

Translate and disseminate blogshots

Blogshots were created by Cochrane UK to make our evidence accessible through an image that can be shared on social media channels. Blogshots contain the key messages of a Cochrane Review, a photo related to the topic of the Review, and a link to the Review, so people can find out more.

If you want to create your own blogshots, rather than translate existing blogshots, please go to our [blogshot instructions](#).

How to translate blogshots

1. Avoid duplication, let us know what you're planning to do

Before you start working on blogshots, please email Juliane Ried (jried@cochrane.org), so she can check whether anyone else is already translating blogshots into the same language.

2. Get a template for your blogshot translations

Please email Sabrina Khamissa (skhamissa@cochrane.org) to request a branded blogshot template with your Cochrane colours and logo. The template shows you where the translated title, text, and link should be placed. Do not use any colours that are not on your original template.

3. Find blogshots available for translation

You can download all available blogshots organised by Review Group in our dedicated [Dropbox](#) folder, in PowerPoint format.

New blogshots are also shared in the weekly [Communications Network Digest](#) email.

4. Translate the blogshots

Start with your template and copy and paste the image from the English blogshot into the right-hand panel of your template.

Then add the translated text into the relevant slide sections of your template. 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, try to cut down the content rather than expanding the text boxes.

Add the link to the translated Review on cochrane.org or the Cochrane Library, so that viewers can read more. Use <https://bitly.com> or <http://ow.ly/url/shorten-url> to produce a short link of the URL, and then copy and paste the short link into your blogshot template. If you have not translated the Review, you can link to the English Review.

Finally, make sure you acknowledge Cochrane UK (or another group responsible for the original blogshot) by translating "This is a translated Cochrane UK blogshot" or "Originally by Cochrane UK" and adding it to the bottom of your blogshot. This acknowledgement is in line with the Creative Commons Attribution-NoDerivatives 4.0 International License.

Storing and disseminating your translated blogshots

1. Save your blogshot as image file for dissemination

To save the PowerPoint slide as an image file for dissemination:

- Go to File, then Export
- Select PNG or JPEG
- Tick the 'Save current slide' option, and Save

2. Store your blogshot

Add your Powerpoint and image files to the relevant folder on [Dropbox](#). Make sure to read this [guidance](#) on how to name and [store your files](#).

Contact Karen Head (khead@cochrane.org) if you need editing rights for the Dropbox in order to upload blogshots. Although everyone can view and download documents in the Dropbox folder, if you would like to upload documents you will need to editing rights.

3. Disseminate your blogshot

Blogshots are ideal to promote via your social media channels, because they are visual and easy to digest.

- The PowerPoint template fits the image dimensions used by all major social media channels. So if you share your translated blogshots as an image, as per instructions above, followers of your social media account do not need to click to enlarge the image.
- If you use platforms like Twitter or Facebook, tag the relevant Review Group, or the main Cochrane account, so it can be disseminated further by them.
- Send the blogshot link, along with a suggested tweet for dissemination, to Muriah Umoquit (mumouquit@cochrane.org), so she can include it into the [Communications Network Digest](#).

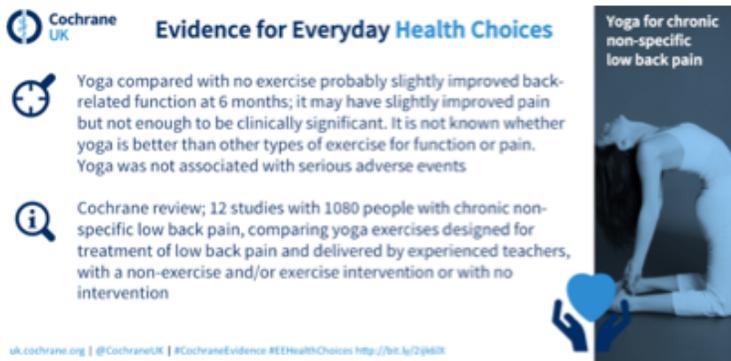
Instructions for special series blogshots

Cochrane UK also produces blogshots as part of special series, namely: Evidently Cochrane, Evidence for Everyday Health Choices, Evidence for Everyday Midwifery, Evidence for Everyday Nursing and Evidence for Everyday Allied Health.

If you translate blogshots from these special series, please **do not** translate nor include:

- the 'Evidently Cochrane' banner, nor the titles 'Evidence for Everyday Health Choices', 'Evidence for Everyday Midwifery', 'Evidence for Everyday Nursing', 'Evidence for Everyday Allied Health', etc.
- the icons used to represent these projects which appear at the bottom of the picture, i.e. the hands holding the heart in the example below.

These items belong to Cochrane UK, and are part of their Evidently Cochrane blog and sister projects. You can replace the banner or header with the blogshot title that would usually sit on the image in the English version. Here is an example of an Evidently Cochrane blogshot, and a Chinese translation of it, without the hands icon.



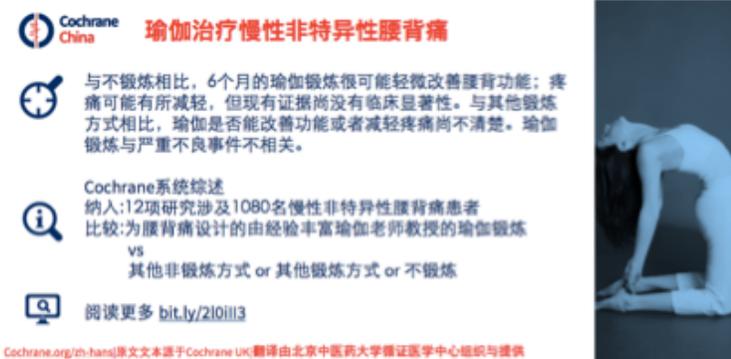
Cochrane UK Evidence for Everyday Health Choices

Yoga compared with no exercise probably slightly improved back-related function at 6 months; it may have slightly improved pain but not enough to be clinically significant. It is not known whether yoga is better than other types of exercise for function or pain. Yoga was not associated with serious adverse events

Cochrane review; 12 studies with 1080 people with chronic non-specific low back pain, comparing yoga exercises designed for treatment of low back pain and delivered by experienced teachers, with a non-exercise and/or exercise intervention or with no intervention

uk.cochrane.org | @CochraneUK | #CochraneEvidence #EHealthChoices <http://bit.ly/2j6dX>

Yoga for chronic non-specific low back pain



Cochrane China 瑜伽治疗慢性非特异性腰背痛

与不锻炼相比，6个月的瑜伽锻炼很可能轻微改善腰背功能；疼痛可能有所减轻，但现有证据尚没有临床显著性。与其他锻炼方式相比，瑜伽是否能改善功能或者减轻疼痛尚不清楚。瑜伽锻炼与严重不良事件不相关。

Cochrane系统综述
纳入：12项研究涉及1080名慢性非特异性腰背痛患者
比较：为腰痛设计的由经验丰富瑜伽老师教授的瑜伽锻炼
vs
其他非锻炼方式或其他锻炼方式或不锻炼

阅读更多 bit.ly/2l0i1l3

Cochrane.org/zh-hans原文来源于Cochrane UK(翻译由北京中医药大学循证医学中心组织与提供)

Yoga for chronic non-specific low back pain