

initiatives in improving search results. In addition, we conducted interviews of web leaders in industry at a pre-selected Google event and summarised the applicable findings.

Results A few core findings were clearly evident as follows: keywords are still important. However search algorithms are being modified to discover meaning beyond a simple query labelled 'semantic search.' 'Authority' is being measured and being a government entity or an entity recognised with a proven record of producing scientifically useful evidence is of real benefit. Regular fresh content is essential and simple language and coherent writing are recognised and rewarded. Finally, and most importantly social media drives search and must be a part of an organisations overall communication strategy.

Conclusion Search engines are famously creative in encouraging breakthroughs that deliver information to searchers and therefore are constantly changing their algorithms. Recognising the importance of these changes and their online effect is essential. The application of the seven cardinal factors to improve our overall SEO strategies will provide us a roadmap for success in engaging our communities.

1674 **WIKIPEDIA WORKSHOP FOR HEALTH PROFESSIONALS: A HANDS-ON COURSE FOR EXTENDING THE REACH. ENGAGEMENT AND IMPACT OF YOUR OCCUPATIONAL SAFETY AND HEALTH INFORMATION**

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Aim of Workshop This workshop has been designed as an interactive session with 40 min of overview followed by a 2 hour hands on period of exercises that assist participants to design, manage, and track the use of edits to Wikipedia for increasing the engagement of wider audiences and extending the reach of OSH information including research findings, and guidance documents. Participants will gain practical skills concerning security protection, tracking of edits, evaluation, ROI, the culture of Wikipedia and become familiar with easy to use digital tools through online hands-on tutorials. Take away self-learning information will be provided to assist future reference.

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1674a **USING WIKIPEDIA TO BUILD OUR OSH COMMUNITY OF PRACTICE: AN GENERAL OVERVIEW**

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Introduction The Internet has become the important health information resource for patients, health providers and the general public. Wikipedia a collaboratively written web-based encyclopaedia has become the dominant online reference work. Wikipedia ranks as the eighth most accessed Web site on the internet. Wikipedia is the number one driver (after

organic search) of visitors to the NIOSH (USA) web site. This workshop is structured to provide a basic understanding of Wikipedia to familiarise health professionals on how to use Wikipedia to disseminate and track important occupational safety and health information to a large global audience.

Methods The curriculum for this workshop is guided by the results of an investigation of how traffic to Wikipedia articles correlated with traffic to the main selected web sites and how page view statistics compared to organic search and other web site drivers. We compared Wikipedia's occurrence, mean position to other Web sites, and examined which factors influence Web site ranking. In addition, key edit factors, long-tail search results, comparison of edits to premier web pages and other key factors were examined. A key part of this workshop will be the appropriate use of metrics and tracking to guide outcomes and impact.

Results By developing and implementing a carefully crafted online strategy Wikipedia edits have become a major source of driving searchers of occupational safety and health information to the NIOSH Web site.

Conclusion The rank of a Web site among search engines results depends on factors such as the search engine algorithm and search engine optimizations strategies (SEO), which aim to influence rankings. This workshop is structured to address the important factors that need to be a key part of your Wikipedia editing strategy to optimise algorithm mediation of traffic to your information.

1324 **CONTRIBUTION OF ICOH TO OSH AT NATIONAL AND INTERNATIONAL LEVEL: DEVELOPMENT OF A SURVEY**

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Introduction The International Commission on Occupational Health (ICOH) is an international professional organisation dedicated to scientific progress, knowledge, and development of occupational health and safety. Founded in 1906 in Milan, Italy, ICOH currently has over 2000 members in 96 countries. The 37 Scientific Committees provide a forum for members and associated experts to meet in order to promote, share and discuss progress relating to the OSH topics. The aim of this study is to develop a survey on ICOH contribution to OSH at national and international level.

Methods The survey project will consist of the following phases: first draft of the questionnaire shared with ICOH Officers, members of the Task Group on Membership and National Secretaries; second draft based on the suggestions and inputs received; pilot test; questionnaire administration; data elaboration and analysis; dissemination of results.

The questionnaire will be administered to ICOH members in good standing through the dedicated web-based platform SurveyMonkey. The language selected for the questionnaire will be English.

The questionnaire will be structured along different sections investigating ICOH contribution to OSH at national and international level, activities carried out by Scientific Committees and National Secretaries, results visibility and dissemination at International Congresses, effectiveness of ICOH communication tools. Data will be analysed using SPSS Statistics V.22.