

Relationship Between Marketing Through Social Media and Listener Downloads of an Educational Pharmacy Podcast

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BACKGROUND

- Podcasts are audio only files published digitally through podcast players like Spotify or iTunes.¹
- A review from 2022 found emergency medicine residents reported podcasts to be their most used asynchronous learning avenue.³
- Internal medicine residents and practicing physicians from over 192 countries divulged into listening to US-based educational podcasts.²
- In the interest of pharmacology, there is numerous drug-related podcasts available; however, pharmacists are lacking in producing such content.¹
- A study from St. John Fisher University in 2016 found that pharmacy students preferred podcasts as a replacement or an addition to the customary lecture-based learning.³
- Due to its ability to share content through images, social media, such as Instagram or Facebook, improves the overall capability that a brand can produce.⁴
- The social media platform of X, formerly known as Twitter, provides its own unique marketing through micro-blogging to enhance a brand's value.⁴
- Social media marketing also tailors itself to its millennial and younger audiences by emphasizing personalization, engagement, and empowerment.⁴

PURPOSE

- To assess the correlation between social media use as a form of marketing for podcast episodes and the number of unique downloads per episode.

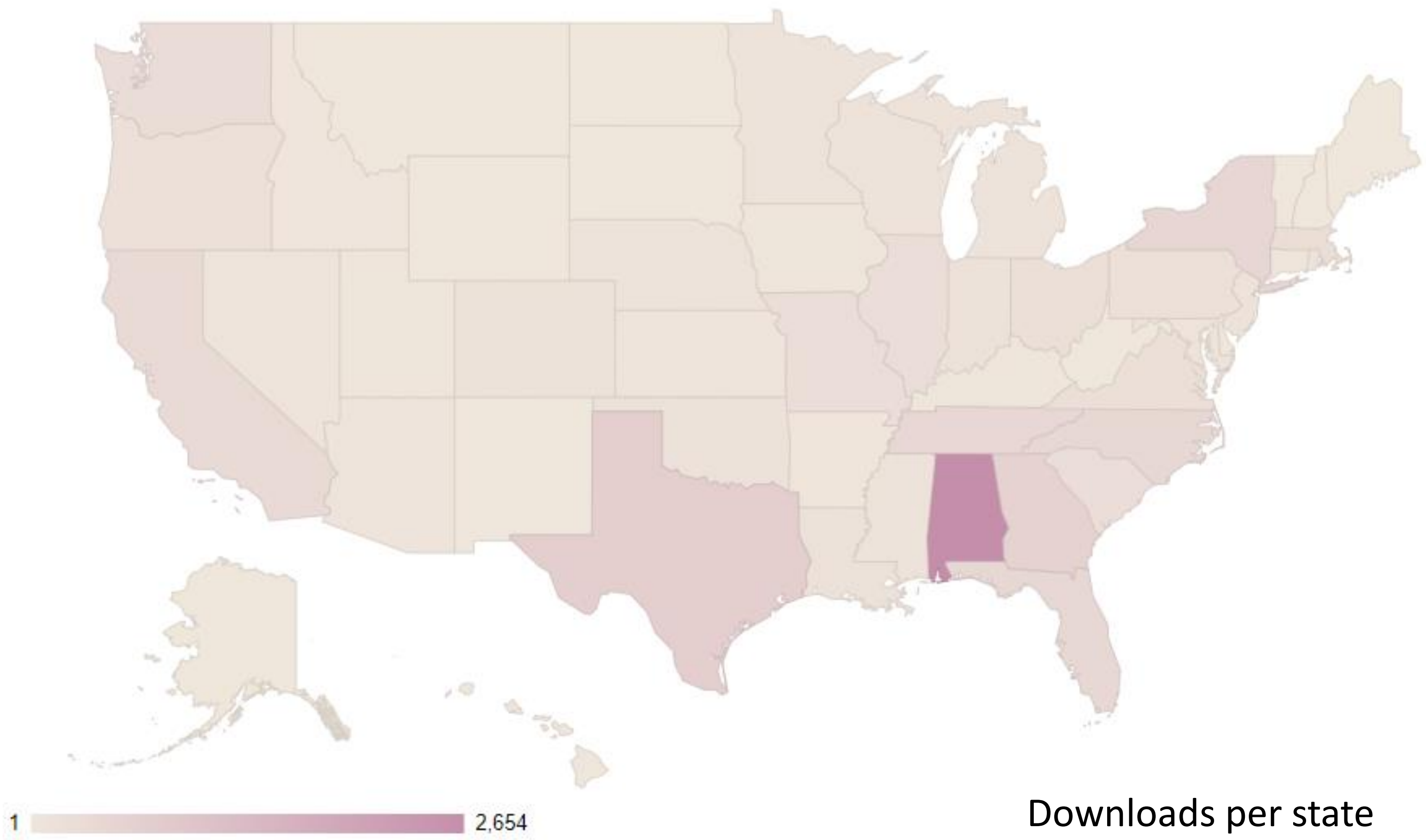


METHODS

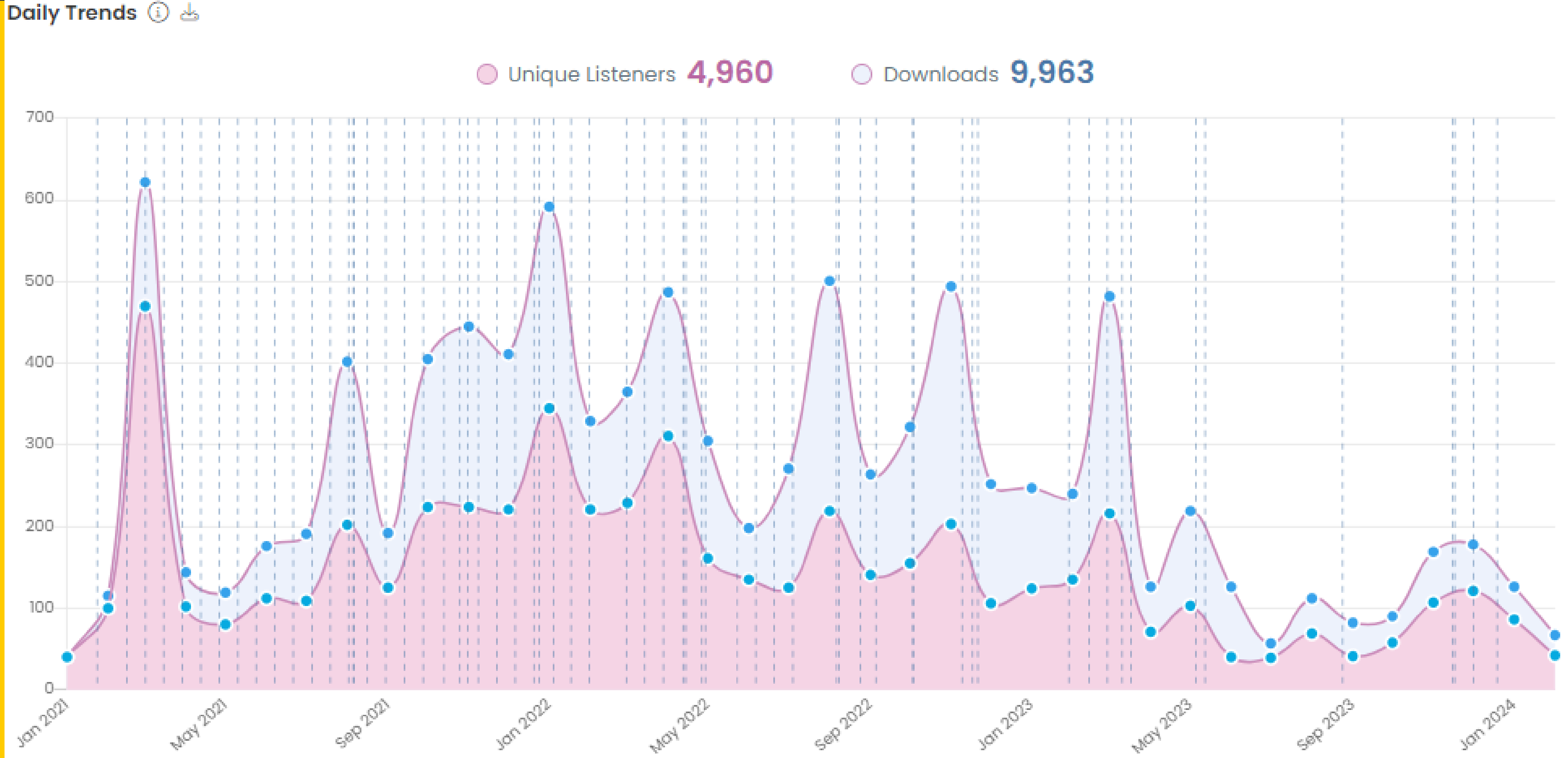
- Design, Setting, and Population**
- A niche educational podcast with 63 episodes and 11,000 unique downloads aimed at post-graduate training preparation for pharmacy students
 - Episodes published between January 2021 to February 2024.
 - The podcast is available globally on all available podcast players with a modest social media following.
- Data Collection**
- Data on social media posting were collected by manual evaluation of social media platforms
