

Sharing trusted evidence and information about COVID-19 on social media.

Cochrane is responding to the COVID-19 pandemic in several ways, including a number of 'rapid reviews' to help inform decision-making about COVID-19 diagnosis and management. Cochrane is interested in sharing (disseminating) this information broadly to make it more accessible and engaging, for example through blogs, podcasts, and infographics. It is important that information shared on social media about our health is evidence-based and trustworthy, and we need help to do this from our valued Cochrane consumers and their networks. This page has guidance for those who would like to help share Cochrane Reviews and linked blogs, podcasts, and infographics through their social media platforms.

Once a product (such as a blog or podcast) is made, we will email you from consumers@cochrane.org, including:

- Information about the product (for example, a brief description and information about who has created it).
- Suggested content – that you can share on social media platforms (for example, Twitter, Facebook, LinkedIn) and/or in patient group newsletters and websites. This includes key messages and discussion points, as well as a hyperlink to the product (please make sure you include this link). You are welcome to simply copy and paste these messages and share them as social media posts, or you can adapt them (see Cochrane's Spokesperson Policy). See below for examples of 'suggested messages' - these are made for Twitter and Facebook, but can be adapted for other channels.
- Graphics – Sometimes we will include images or graphics that you may use, to share along with the hyperlink to the product. Alternatively, feel free to use your own image but please make sure that you have permission to do so from the copyright owner. More information about copyright can be found [here](#).

Example suggested tweet:

- How effective is #quarantine alone or in combination with other public health measures to control #coronavirus? Listen to a short explanation of Cochrane evidence from @CochraneEPOC in this 4-minute podcast: <https://buff.ly/2URHb5K>

Example Facebook post:

- What do we know about convalescent #plasma as a possible treatment for #COVID19? This @CochraneUK blog explores the latest Cochrane evidence: <https://bit.ly/2WVO9GR> #coronavirus #plasmatherapy

Your own voice and opinions:

- Pick and choose what you feel your network will be interested in. Don't feel the need to share everything.
- Share evidence - do not make clinical recommendations. Please use your voice and style to adapt messages if you wish to. However, when sharing Cochrane evidence it is important to present evidence accurately and not make clinical recommendations. If you want to give your opinions on the content from your own experience, please make it clear that they are your opinions and that you are not 'speaking for Cochrane' (see Cochrane's Spokesperson Policy).
- A respectful voice. You are welcome to encourage discussion about a topic, but please respect others' views, even if you do not agree.
- Replying to comments. If you receive any comments or replies that you feel would be better answered by Cochrane, please direct individuals to Cochrane's 'Contact Us' page.

If you have any questions, please get in touch with consumers@cochrane.org