

Using social media and analytics to increase engagement of Health Care Assistants during COVID-19.

Objective

Participants will reflect on ways to use social media and analytic data to increase engagement of overtaxed health care providers.

Abstract

In the spring and summer of 2020, the BC Centre for Palliative Care (BCCPC) held a series of online sessions for BC Health Care Assistants (HCAs) working in long-term care, home support and indigenous communities. HCAs told poignant stories of challenges of working during COVID-19, how they practiced self-care and unexpected positive experiences.

BCCPC created a film *Stories of the Heart*, based on what the HCAs shared, with these objectives:

1. To honour Health Care Assistants
2. To increase HCAs' awareness of resources for their education and support

Data to support these outcome measures are being collected using focus groups, social media and website analytics and surveys.

Process measures have included:

- Number of views on Youtube (783 as of Nov 20) and number of visits to the resource library
- Where visitors to the Youtube video or resource library were referred from (eg: Twitter, Facebook, BCCPC or partner website)
- Length of time the viewer watched the video (average 4 minutes of a 13-minute film)

Rapid PDSA cycles to improve the results of these measures have been done, with trials of:

- emailing partners and asking them to distribute information to their contacts,
- a week-long social media campaign showing short clips with links to the full-length video and resource library
- creation of a new webpage of HCA-specific resources
- offering incentives to leaders to share the video and resources with their staff
- asking HCAs who have engaged in the film's creation to share links through their social media

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Each intervention has shown improvement and analytics have guided decisions about where to focus attention. For example, an email was sent to a partner and the next day, there were over 70 views from that partners' geographical region. This session will give participants ideas to try in their organizations to engage with busy clinicians.

The Stories of the Heart [trailer](#) will be shown during the session and the [full length film](#) will be available on demand.