Best Practice Guide for using PANORAMIC materials

Promoting a clinical trial on social media requires careful consideration and adherence to guidelines to ensure accurate representation and compliance. The PANORAMIC trial is an essential endeavour that can benefit many people, and utilising specially designed posters can effectively engage potential participants and raise awareness.

This guide will cover various best practices for using posters on social media to promote the PANORAMIC clinical trial.

**About the materials:** There are five different types of PANORAMIC promotional materials:

* Portrait posters
* Original style posters
* Landscape posters
* Volunteer flyers
* Instagram posters

Each type of material is available in both PDF and PNG format. The colour setting of all materials is RGB (best for digital use). If you require the materials in CMYK (best for printing), please email jean.balchin@phc.ox.ac.uk

**Please don't change the materials:** The posters provided by the PANORAMIC team have been meticulously designed and approved for use. It is crucial to maintain the integrity of the materials by refraining from making any alterations or modifications to the original designs. This ensures consistency and compliance with branding and ethical guidelines.

**Use Alt Text:** Alt text provides a textual description of the images on social media for individuals who may be visually impaired or use screen readers. To use alt text effectively:

* + Keep it concise and descriptive.
	+ Use keywords relevant to the poster's content.
	+ Alt text should accurately convey the message of the poster.

We have prepared a number of image descriptions/alt text for the posters. Please see the separate document titled **‘PANORAMIC materials - Alt Text/Image Descriptions**’.

[Please click here](https://sc.edu/about/offices_and_divisions/digital-accessibility/guides_tutorials/alternative_text/social-media-alt-text/index.php) for specific instructions on how to add alt text to images posted on platforms such as Twitter/X and Instagram. [You can learn more about alt text here](https://design102.blog.gov.uk/2022/01/14/whats-the-alternative-how-to-write-good-alt-text/).

**Use Approved Captions:** Accompany each poster/image with an approved caption that succinctly describes the clinical trial and its objectives. Captions should be clear, informative, and engaging, encouraging users to learn more about PANORAMIC.

We have prepared a number of approved captions for your use on social media. Please see the separate document titled **‘PANORAMIC materials - Social Media Captions’**.

**Additional Information from Approved Text:** If you wish to provide more detailed information, direct users to the approved text available on the [PANORAMIC trial's official website](https://www.panoramictrial.org/). This ensures that participants receive accurate and up-to-date information.

**Clear Contact Details:** Please include the PANORAMIC contact details on your posts:

* panoramic@phc.ox.ac.uk
* [www.panoramictrial.org](https://www.panoramictrial.org/)
* 0808 156 0017

This allows interested individuals to reach out for further inquiries and clarifications.

**Platforms to Post On:** Utilise various social media platforms to reach a broader audience. Common platforms include Twitter, Facebook, Instagram, LinkedIn, and relevant clinical trial directories or forums.

**Best Times to Post:** Consider the target audience's time zones and social media habits when scheduling posts. Generally, the best times to post are during peak usage hours, which may vary depending on the platform. We would advise posting at times such as 9am, midday, 4:30pm.

**Comment Moderation:** Enable comment moderation on posts to maintain a positive and respectful online environment. Address any inappropriate or unrelated comments promptly and professionally. [Please click here for advice on dealing with online harassment](https://authorservices.taylorandfrancis.com/research-impact/online-harassment-in-academia/).

[For more information on social media use, click here.](https://hr.admin.ox.ac.uk/using-social-media)

**Directing Queries to PANORAMIC Team:** Train your social media team to direct inquiries about the trial to the PANORAMIC team: panoramic@phc.ox.ac.uk

**Twitter/X Threads:** Create engaging Twitter threads that include relevant information about the trial, such as its objectives, eligibility criteria, and how to participate. Use visually appealing images from the posters to accompany each tweet.

**Who to Tag on Social Media:** Please feel free to tag the official social media accounts of the Nuffield Department of Primary Care Health Sciences and any relevant partnering organisations, research institutions, or healthcare professionals involved in the trial (for example, NHS, NIHR, DHSC). This increases visibility and potential shares.

Twitter/X Handles:

* @OxPrimaryCare
* @NIHRresearch
* @NIHRtakepart
* @healthdpt
* @DHSCgovuk
* @drmahendrapatel
* @NHSEngland
* @NHSuk

**How to embed the YouTube video on your website:**

On a computer, go to the YouTube video or playlist that you want to embed.

Click SHARE .

From the list of Share options, click Embed.

From the box that appears, copy the HTML code.

Paste the code into your website HTML.

We have created a new instructional/overview video for PANORAMIC. You can view it here: <https://www.youtube.com/watch?v=m_8YSlmW5hE>

**Here is the HTML code for embedding the video on your website:** <iframe width="560" height="315" src="https://www.youtube.com/embed/m\_8YSlmW5hE?si=-a8GzuQ8JZvDryLn" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>

Please share this video on your website and social media platforms.

If you have any questions or suggestions for this guide, please email: jean.balchin@phc.ox.ac.uk