

How to use the Cochrane blogshot and social media advert templates

This document explains how to use the Cochrane branded PowerPoint template for blogshots and social media adverts.

Blogshots are a way of giving information in an image that can be shared on social media, like infographics. You can use the templates to share short lay summaries of the latest reviews or as adverts for events or news.

The PowerPoint template fits the image dimensions used by all major social media channels, so you don't have to click to enlarge the image.

You can find a PowerPoint slide template with your group's secondary community colour on [Cochrane.org/brand](https://cochrane.org/brand). You will find 3 versions of each colour template, depending on whether you need to also use a second or third logo. They have all been saved with the correct colour, fonts, themes and styles, so please only use the options provided. These styles match the Cochrane Brand Guidelines.

The blogshot template has been tested and developed by the Cochrane UK team.

Please note: the blogshot templates have been approved by the Cochrane Editorial Team, this includes, icons, headings and layout. It is important that you follow the template. If you have any questions, please contact Holly Millward at hmillward@cochrane.org.

How to start making your blogshot

1. Open the template and **Save as** a .ppt or .pptx to your own folder.
2. When you open the slide deck you will see a selection of example templates. Select the slide you would like to use and delete the rest.
3. Don't worry if you deleted a slide that you would actually like to use. You can always copy the specific slide from the original template.

How to add your logo

1. Delete the example logo and paste in your group's landscape logo, making sure there is enough white space around it

2. Re-align the image so that it appears top left, in line with the text box.

You can repeat these steps for the second and third logos if needed. Be careful of logo size and make sure there is white space between each logo. You may need to shrink the title text or move it below the logos, in order to keep all logos in a line along the top.

If multiple Cochrane Groups are making a blogshot and each Group has a different sub-brand colour (i.e. cyan and magenta), please use the 'Cochrane blue' template (saved in your community template folder) so that none of the sub-brand colours are used. You can then insert all Group logos involved in the blogshot.

Content guide

- All blogshots should have two points:
 - The first being the key message(s) from the Review
 - The second being the basics of Cochrane Review: X studies & PICO.
- Framing the key message as follows:
 - "Drug A lowers blood pressure" (where high quality evidence)
 - "Drug A probably lowers blood pressure" (where moderate quality evidence)
 - "Drug A may lower blood pressure" (where low quality evidence)
 - "It is uncertain whether Drug A lowers blood pressure" (where very low/empty). We also say "the benefits & harms are unknown/uncertain".

See Appendix 1 (page 10) of 'How to write a Plain Language Summary of a Cochrane Intervention Review':

http://www.cochrane.no/sites/cochrane.no/files/public/uploads/how_to_write_a_cochrane_pls_27th_march_2017.pdf

How to insert an image

All grey boxes with "insert image here" text, show where images can be added. If you don't want to use images, please do not use the slides with these grey boxes, instead use the template with just text options.

1. Select the grey box where the image will sit.
2. Then go to **Insert – Photo – Picture from file...**
3. Choose the picture you would like to add and it will appear in the box.
4. Make sure you 'send the image to the back' so the dataline isn't covered.

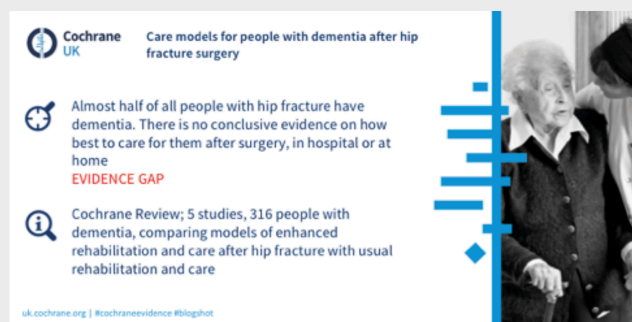
Please follow the Cochrane Brand Guidelines, when adding images:

How to use images and graphics

1. 
2. 
3. 



Download templates and 'How to' guides from
community.cochrane.org/organizational-info/resources/resources-groups/brand-resources



Recommendations:

Please follow the Community template user guides. This guidance needs to be followed on all media and communications:

