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 Drug information,
 Education and research,
 Educational tools,
 Patient information



How can a social media graphic project become educational? An Italian experience

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Why was it done?:

“SIFOgram” is an **information graphic project** created by the **Young Area of the Italian Society of Hospital Pharmacy (SIFO)** to promote scientific divulgation not only directed to students and pharmacists but also to a broader audience.

What was done?:

We inspected the **development and popularity of this educational project**. SIFOgram aims to create a smart and direct interaction that impact on patient perceptions, adherence, and responsibilities of hospital pharmacists in mitigating potential risks.

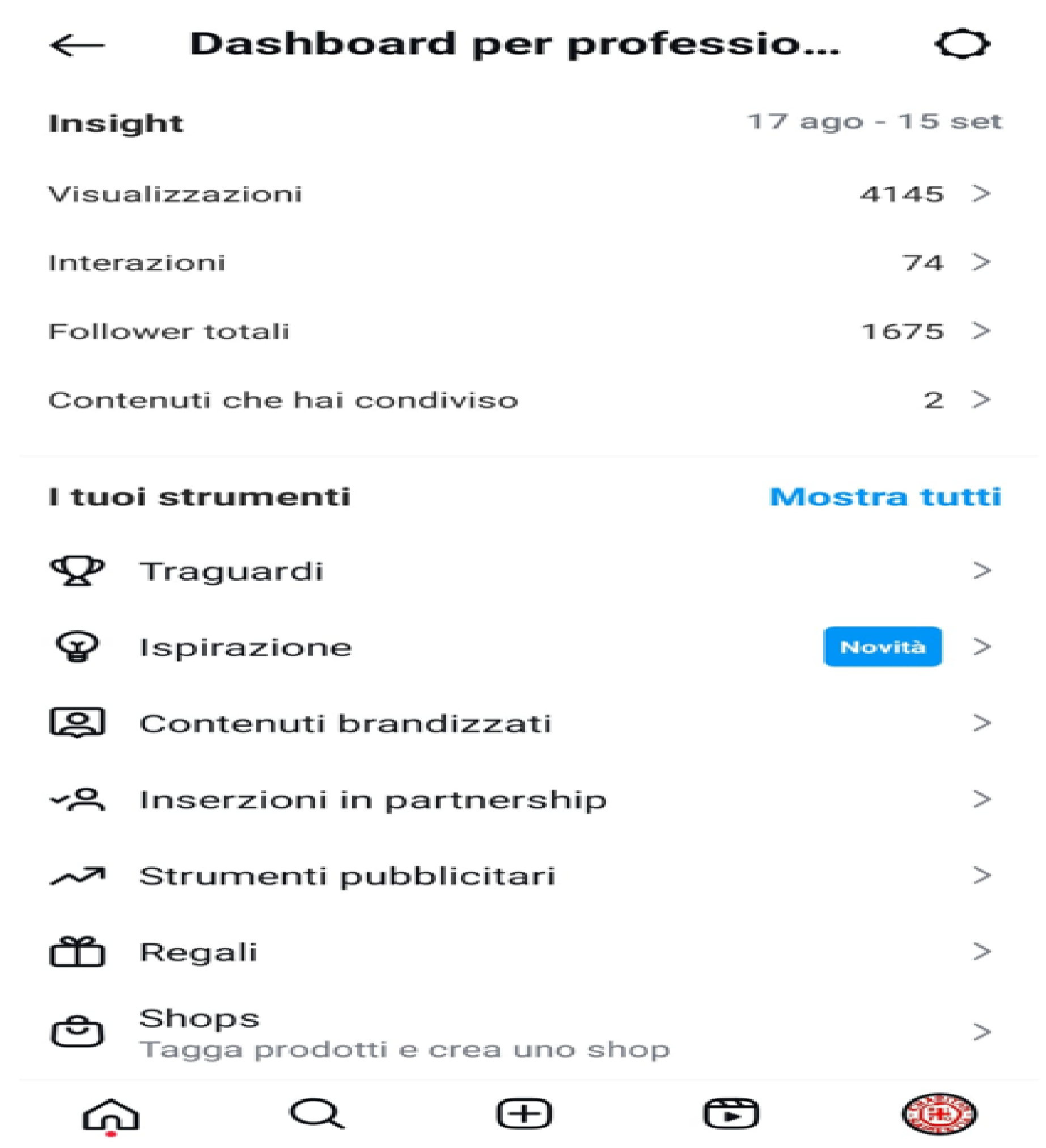
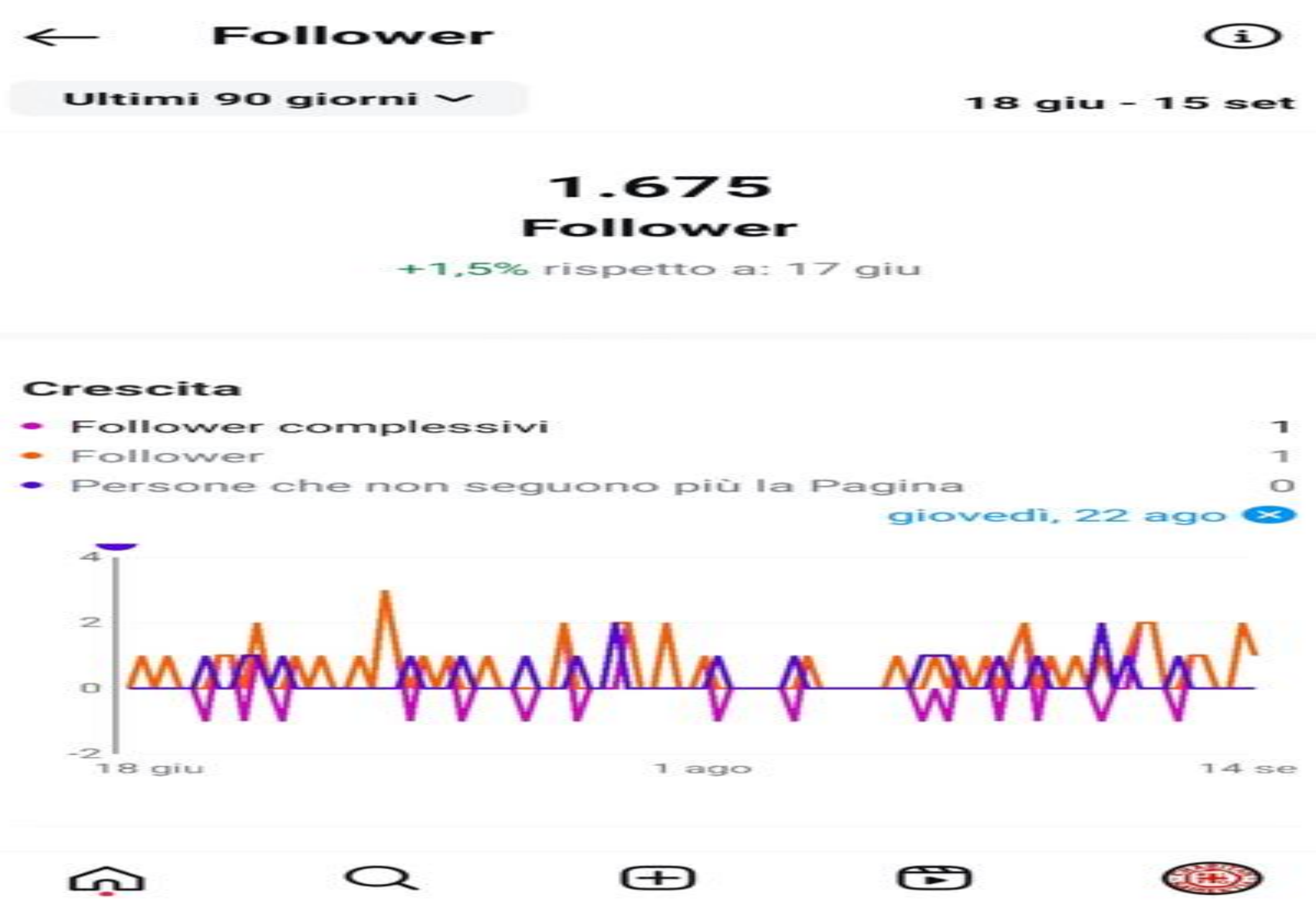
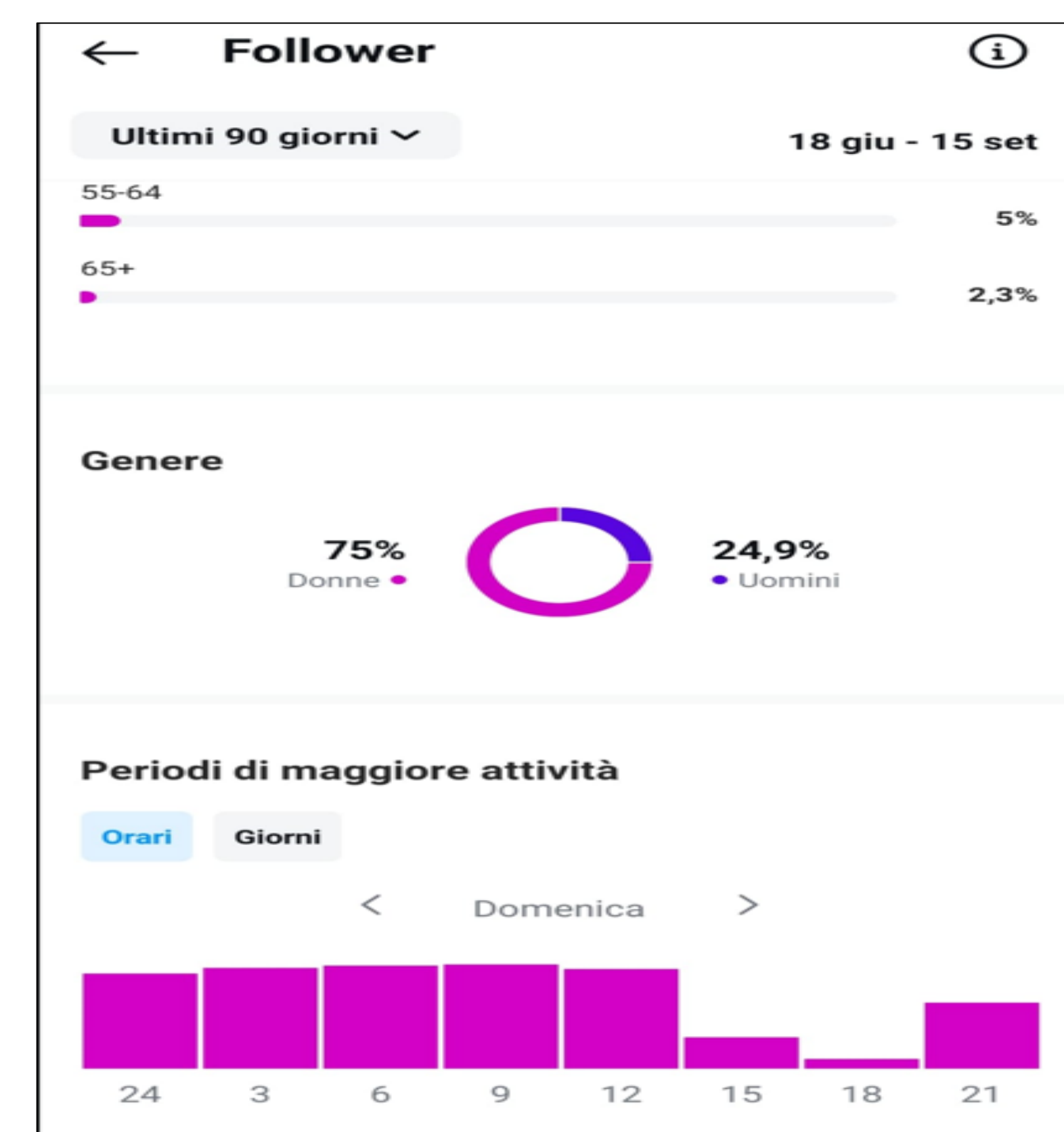
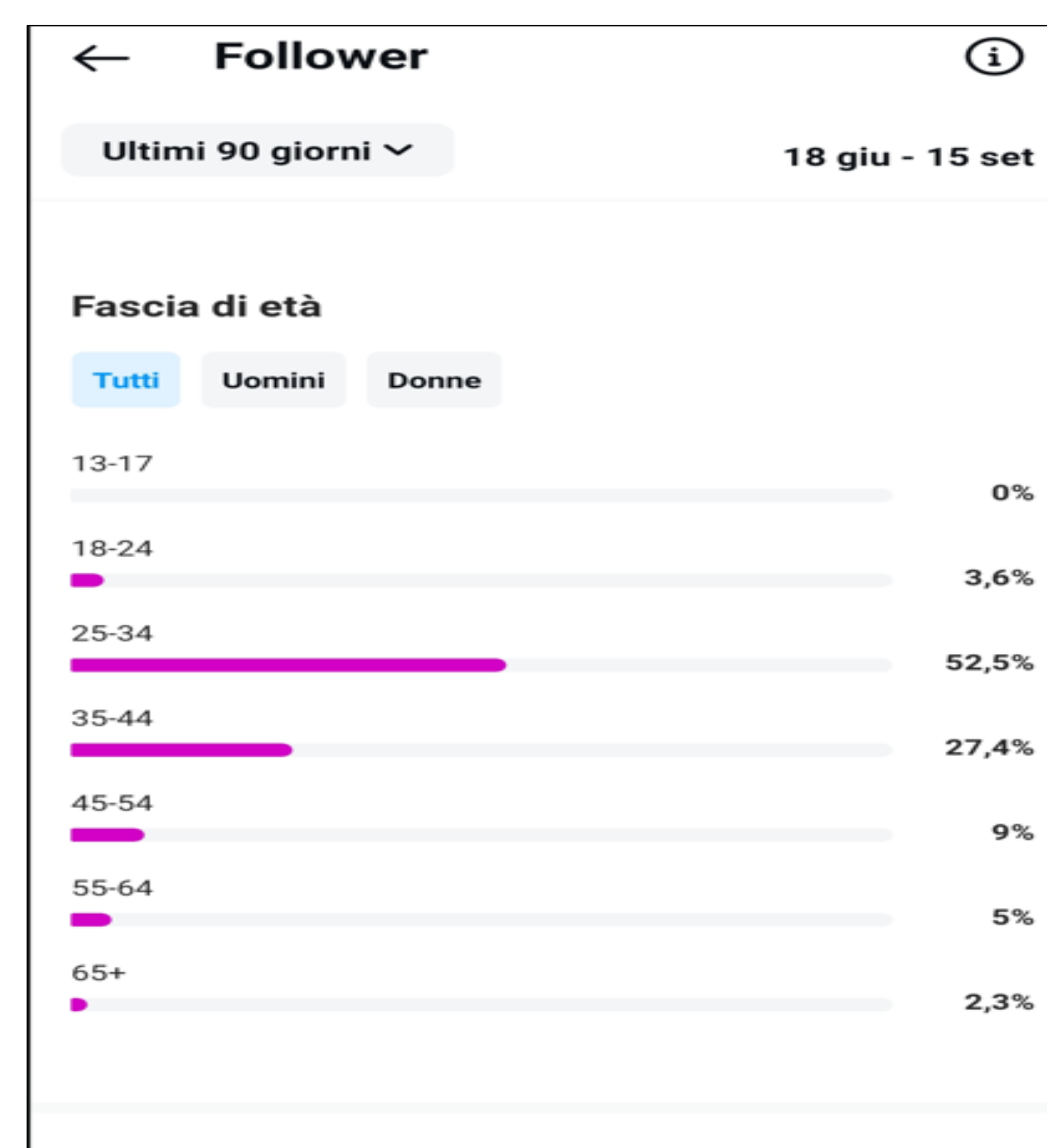
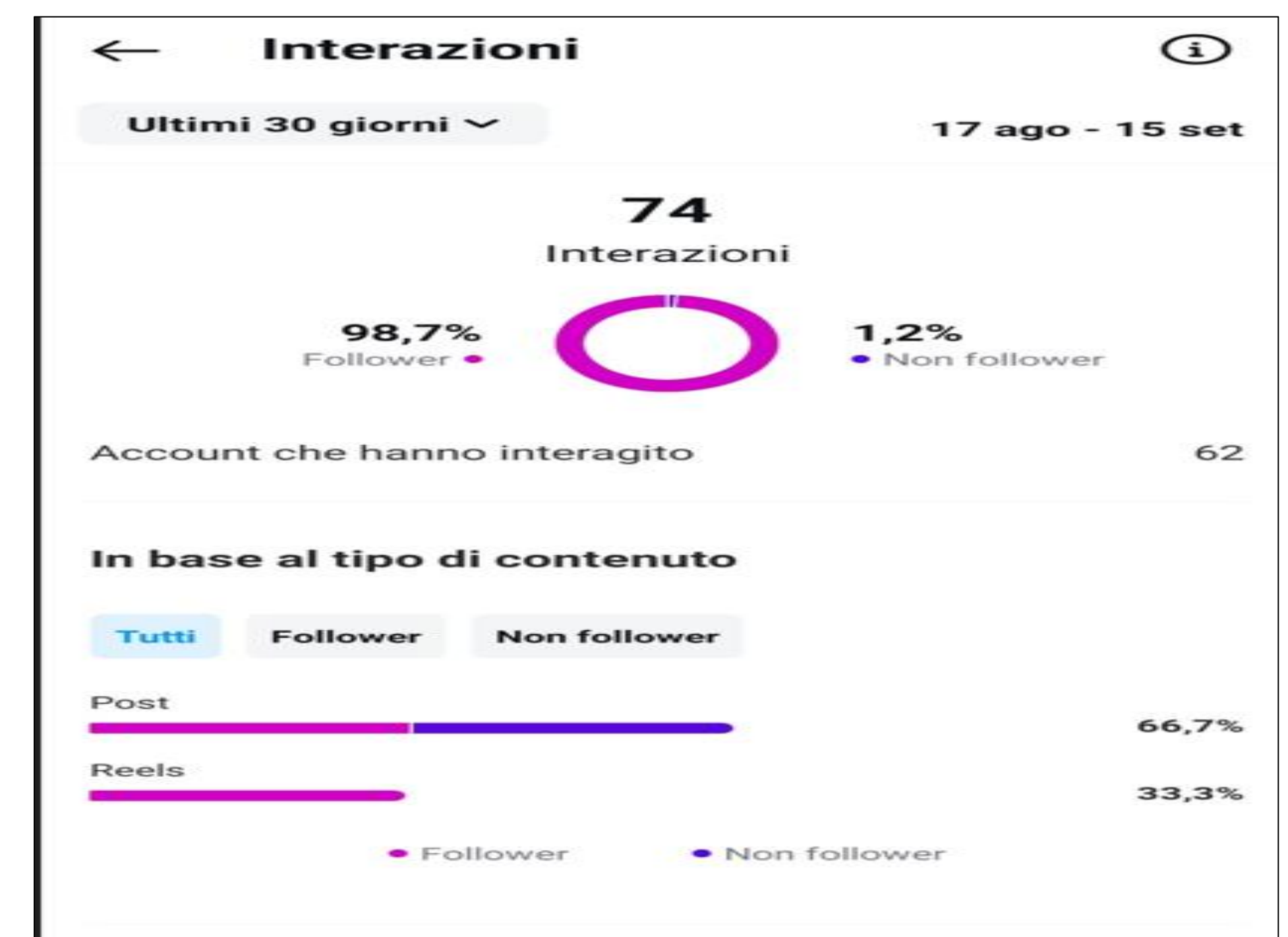
How was it done?:

