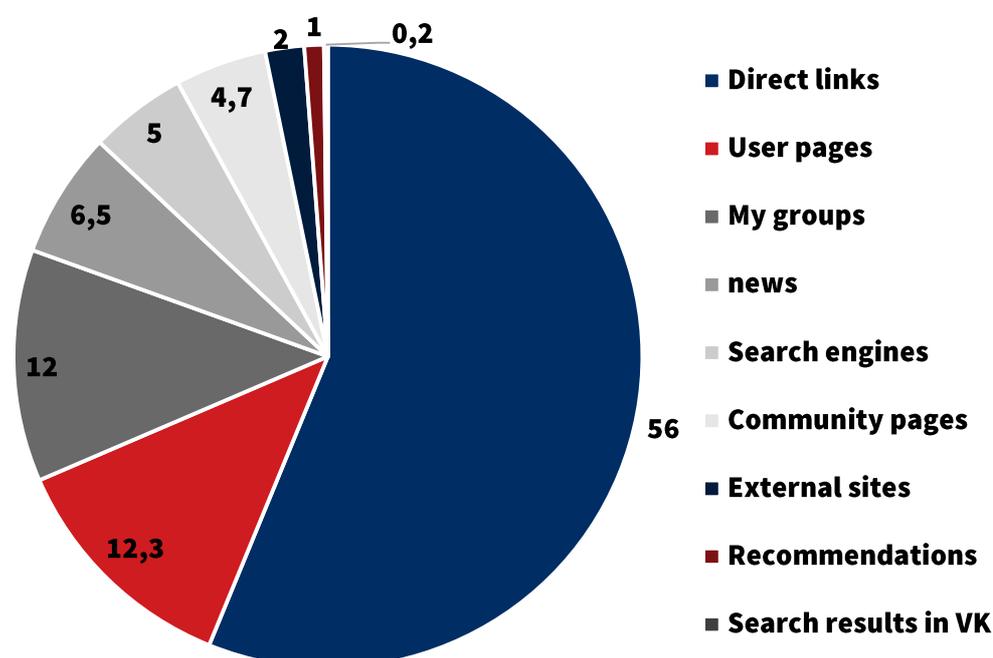


Figure 12. Sources of transitions

This report was compiled by a research assistant of the Research & Education Centre for Evidence-Based Medicine Cochrane Russia at the Kazan Federal University, the Communications officer of Cochrane Russia Aizyara F. Garayeva.

Cochrane Russia Communications officers: Gleb M. Arslanov and Aizyara F. Garayeva.

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