

Scrolling to safety:

Using social media to deliver evidence-based microlearning to cancer nurses.

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Show of hands

Do you use social media to support your professional learning or development?

What we know about social media



Social media is a significant part of most Australians' everyday lives:

- About 21 million user identities, representing almost 78% of the population.
 - Most Australian adults (majority 18-64) are already active on social platforms.
 - Aussies spend an average of 13 hours per week consuming social media.
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What the evidence says



Social media learning in healthcare is still emerging



Health professionals prefer short, accessible learning formats



Credible, evidence-based content is essential



Time constraints strongly influence engagement



There is limited evidence on clinical learning and practice impact



Stronger evaluation methods are still needed

What our users said

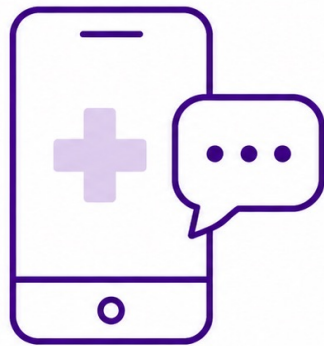
Majority of users would like to see eviQ on social media and/or would engage:

- Two annual eviQ Education evaluations (2022 and 2023)
- Pharmacy anticancer drug course: 60% of respondents
- Virtual info/roadshow sessions: May 2024 webinar: 68% of respondents, August 2024 webinar: 71% of respondents.



Social media as professional development

SOCIAL MEDIA =



Leverage off platform cancer nurses already engage with



Learn in under 2 minutes



Repeatable



Rapid



Scalable

eviQ social media objectives



Facebook = Connection

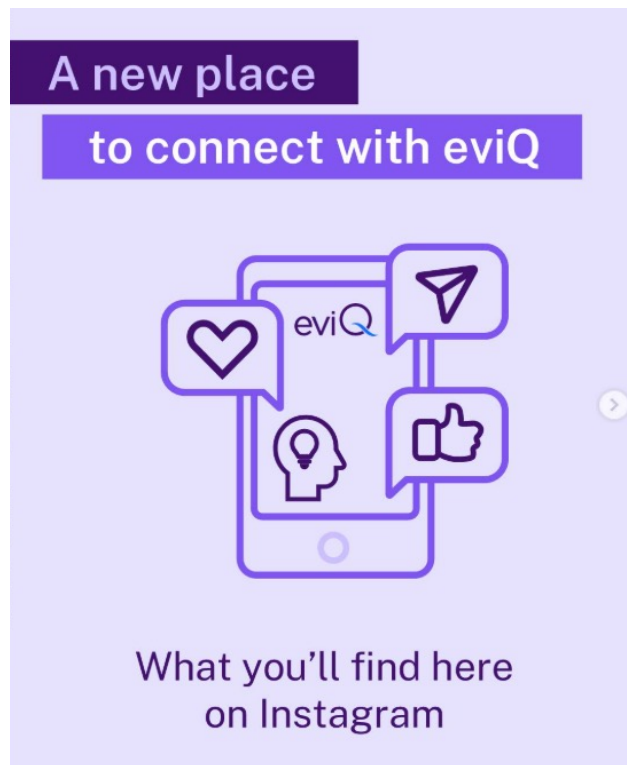
- Build professional community
- Share feedback & ideas
- Promote events
- Connect with partners



Instagram = Learning

- Quick practice updates
 - Side effect management
 - Escalation prompts
 - Patient safety pearls
-

