Result Metrics on these efforts are publicly available thru Wikipedia, the Wiki Education Foundation and Altmetric so reach can be evaluated continuously by the number of views and quality of entries.

Discussion Several mechanisms exists to motivate researchers to get involved and to evaluate the impact of the efforts in Wikipedia. Throughout these initiatives, new scientific content related to acoustics was successfully added to Wikipedia, and the quality of the entries were improved.

S Timm. *German Social Accident Insurance DGUV, Sankt Augustin, Germany*

Introduction 'Vision Zero' is a prevention strategy with the vision of a world without occupational accidents and work-related diseases. Its highest priority is to prevent fatal and serious work accidents and occupational diseases. Vision Zero is the goal of a comprehensive culture of prevention.

Methods The concept of Vision Zero has gone hand in hand with the work done by the German Social Accident Insurance DGUV and its member institutions for many years. Vision zero in context with safety and health at work is not an illusion or a target of its own; it is a basic strategy and a mindset at the same time. Vision Zero is the fundamental strategy for developing a comprehensive and holistic culture of prevention that takes into consideration the safety, health and well-being of employees. The International Social Security Association ISSA just recently launched a global 'Vision Zero' campaign during the World Congress on Safety and Health at Singapore.

Results In order for Vision Zero to become a reality in practice, prevention work must always be realigned to this goal. This broad global and networked approach requires everyone in society to get involved. Vision Zero is a strategic, comprehensive and qualitative approach: where objectives are formulated and agreed upon; which is geared towards risks and hazards; and which takes into consideration all the circumstances behind accidents at work and on the road, occupational diseases and work-related health hazards.

Conclusions The goal of zero accidents might seem difficult, but it is the only ethically correct goal that we must work on in the future. Vision Zero provides a strategy to achieve this. Under Vision Zero, safety and health at work are values that companies, organisations and society appreciate and strive for.

S Rouhi. *Altmetric.com, London, UK*

Introduction Alternative metrics are any digital indicator of online behaviour around a web-native item – these can range from blog posts to comments to shares to download. Since launching in 2012, Altmetric.com collects online metrics and metadata around millions of digital research and communications outputs ranging from press releases to peer reviewed journal publications. Using automated and manual data gathering techniques, we have conducted sentiment and stakeholder affiliation analyses of data from the National Institutes for Occupation Health and Safety to help identify key stakeholder networks in the OSH community, how they engage, what platforms they use, and what they're saying.

Methods We reviewed NIOSH attention data across the 16 platforms Altmetric tracks using the Altmetric Explorer platform. We grouped those platforms into 'red flag' and 'green flag' platforms with distinct sentiment patterns. Red flag platforms were platforms were the sentiment was most likely to be negative or critical. Green flag platforms were platforms where qualitative engagement was most likely to be positive. Blue flag platforms had no sentiment and simply provided findings without editorialising about them.

Results NIOSH's break out using this flagging system was unique and broke out as follows. Red flags included blogs, Reddit, and peer review sites. News, Twitter, and Wikipedia tend to have non-editorialised reporting of NIOSH communications and solely need to be monitored for accuracy – blue flag platforms. Green flag platforms with high positive sentiment likelihood include F1000, Facebook, YouTube, policy and syllabi citations. Stakeholder analysis is ongoing of who engages on these platforms is ongoing and may not be ready for this presentation.

Conclusions Peer-reviewed OSH journal literature and web-native digital communications are underserved by existing metrics like citations and web analytics. New web-based alternative metrics and provide deep qualitative data on what communities are being reach, when, on what platforms, and what the content of their engagement is. These new metrics can play a vital role in shaping communications across OSH organisations globally

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S Horvath. *Radiation Safety Institute of Canada Toronto, Canada*

Introduction An organisation must have a communications strategy that is actionable and understands their stakeholders, helps you converse with them, about the things they care about, in the places or platforms where they are already 'hanging out'. Budget, content and vision will not determine your success, instead, organisations must transform their fundamental communication concepts and modify them for this new two-way, end-user empowered medium of Social Media. The organisation's OSH content now must not only drive engagement, but also define whom you want to listen to and communicate with.

This presentation will provide a framework for establishing a social media strategy for OSH and nongovernmental organisations (NGO) to effectively integrate traditional and digital communication strategies and platforms to increase global outreach and access non-traditional and multi-cultural audiences.

It will present innovative approaches to accessing and leveraging new social media channels to create 'communities of interest' in OSH, expand professional networks and increase both research translation and knowledge translation. This discussion will use case studies of organisations increasing impact