

Bringing an EU Joint Action to TikTok: the case of eCAN

Elisa Piñón Hermida, Edgar Hans Cano, Sara Ela Aguilar, Tàrsila Ferro

eCAN Communication Work Package (WP2), Planning and Quality Management. Institut Català d'Oncologia.



Context

eCAN Joint Action works towards strengthening eHealth for cancer prevention and care.

The dissemination of the project's activities and outputs is mainly performed through social media.

Why TikTok?

Innovation in EU healthcare projects on communication

Accurate content offered in an uncharted and attractive format

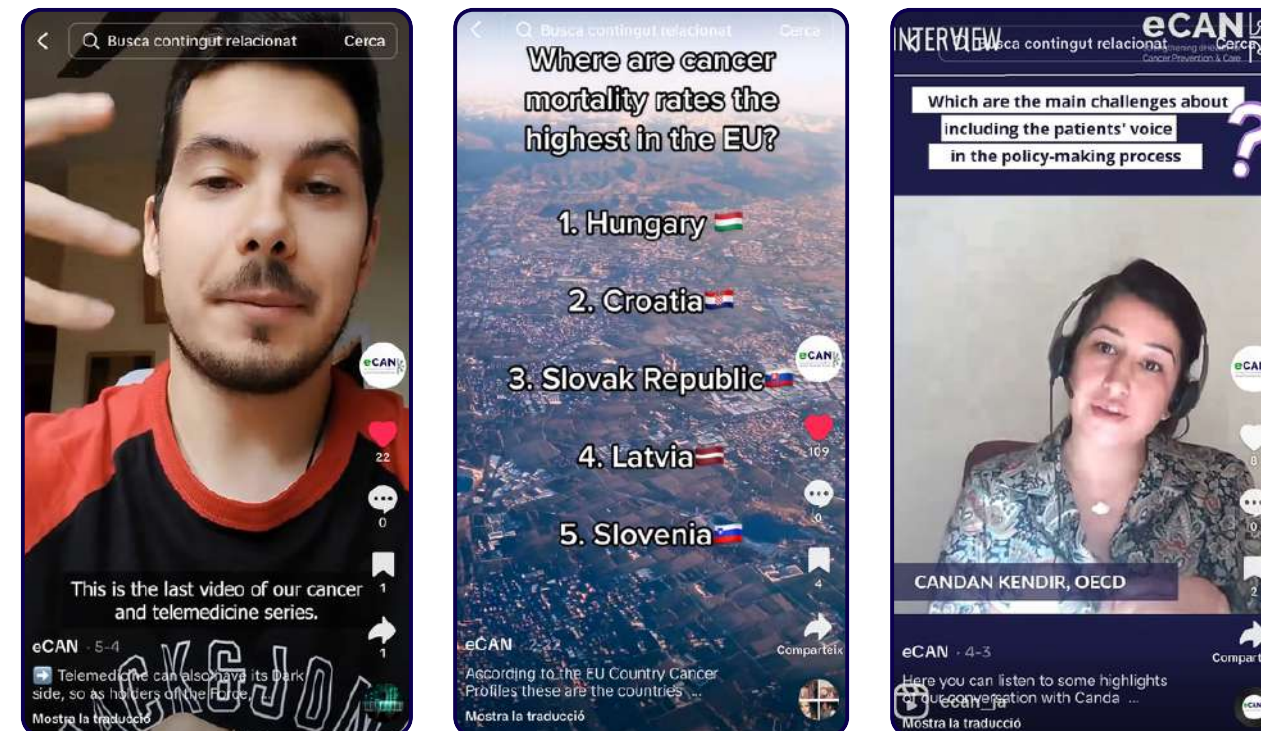
Better chances for high outreach and great impact in short time

Major opportunities to meet global social media users

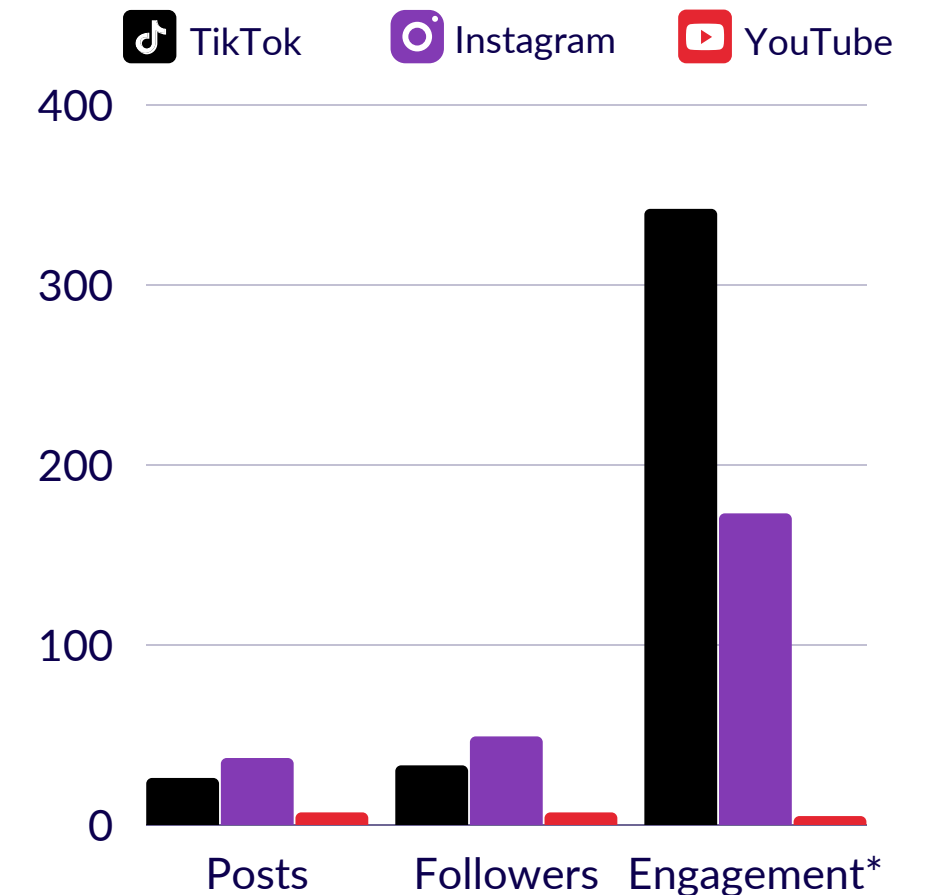
Results

Jan - Oct 2023

26 posts • 33 followers • 296 likes • 13K views



Examples of TikTok posts



eCAN audio-visual social networks: Key Performance Indicators

*Engagement refers to the total number of likes, shares, saves & comments

Lessons learnt

- ✓ Algorithmic logic determines visibility
- ✓ Need to adjust project's content to platform's codes
- ✓ A team of experts in science journalism and healthcare management enhances a holistic communication approach

Conclusions

Results indicate that TikTok is a platform that can help achieving communication and dissemination goals, mainly to reduce the gap in bringing health literacy and scientific accuracy to wider audiences.