What we did



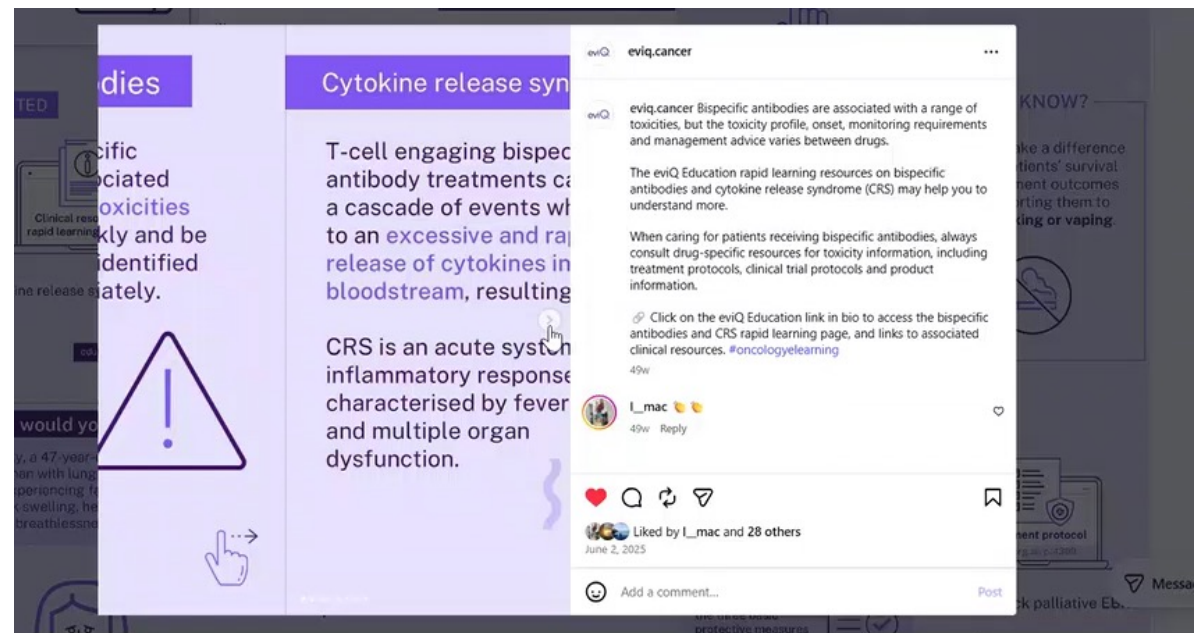
- Launched Feb 2025
- Dedicated Instagram & Facebook channels
- Purpose:
 - Clinical microlearning – static posts/carousel style
 - Program communication
 - Link back to trusted eviQ content

Translating eLearning to microlearning

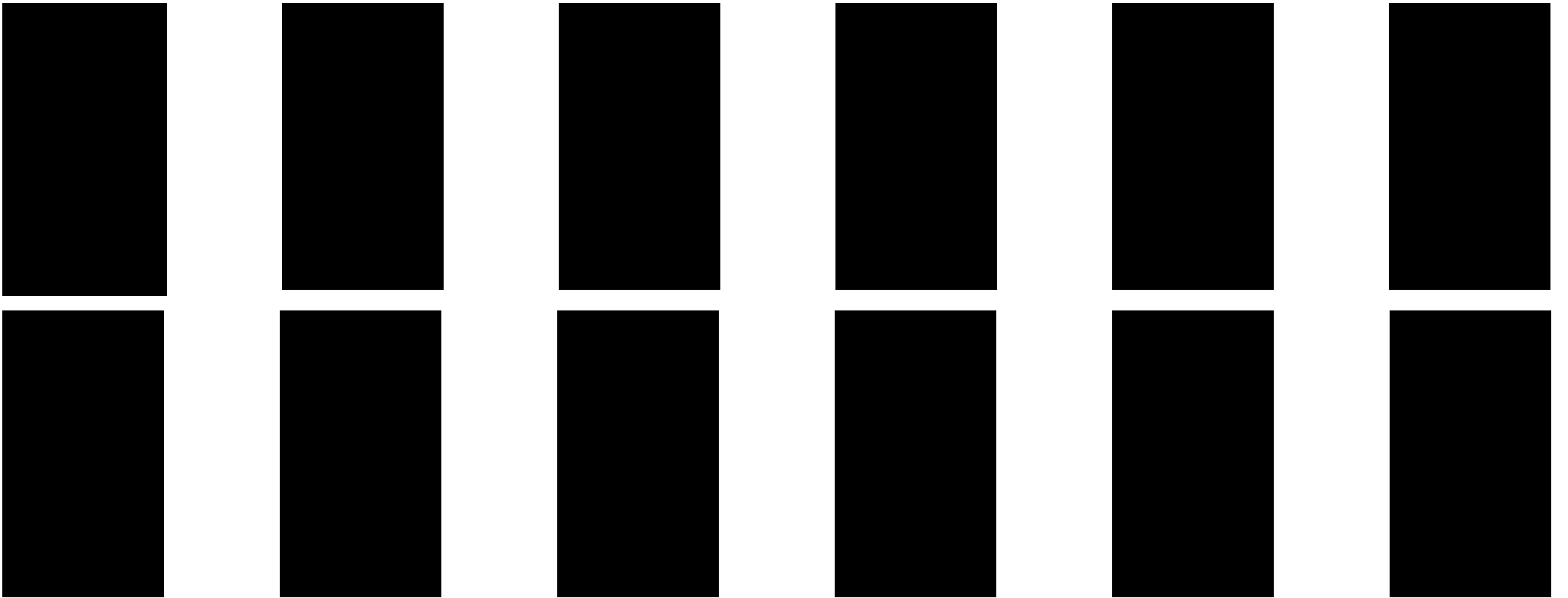
- Key insights translated into short posts <60-seconds
- Visual content – static posts + carousels.
- Reinforces safety-critical concepts
- Link to full module or trusted eviQ content.

