

Share GreyLit: Using Social Media to Communicate Grey Literature

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Presented at the Seventeenth
International Conference on Grey
Literature, Royal Netherlands Academy
of Arts and Sciences, Amsterdam,
December 1-2, 2015

AGENDA

- **Introduction**
- **Literature Review**
- **GreyLit Social Media Survey**
- **Recommendations**

INTRODUCTION

What prompted this research?

- 2014 Research: Think Tanks, Twitter and Grey Literature
- Growing need to include grey literature in systematic reviews
- Leveraging options for the Grey Literature Report in Public Health
- Think tanks are responsible for creating Just-in-Time information for policy makers

Research Questions

- 1.How is social media used to communicate grey literature?
- 2.To what extent are subscribers of the Grey Literature Report sharing resources found on greylit.org?

LITERATURE REVIEW

Some key findings:

- Social media use among Internet users has increased 66% over the past 10 years. (Perrin, 2015)
- “Nonprofits use social media for: information sharing, community building, and action.” (Thackeray, 2013)
- “Social media permit the development and evaluation of policies through “open dialogue” among diverse voices that represent targets of health policy.” (Smith and Smith, 2015)
- “Social media and news reports are also used by more than 50% of (GreyLit) producing organisations to find an audience for their work.” (Lawrence, 2014)
- “Those that were using social media reported fruitful outcomes from such communication, particularly increased awareness amongst the journalistic community. This perhaps suggests that journalistic communities are making more use of social media resources than either policymakers or the public.”(Wilkinson, 2013)

GREYLIT SOCIAL MEDIA SURVEY

Data Collection

- Online survey emailed to 2000 GreyLit Subscribers
- 48 early responses:
 - 75% female & 25% male
 - 7 countries
 - 54% work in a university setting
 - 46% over 55 years of age.
- Subscribers shared the survey link. (<http://bit.ly/1LHbeAX>).

GREYLIT SOCIAL MEDIA SURVEY

Social Media Use

- Almost 90% of respondents use social media:
 - Twitter: 64%
 - Facebook: 49%
 - LinkedIn: 44%
- Ways respondents use social media:
 - Follow experts: 70%
 - Trending topics: 63%
 - Communicate with colleagues: 51%
 - Disseminate information: 60%

GREYLIT SOCIAL MEDIA SURVEY

Sharing GreyLit Report

- 63% recommended the Report to others
- 52% hear about the Report via email, 46% via our Newsletter
- 56% do not visit the website often
- 58% are not sure if they have liked our tweets
- Only about 4 or 5 respondents indicated that they use social media to find other grey literature

RECOMMENDATIONS

Social Media engagement: “Social media engagement offers the potential to improve societal and global health by involving individuals in the health policy and research process.” Today, interaction is king and content is the pawn. (Smith and Smith, 2015)

Framing: “Social scientists recommend that effective communication focus on both “framing” or conveying the social relevance of an issue and fitting information to the existing values, mental models, experience, and interests of an intended audience.” (Nisbet, 2015)

Evidence-based Social Media: Evidence-based tweeting includes links to articles, papers, etc. which in turn increases page views. (Djuricich, 2014)

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Grey Literature Report

- <http://greylit.org>