 - Episode analytics were provided through Captivate which serves as the online podcasting platform
- Analytical Plan**
- Primary endpoints:** evaluate correlation between downloads per episode per month to type of social media post.
 - Evaluate if total number of posts per episode correlated to episode downloads.
 - Statistical analysis on correlation involved point-biserial correlation coefficient for continuous and nominal comparisons and Kendall's coefficient of rank correlation tau-sub-b for continuous and ordinal comparisons.
 - Downloads since publication calculated by dividing total downloads by days since release.

Can social media marketing improve educational podcast engagement?

THE POST-GRADUATE PHARMACIST



Descriptor	Mean(SD)	Descriptor	Total
Downloads per episode	181.7(149.7)	Episodes	63
Days since release	694.3(283.5)	Downloads	11449
Months since release	22.8(9.3)	Facebook Posts	22
Downloads per months since release	9.1(5.8)	X(Twitter) Posts	41
		Instagram Posts	21
		LinkedIn Posts	2



Evaluating Relationship with Downloads per Month Since Release

	Correlation Coefficient	Significance (2-tailed)
Total number of posts per episode	.018	.850
Facebook	-.127	.322
X(Twitter)	-.141	.270
Instagram	-.107	.402
LinkedIn	.178	.164

CONCLUSION

- There was no significant correlation between episode downloads or downloads since publication and whether a marketing post was made to a social media platform
- For niche educational podcast intended for a national or global audiences, social media posts may not positively or negatively impact unique downloads and efforts to market the podcast may be better served through alternative methods.

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DISCLOSURE

Authors of this presentation have nothing to disclose concerning possible financial or personal relationships with commercial entities that may have a direct or indirect interest in the subject matter of this presentation.