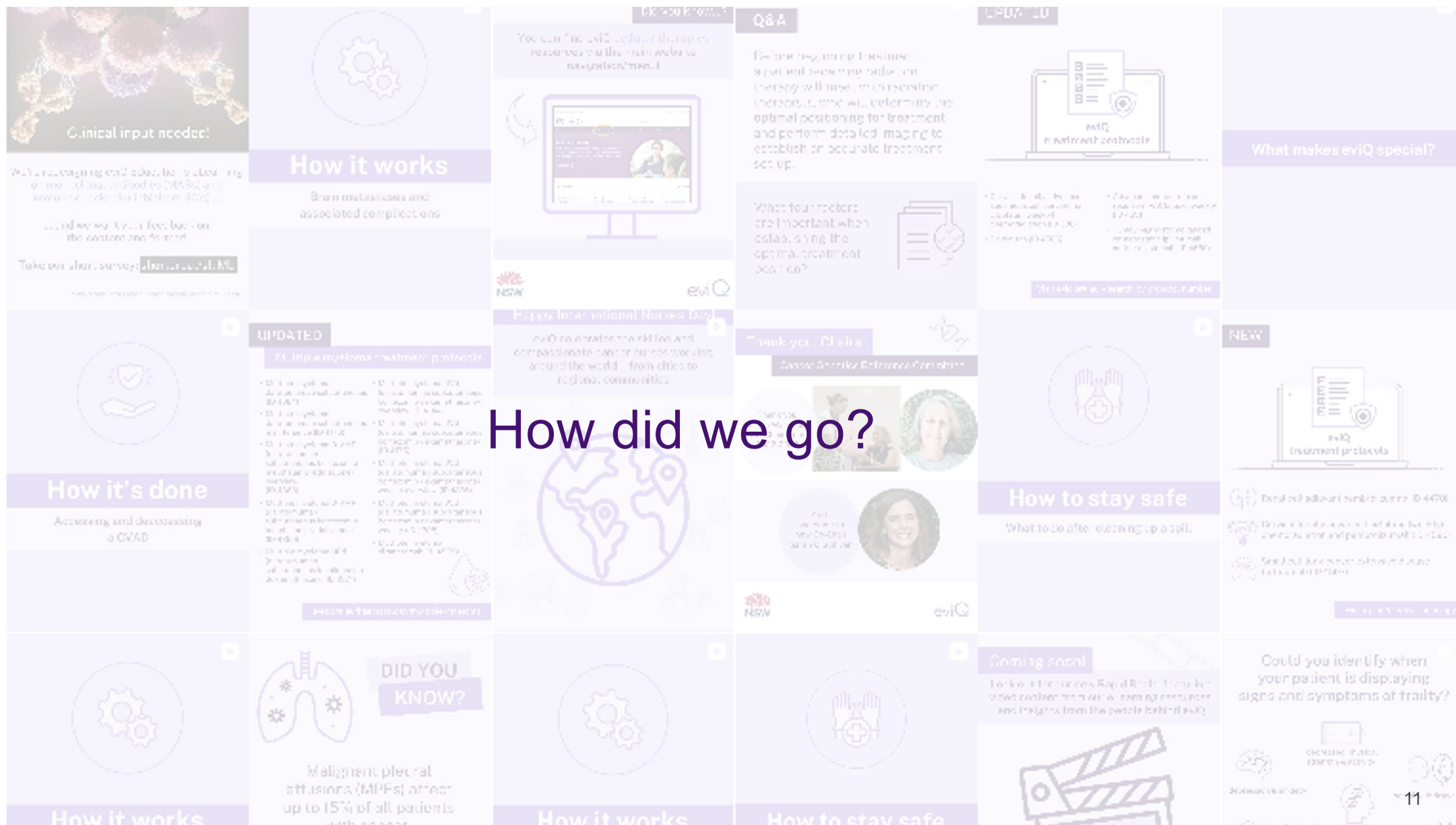


Best eLearning Design
Microlearning



How we evolved





How we evaluated



Posting frequency

How often we publish content.



Impressions

The total number of times content is displayed.



