Brainbook

Brainbook is a multi-platform, social media-based resource that was created specifically to enhance public engagement in neurosurgery

Results from one of its case discussions was reported in collaboration with the NIHR Global Health Research Group on Neurotrauma and presented over 3 days (23-25 February 2018). YouTube videos were created depicting the management of an acute subdural hematoma using patient interviews, medical illustration, consultant-led discussion and operative footage. Content was shared across all Brainbook social media platforms and analytics were gathered through social media applications.

Over a 72-hour time period, and across multiple social media accounts, 101,418 impressions were achieved (defined as penetrance onto individual media feeds and total views of the content), with active discussion on social media.

Neurosurgical content published across multiple social media outlets represents an encouraging and exciting potential for global engagement across multiple audiences. Social media can be an effective method of not only disseminating neurosurgical knowledge, but activating and engaging the public, allied healthcare professionals, medical students and neurosurgeons [1].

[1]

Alamri A, Rogers P, Kearns C, Doke T, Al-Habib A, Servadei F, Hutchinson PJ, Kolias AG, Uff C. Social media for dissemination and public engagement in neurosurgery-the example of Brainbook. Acta Neurochir (Wien). 2019 Jan;161(1):5-9. doi: 10.1007/s00701-018-3757-8. Epub 2018 Dec 10. PubMed PMID: 30535760.

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