

“What do I say? How do I say it?” Twitter as a knowledge dissemination tool for Australian mental health and substance use research

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Introduction and Aims: Twitter produces more mentions of scholarly research than any other alternative metric and is an important tool for communicating research beyond academia, however there is a lack of guidance for mental health (MH) and substance use (SU) researchers using Twitter. The presenters reviewed 300 MH and SU research Tweets from two large Australian research organisations to determine features of tweets associated with greater engagement (e.g. Retweets). These results informed the development of guidelines for MH and SU research dissemination via Twitter. This workshop aims to introduce participants to these guidelines and provide opportunities to put these guidelines into practice.

Design and Methods: Participants will be provided with an overview of the research described above and introduced to the accompanying guidelines. In groups participants will then practice adapting tweets promoting SU research to comply with these guidelines. Participants will also be introduced to the graphic design tool CANVA to assist them to create engaging media to accompany tweets.

Results: At the end of the workshop participants will be able to: list reasons for disseminating MH and SU research via twitter; describe the features of tweets found to be associated with greater engagement; and create tweets promoting MH and SU research that comply with evidence-based guidelines.

Conclusions: This workshop will provide participants with access to the first evidence-based guidance for promoting MH and SU research via twitter and practical experience using these guidelines, helping participants to more effectively promote research presented at the APSAD conference and their own research.

Implications for Translational Research:

Social media is increasingly used to lessen research-to-practice gaps. The promotion of the evidence-based guidance for dissemination via Twitter and accompanying guidelines in this workshop has potential to improve dissemination of SU research and facilitate uptake of findings into practice.

Disclosure of Interest Statement:

We have no conflicts of interest to declare.