Reach

The total number of unique users who see our content.



Engagements

The total number of interactions with our content.



Follower growth

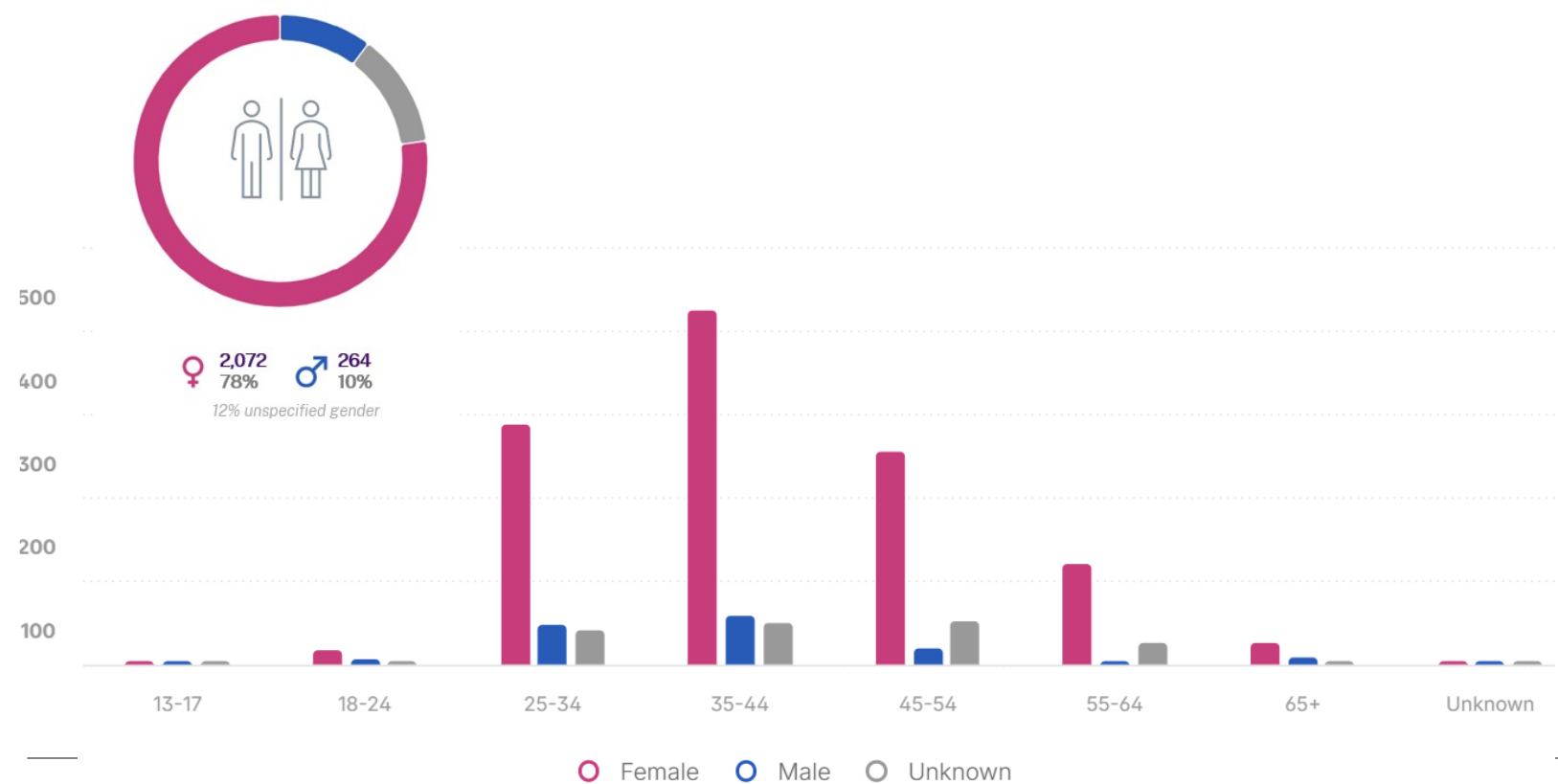
The change in the number of followers over time.



Demographic data

Key characteristics of our audience.

What we saw



TYPICAL USER
Female
35 – 44 years

What we saw

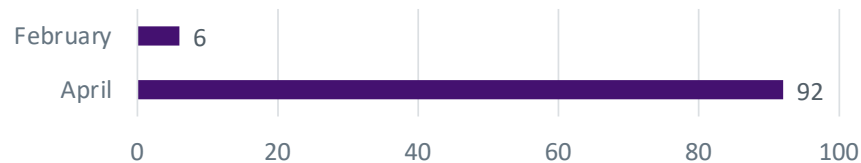
Demonstrated:

- strong reach and engagement
- broad visibility
- meaningful interaction.

