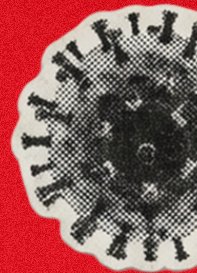


UM ECOSSISTEMA DIGITAL

para comunicação científica em
doenças infecciosas no Brasil

*Klinger Soares Faico-Filho, João A. G. G. Prats, William D. de Lima,
Jordan M. Pinheiro, Eusébio L. dos Santos Junior, Carolina L. Santos*



THE INFECTOCAST ECOSYSTEM




Spotify Podcast

Expert interviews,
case-based
discussions, evidence
reviews



Instagram

Visual microlearning
Carousels, infographics,
Reels, Stories



YouTube

Video versions, lectures,
short educational videos



LinkedIn

Real-time updates,
professional networking

Integrated Multimodal Ecosystem



Blog / Website


Written repository,
show notes, articles



Dose de Ataque
NEWS

Newsletter

"Dose de Ataque"
~20k subscribers/edition



App + Courses

Point-of-care tools,
clinical decision support



RESULTS: PODCAST REACH & GROWTH

187

Episodes

502,000

Total Plays

67,000h

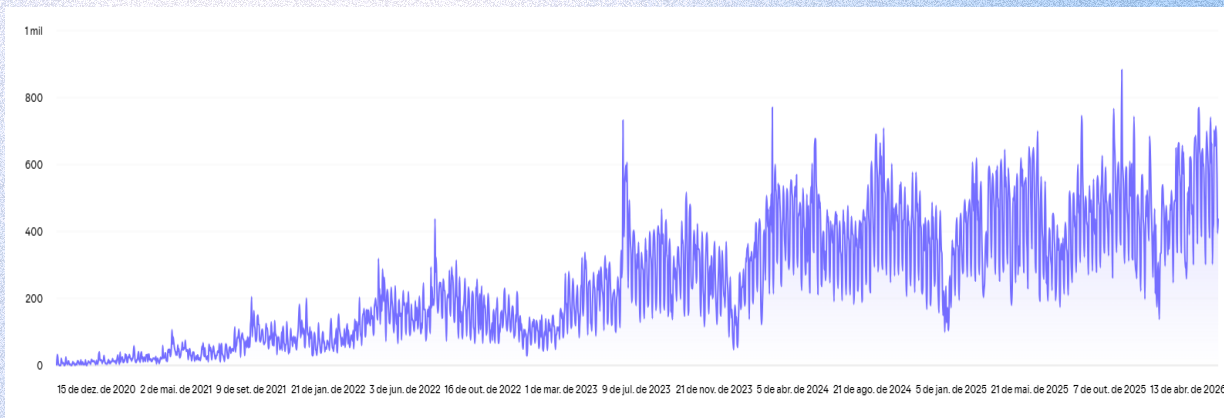
Listening Time

97

Countries

10,502% GROWTH

In monthly plays from baseline
to end of observation period



Top Episodes: Pneumonia, Syphilis, Dengue, Leptospirosis, Skin/soft tissue infections

RESULTS: SOCIAL MEDIA & MULTI-PLATFORM REACH



Instagram – Central Hub

- 5,4M+ impressions (Last 30 days)
- Carousels & infographics: 50,000+ impressions/post
- Interaction rate: 3–8%
- Stories retention: >60%

- YouTube, X (Twitter) & LinkedIn: amplification and cross-posting of content
- Newsletter: ~9,000 subscribers/edition, open rates 26–35%

COMBINED REACH: >5 MILLION USERS/MONTH DURING PEAK PERIODS

VISUAL CONTENT STRATEGY ON INSTAGRAM

Format	Educational Objective
Carousels	In-depth topic summaries, guidelines
Infographics	Visual data, key information
Reels	Concise educational messages
Stories	Polls, quizzes, engagement

Key Insight: Cross-Platform Reinforcement Drives Listenership
Coordinated multi-platform releases boost short-term podcast attention.





DISCUSSION: KEY FINDINGS

Social Media in Medical Education

- Results align with literature on social media as a complementary CME resource
- Visual microlearning (carousels, infographics, Reels) effectively disseminates complex scientific content

Podcasting in an Ecosystem Context

- Podcast as primary long-form component; social media, video, and written content as complementary formats

Integrated & Scalable Model

- Ecosystem-based architecture: components designed to function together, not in isolation
- Reflects principles of multimedia learning and distributed repetition

TAKE-HOME MESSAGES



- ✓ InfectoCast is a multi-platform digital ecosystem for ID education in Portuguese, reaching **~5 million users/month at peak**.
- ✓ Instagram emerged as the central hub for visual science communication.
- ✓ Cross-platform content reinforcement was associated with increased audience engagement.
- ✓ The ecosystem model is reproducible for other specialties and non-Anglophone regions.
- ✓ **Future work needed:** formal evaluation of learning outcomes (Kirkpatrick framework).



Onde começamos → Onde estamos!



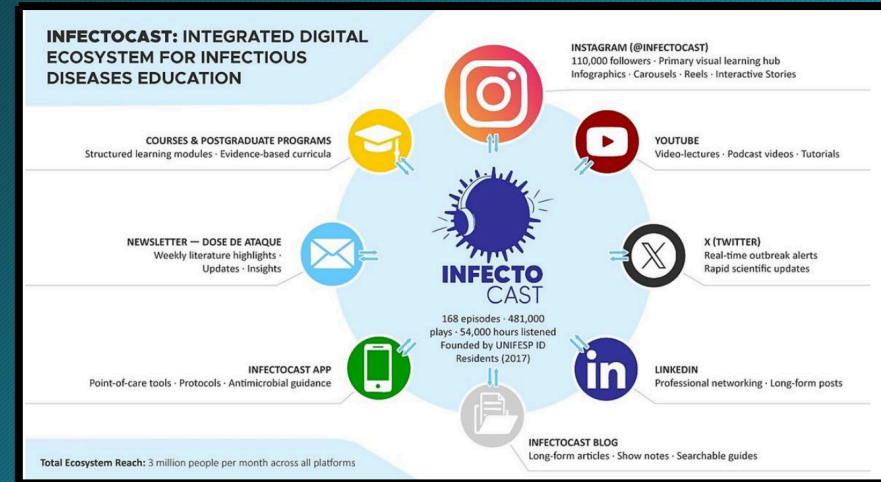
Open Forum Infectious Diseases

MAJOR ARTICLE



InfectoCast: A Digital Ecosystem for Infectious Diseases Education and Science Communication in Brazil

Klinger Soares Faico-Filho,^{1,2,*} João Antonio Gonçalves Garreta Prats,² William Dunke de Lima,² Jordan Monteiro Pinheiro,² Eusebia Lino dos Santos Junior,² and Carolina Larocca Santos²



Faico-Filho KS, Gonçalves Garreta Prats JA, Dunke de Lima W, Monteiro Pinheiro J, Lino Dos Santos Junior E, Larocca Santos C. InfectoCast: A Digital Ecosystem for Infectious Diseases Education and Science Communication in Brazil. Open Forum Infect Dis. 2026 Mar 27;13(4):ofag179.



OBRIGADO!

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