A graphic program was used for the creation of content published on official network pages. The references for the subjects covered include certified bibliographies for scientific topics and digital graphics for illustrations. The tool is applied to main topics related to contemporary health professions education curricula, which include integrated educational designs, approvals of **new drugs** and **new target therapies**, **drug dosing**, and **events** organized by our society.

What has been achieved?:

Since 1st March 2023 to 30th September 2024, we gathered +91% accounts with 12.000 reactions. Most of these interactions are for uploading of stories (67,2%) and post (28, 1%) and reels (4,5%). Of this total 3% -located across the different regions of Italy-was from general community; 2% from other European countries and outside Europe, including Africa. The age group that interacted were 25-34 (52,5%), -35-44 years old (27,4%) , 45-54 years old (9%), 55-64 years old (5%), +65 years old (2,3%). Most liked contents were : **antimicrobial stewardship (average 900 views)**, **international and national guidelines (average 650 views)**, **management oxygen (1738 views)** , **conferences (average 1700 views)** where healthcare professionals present their practices as leaders in their respective specialties.

We invited our followers, via email, to complete a **qualitative questionnaire** made up of close-ended questions. 6 broad themes (each containing sub-themes) were identified:
 Content/clarity,
 Design/Layout, Audience,
 Graphics/Images, Interaction on social platforms (live box, chat) and References. The feedback received indicated a positive agreement.



What next?:
 Through this infographic project, we can gain a deeper successful use of social media in healthcare for **public health awareness and improvement communication** in the present and in the future.

Conflict of interest:
 no potential conflict of interest to disclose

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