Metrics		Instagram	Facebook
Follows	People who subscribe to our account	1,514	701
Posts	Content we published	292	160
Impressions	Total times content was seen	197,263	33,090
Reach	Number of people who saw the content	111,972	27,225
Engagements	Interactions (likes, comments, clicks, shares)	4,104	1177
Saves	Times content was saved for later	155	
Shares	Times content was shared with others	345	59

What we saw

Introduction of *Rapid Reels* in April:



- Significantly higher conversion rates from link in bio - nearly everyone that viewed clicked something.
- More targeted, high-intent users - users very motivated to act.
- Microlearning videos = high-quality traffic driver.



What worked best

- Engagement increased steadily over time.
- Video content is performing 28% better than static microlearning.
- *Rapid Reels* attracted a more relevant, motivated audience.

Could you identify when your patient is displaying signs and symptoms of frailty?

- depression & anxiety
- unintentional weight loss
- fatigue, exhaustion & sleep disturbances
- increased dependency
- decreased physical strength & activity
- cognitive impairment
- poor mobility - balance & gait changes
- social withdrawal
- falls

Radiation therapy to the head & neck can lead to oral complications.

Can you name some prevention & harm minimisation strategies?

DID YOU KNOW?

Gestational trophoblastic disease (GTD) is a rare group of pregnancy-related premalignant and malignant disorders.

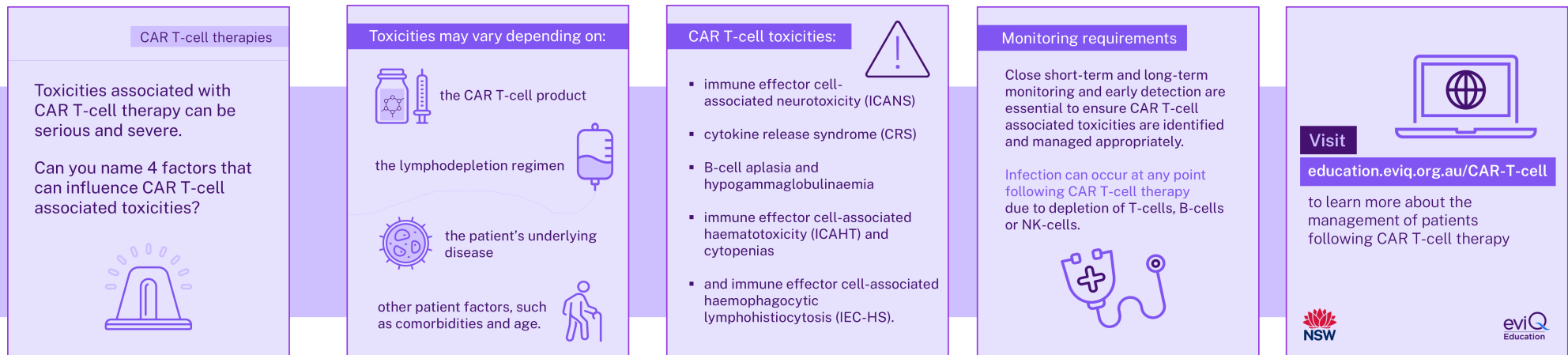
GTD is caused by the abnormal growth of trophoblast cells that would normally form the placenta, leading to tumour development in the uterus.

Targeted therapy classifications

Small-molecule drugs	Large-molecule drugs
• Can cross the cell membrane to work on intracellular pathways • Oral administration • Shorter half-lives and require daily dosing • Usually end in the suffix -nib	• Work on extracellular targets to exert anti-cancer effects • Parenteral administration • Longer half-lives and less frequent dosing • Usually end in the suffix -mab

