CHRD 2022: Abstract & Poster Submission Form

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Presenter Status

◉ Undergraduate Students

○ Masters Student

○ PhD Student

○ Post-Doctoral Fellows

○ Residents

○ Non-Trainee

Research Category

○ Basic Science

◉ Clinical

○ Community Health / Policy

Role in the project

☑ Design

☑ Perform Experiments

☑ Analyze Data

☑ Write Abstract

☐ _____

Title

Evaluating Social Media Metric Changes on Instagram to Disseminate an Anaphylaxis Tool to the General
Public: A Repeated Measures Feasibility Study

Background

For parents, anaphylaxis can be a cause of significant stress as they can progress quickly and require timely recognition and initiation of therapy. However, a significant percentage of parents and guardians have knowledge gaps on how to manage their children's anaphylactic reactions. Families often use online resources to complement formal healthcare supports, and due to the rising number of users, Instagram presents a unique opportunity to mobilize evidence-based health knowledge to the general public.

Objective

The pediatric anaphylaxis tool was developed by the research team at Translating Evidence in Child Health
to Enhance Outcomes (ECHO) and disseminated on the Translating Emergency Knowledge for Kids (TREKK) Instagram account during a 4-week social media campaign. Instagram materials were created to
highlight the key messages of the tool and social media filtering techniques were used.

Methods

The posts were disseminated every 2 days at 10 AM, stories were posted every 24 hours at 2 PM and reels
were released every Monday at 12 PM. Instagram metrics were collected at weekly intervals before, during, and after the campaign period and ANOVA tests were conducted using SPSS software

Results

The type of content posted and the weekly time period influenced the reach of the campaign material. For the number of shares, the type of content was statistically significant with posts being shared more often than stories and reels. The time period when Instagram content was disseminated did not statistically impact the number of likes and saves. Time had a statistically significant effect on the number of followers with steady increases during the campaign period.

Conclusion

This study evaluated the feasibility of using Instagram as a platform for disseminating health information. By exploring the different tools within Instagram, our findings would improve future social media campaigns created by researchers and healthcare professionals.

Do you have a table/figure to upload?
○ Yes ⊙ No

Authors

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