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GUIDANCE FOR SOCIAL MEDIA POSTS ON RANDOMIZED CLINICAL TRIAL PUBLICATIONS:

A DELPHI SURVEY

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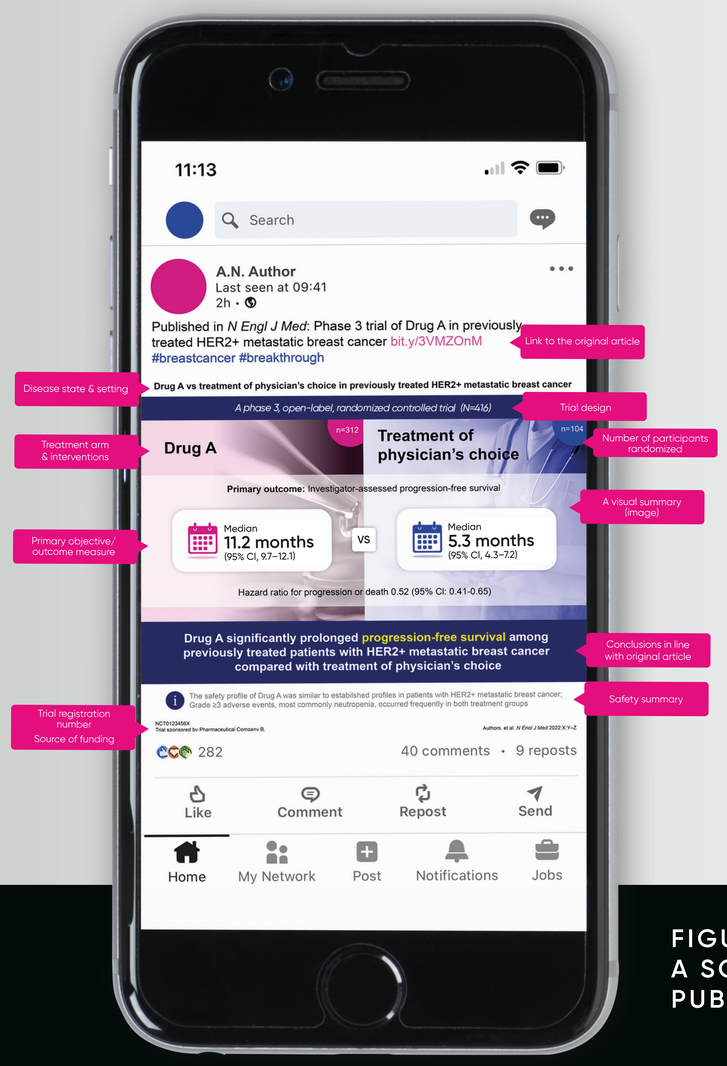


FIGURE 3: RECOMMENDED ITEMS TO INCLUDE IN A SOCIAL MEDIA POST ABOUT A CLINICAL TRIAL PUBLICATION BASED ON A DELPHI SURVEY

Why... did we do this research?

Social media is an increasingly popular way to stay up-to-date with recent publications on clinical trial data

Good Publications Practice (GPP) 2022 guidelines encourage researchers to follow employer guidance, and trial sponsors to follow internal procedures, when posting on social media about a publication.[1] However, no practical guidance is available for what should be included in a social media post about a clinical trial publication

We sought to generate guidance for what to include in a social media post on a clinical trial publication, with the goal of maintaining the integrity and rigor of the original article in an abbreviated format

How... did we do this research?

Twenty-two members of a BOLDSCIENCE agency publications working group were invited to participate in a three-round, online, modified Delphi survey **(Figure 1)**[2]

Checklist items were generated for round 1 based on the CONSORT for abstracts checklist[3]

Participants rated the importance of items for inclusion in the guidance from 1 (not important) to 6 (very important) and provided qualitative comments

Consensus was predefined as a mean score of ≥5 for including an item in the guidance, ≤3 for rejecting the item; or ≥75% agreement

Full methods are available in the Supplementary Information (See QR code below)

What... did we find?

After round 2, a consensus was reached on 24/27 (89%) items (11 included; 13 rejected; **Figure 2**)

After round 3, a consensus was agreed on all items (12 included; 15 rejected) that should, where possible, be included in a social media post about a publication reporting clinical trial data

A visual summary was considered desirable to include in the post to help communicate the information effectively, either as a static "visual abstract" or as an animated GIF/ video, which allows for more content to be shared **(Figure 3)**