What this means for cancer nursing education

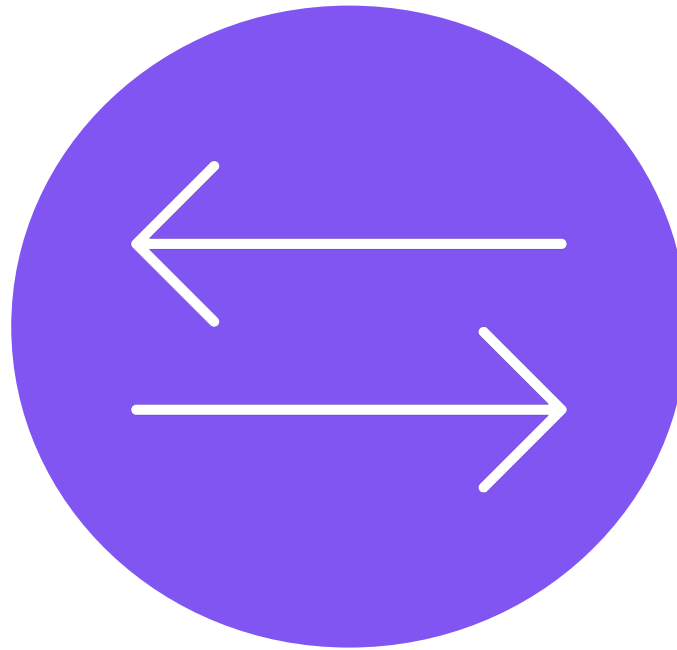
- Short-form, social microlearning is reaching the intended clinical audience
- Video content is effective at driving action when users engage
- There is strong opportunity to scale reach and increase impact
- Content should be designed for immediate value and reuse.



What we're changing

What we saw

- High skip rate
- Low saves



What we're doing

- Remove intro animation
- Repackage 'saveable' content.

Addressing the evidence gap

Metrics		Instagram	Facebook
Posts	The total number of individual pieces of content published on eviQ social media platforms.	145	85
Impressions	The total number of times content is displayed to users, regardless of whether they interact with it.	97,560	19,010
Reach	The total number of unique users who have seen the content.	63,260	17,320
Engagements	The total number of interactions with content, including likes, comments, and shares.	2,350	700
Saves	The number of times content has been saved to a user's collection.	82	
Clicks	The total number of clicks on links within eviQ posts.	N/A	810
Shares	The number of times content has been shared to a user's own network, increasing reach.	277	46
Follows	The number of users who have chosen to subscribe to or follow eviQ social media account.	1,089	84

Quantitative data



Supporting the next phase of evaluation



Share your feedback...

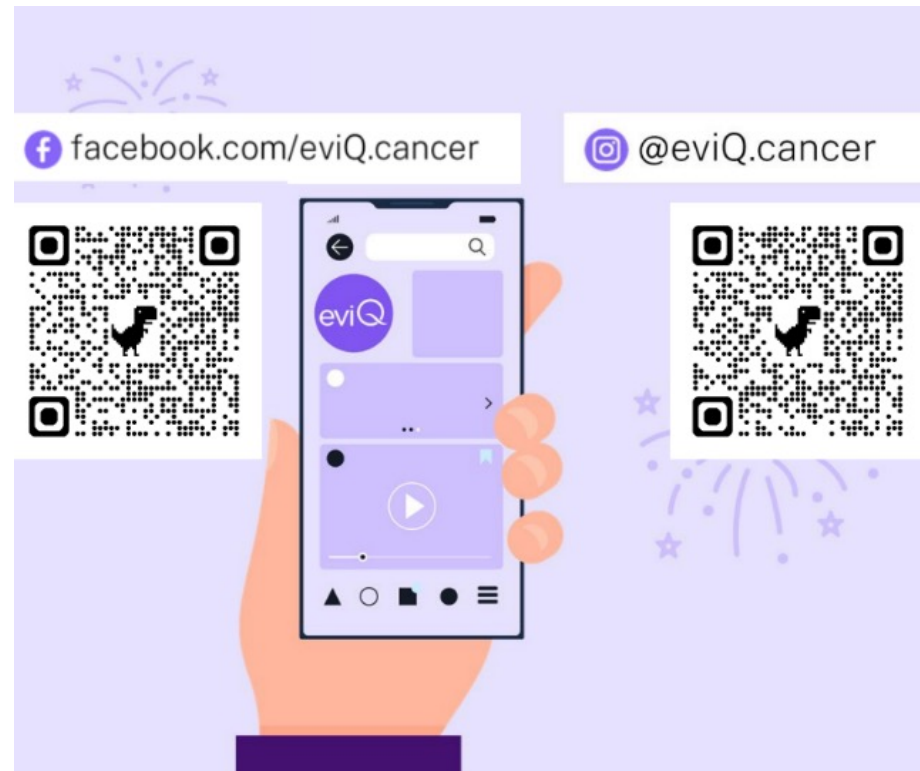
...to go in the draw for an eviQ prize pack!



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eviQ booth #52

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