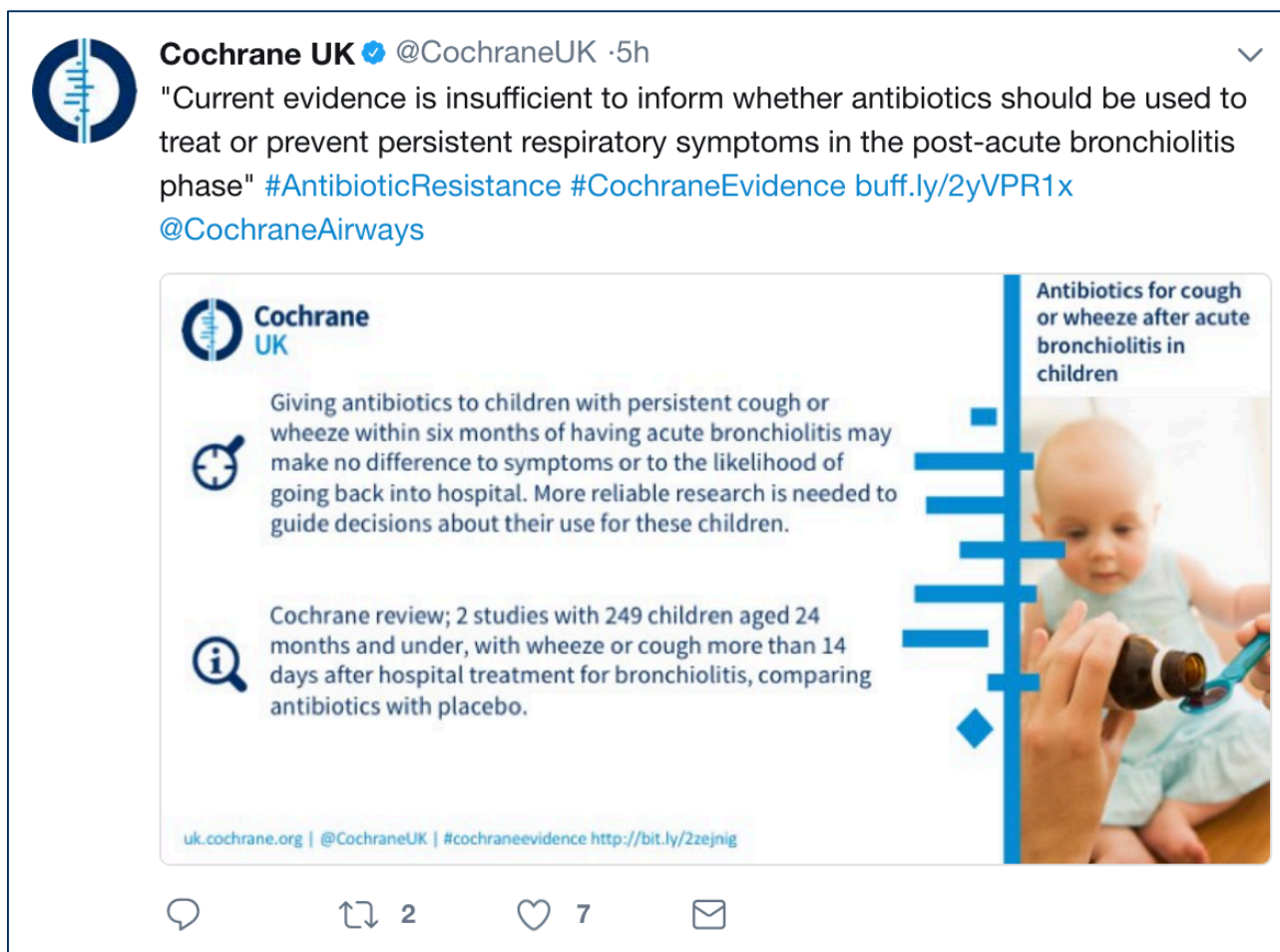
1. Confirm that appropriate images fill the space available in the templates provided.
2. Make sure the dataline and logo are resized, with the correct aspect ratio and no distorting.
3. Use graphics only in your group's community colour palette; please do not mix colours.

Adding a shortened link

It is important to add web links to related Cochrane resources or more information. **You must** add the link to the blogshot and in the social media message with the blogshot attached. The reason that the link must be included on the blogshot itself, is to ensure the correct review can always be identified.

There are lots of free websites that will shorten your links, e.g. bit.ly or Hootsuite, to save space. Copy and paste the created short link into your blogshot.

i.e. an example of the template being used as a blogshot:



How to save as an image to share on social media

To save the PowerPoint slide as an image file go to:

1. File
2. Export
3. Select PNG or JPEG
4. And tick the 'save current slide' option
5. Save

Not enough space on the slide for all your text?

The slides have been designed with a fixed text area for maximum visibility for the audience. If you find there is not enough space for all your text, we advise to cut down the content or consider doing a longer infographic.

Icons

In each blogshot folder is a selection of icons and Cochrane graphics that you can use in your blogshots. The icons help highlight the message.

The icons included in the templates have been approved by the Cochrane Editorial Unit. Please only use the icons provided as they match the Cochrane branding. If you need help choosing new icons, please contact Holly Millward at hmillward@cochrane.org.

If you are reusing blogshot content from another Group, please use the icons and images they selected.

Sharing pre-made blogshots

You are welcome to share premade blogshots. Use the following links to search for ones that you would like to use:

- English-language - <https://cochraneblogshots.tumblr.com/>
- Spanish-language - <https://cochraneespanol.tumblr.com/>

How to use:

1. Right click on the image to download
2. Share on social media
3. Attach the blogshot as an image alongside your social media message
4. Make sure to copy the bit.ly link in the blogshot image, into your message alongside the blogshot. This means people can click through to the review or accompanying blog
5. Attribute to the Cochrane Group that made the blogshot by including their social media account name or stating "from Cochrane [Group]" (following the Creative Commons Attribution-NoDerivatives 4.0 International License)
6. Use #cochranevidence to help share it

Translating blogshots

Cochrane UK have given permission for groups to translate their blogshots into other languages. If you would like to do this please make sure to state 'Translated from Cochrane UK blogshot' in your language in small text at the bottom of the blogshot.

If you would like to translate Cochrane UK blogshots:

1. To translate a Cochrane UK blogshot, find the blogshot template in your community colour. i.e. Cochrane Brazil would use the green blogshot template as their secondary colour is green.

2. The image used by Cochrane UK will be found in the shared photos folder that all groups can get access to.
3. Translate the main body of the UK blogshot and add it to your template.
4. **Do not translate or use the ‘Evidently Cochrane’ banner**, this belongs to the Cochrane UK team as part of their Evidently Cochrane blog. You can replace the banner with the blogshot title or your group’s logo.
5. Please attribute to Cochrane UK by including “This is a translated Cochrane UK blogshot” (following the Creative Commons Attribution-NoDerivatives 4.0 International License)
6. Save the .pptx file as an .jpeg or .png file and share on social media as described above.



These blogshots and infographics by Cochrane UK are licensed under a Creative Commons Attribution-NoDerivatives 4.0 International License.

Crediting content and Reviews

If you are copying the content of a blogshot already made, you must credit the Group who originally created it.

If you are also mentioning a Cochrane Review from another Cochrane Group, you must state on the blogshot which Group it’s from.