FIGURE 1: DELPHI STUDY DESIGN

Members of agency publications working group
N=22

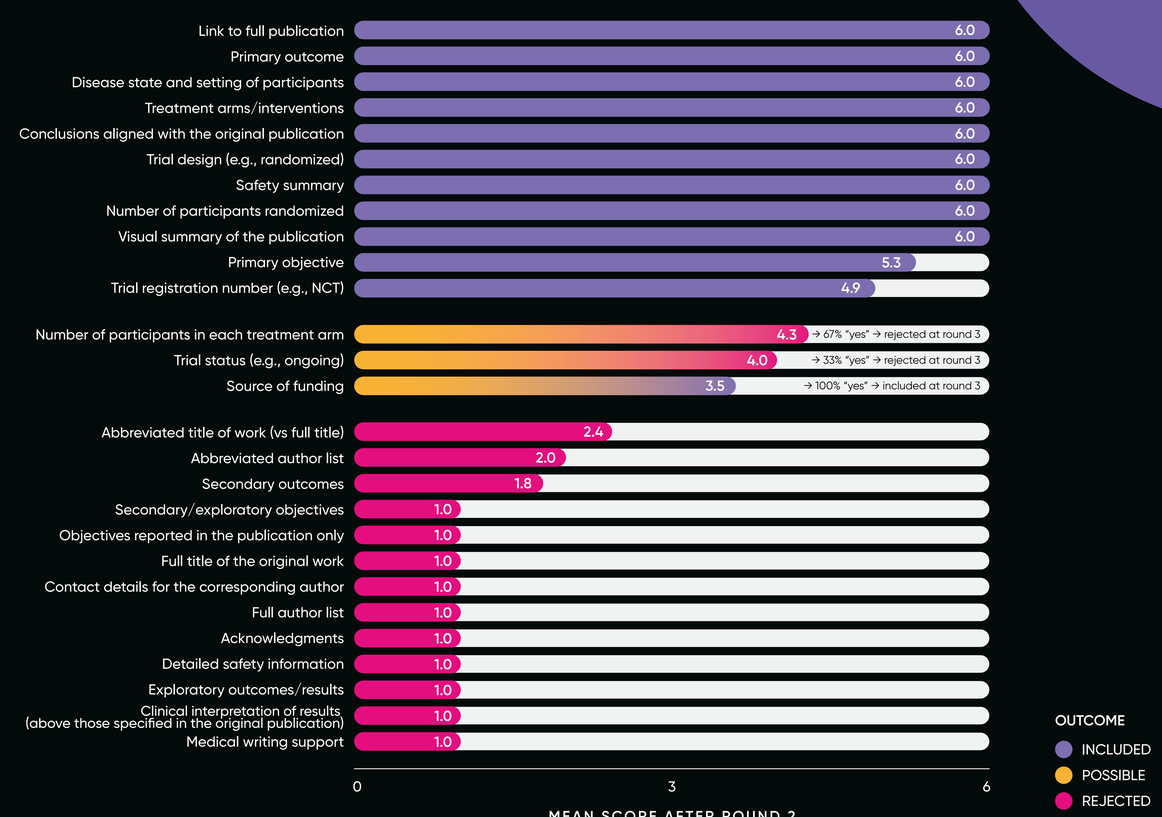
ROUND 1
Score 24 checklist items on a 6-point Likert scale* & identify new checklist items

ROUND 2
Re-score 24 + X† checklist items on a 6-point Likert scale* & classify based on mean score‡

ROUND 3
Re-score "possible"‡ items using "yes" or "no"§

*Likert scale: 1 (not important)–6 (very important).
†Additional checklist items for assessment in round 2 could be nominated in round 1.
‡Checklist items were classified after rounds 1 and 2 based on mean score (≥5, included; 4, possibly included; or ≤3, rejected) to indicate which items should be included in a social media post on a clinical trial publication.
§At round 3, three possible items were re-scored with "yes" for inclusion and "no" for rejection; consensus was defined as ≥75% agreement.

FIGURE 2: CONSENSUS RESULTS



Checklist items were classified after rounds 1 and 2 based on mean score (≥5, included; 4, possibly included; or ≤3, rejected) to indicate which items should be included in a social media post on a clinical trial publication. Possible items were addressed in Delphi round 3 (consensus was ≥75% agreement).

References

1. DeTora LM, et al. *Ann Intern Med* 2022;175:1298–1304.
2. Hasson F, et al. *J Adv Nurs* 2000;32:1008–1015.
3. Hopewell S, et al. *Lancet* 2008;371:281–283.

Acknowledgments

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Disclosures

All authors are employees of BOLDSCIENCE, a Co-Lab Global Inc. company

Take-home messages

Using Delphi methodology, a panel of agency publications professionals has generated preliminary guidance for what to include in a social media post on a clinical trial publication to maintain the integrity and rigor of the original article in an abbreviated format

We encourage guideline groups to validate our consensus and hope that practical guidance such as this could enhance comfort with using social media as a platform to raise awareness about publications

Supplementary information accessible by QR code:
PDF and interactive posters
Full methods and results
Shareable social media GIF

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