

Introduction

There is a significant 17 year gap between recent research and its application in clinical practice. In this digital era, social media platforms have grown as powerful tools for rapid information dissemination and professional collaboration. Utilizing the social media platforms may bridge the knowledge practice gap by increasing clinical engagement with research findings.

This capstone project partnered with Kristen Keech, OTD, OTR/L, the founder of *Conscious Care Llc*. *Conscious Care Llc* is a growing Instagram platform that is dedicated to support the traumatic brain injury (TBI) and disorder of consciousness (DoC) community by creating an online community where practitioners, caregivers, and students can access evidence-based resources and stay informed about current research.

Project Description

Develop educational social media content over a 10 week period for the *Conscious Care Llc* Instagram to share up-to-date information on TBI and DoC for caregivers, practitioners, and students.

HPU OTD Core Values:

- **Aloha**
 - Embodies unity by bringing together clinicians, caregivers, and patients through shared, accessible knowledge.
- **Kuleana**
 - Creating an online source in which practitioners/caregivers have access to multiple up-to-date resources.
- **Kokua**
 - Support practitioners with recent research to improve practice with their TBI/DoC patients.
- **Pono**
 - Righteous and responsibility in disseminating essential evidence-based knowledge for the TBI/DoC community.
- **Laulima**
 - Working with other practitioners/caregivers to increase accessibility to resources for TBI & DoC community.

Purpose/Aims

Increase accessibility of recent research through social media to health care practitioners, caregivers, and the traumatic brain injury and disorders of consciousness community to assist with implementation of evidence-based practices and improve functional outcomes for all.

Methods

Content created over the 10 week period were designed for healthcare practitioners, students, and caregivers. Topics related to traumatic brain injury and disorders of consciousness were selected based on current evidence, clinical guidelines, and identifying gaps in the practice.

Two surveys were shared with followers on Instagram:

1. **Demographic Survey**- collected information on follower roles (student, clinician, caregiver, etc.), professional background, and where followers work/live.
2. **Content Feedback Survey**- gathered information on how content can be improved, if content is useful, preferred topics and formats, and how participants originally found *Conscious Care Llc*.

Results

Results have suggested that the *Conscious Care Llc* Instagram platform is able to reach a variety of audiences from various places around the world.

Demographics Survey

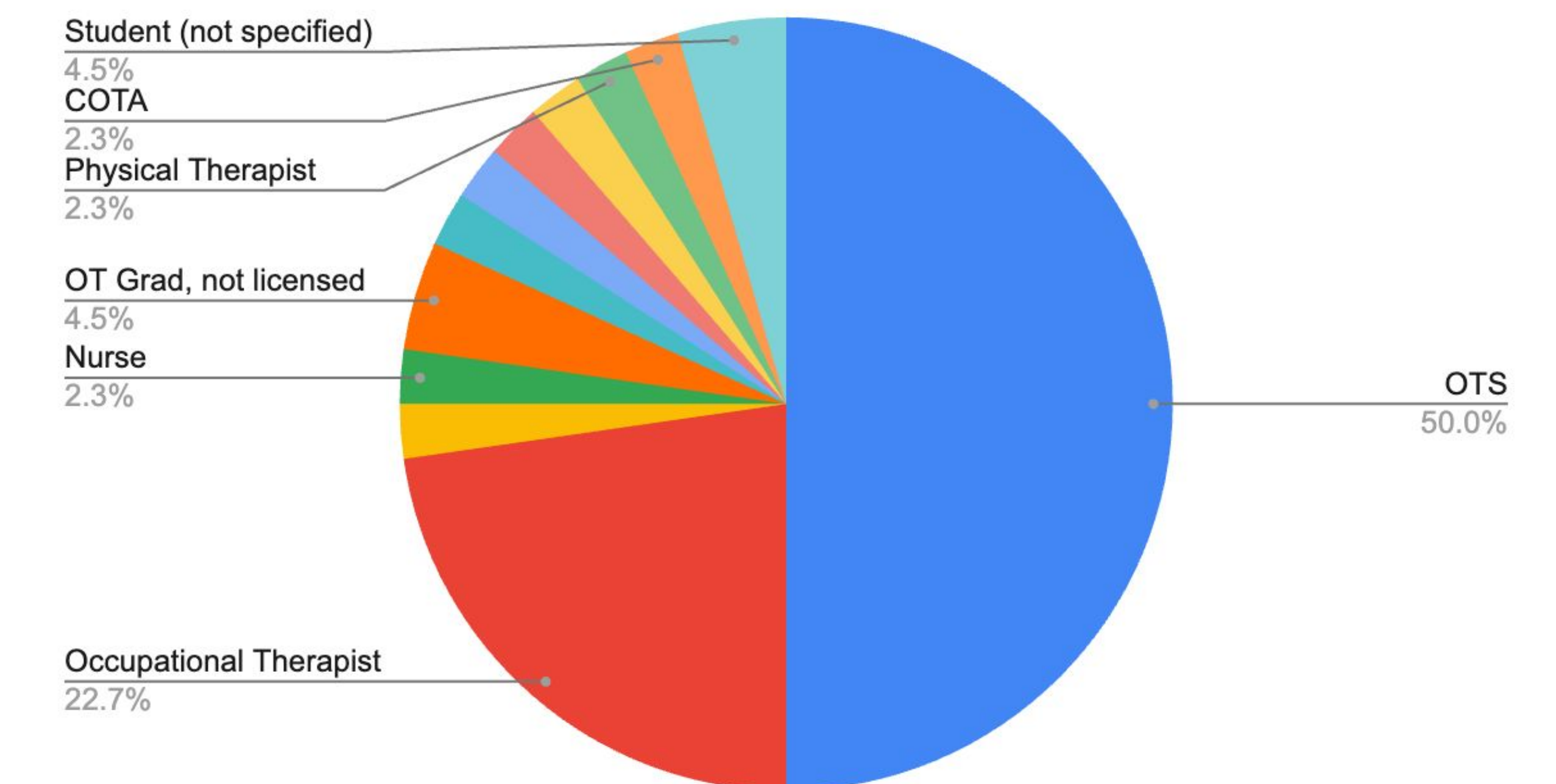
- N= 43 respondents
- Majority: 50% OT Students
- Figure 1: Geographic Distribution of Participants/Followers
 - Reached 14 States & 1 International Location
- Figure 2: Roles Represented
 - 50% OT Students
 - 22.7% Occupational Therapists

Figure 1



Results cont.

Figure 2



Content Feedback Survey

- N= 21 Respondents
- 47.6% Found content "Very Valuable, 33% "Extremely Valuable"
- 95.2% want more content on interventions
- Majority respondents (14/21) identified mini videos/reels & infographic summaries as the most helpful content formats.
- 76.2% utilize content to apply clinically/academically & to stay current on evidence-based practices.

Discussion

The significance of this project highlights the value of utilizing social media as an effective tool to knowledge sharing within the traumatic brain injury and disorder of consciousness community. While this project was conducted over a short period of time, the initiative successfully reached its intended audience: clinicians, caregivers, and students across the United States. This demonstrates the potential use of Instagram as a tool for disseminating evidence-based information.

However, several limitations should be noted. The duration of the capstone project restricted the ability to evaluate if the shared content influenced clinical practice. Additionally, the majority of survey responses were submitted by OT students, which may not reflect the full diversity of the 443 followers. Further research should examine whether modifications to content influence its perceived value and usefulness, as well as explore how the information is applied in clinical practice.

References

Scan QR Code for References:

