
#MEDETEL: THE TWITTER HASHTAG

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We employed the #medetel hashtag to post tweets with useful information, description of the sessions, photos, and links to the literature referred by the presenters. Thanks to our small team and other participants present in the various sessions, we were able to offer *relevant* and meaningful material, summarising information and conveying part of the contents of the speakers. We also interacted with the users and engaged in conversations actively. Overall, more than 1,150 tweets were posted in the span of 5 days (Figure 1, Table 1 and 2).

During the sessions, tweets were also posted by important institutional and corporate accounts (e.g., Orange Healthcare, Biomed Central, EU Commission / eHealth), highlighting that the use of Twitter and Social Media is in the communication and marketing agenda of key stakeholders.

The Social Media Working Group also used *Twitter* and *Periscope* to broadcast the preconference session on 'Social Media and Medical Education'. A stable connection and a smartphone were the only necessary equipment to record and stream the session live. Overall 263 users watched at least one minute of the session, indicating that with timely promotion and few resources, it is feasible to offer a selection of the scientific content of the conference to a broader audience. This should also be considered as part of a mid-/long-term strategy which would aim at increasing the awareness, the interest and ultimately the participation, the retention and the loyalty to the conference.

SUGGESTIONS

Based on our previous experience, we would wish to propose the use of Twitter during the plenary sessions by projecting the stream of tweets live on the wall and encouraging the audience, whether physically or virtually present, to interact and send questions. A moderator can convey the questions to the plenary / panel speakers attaining a higher audience interaction. Such method has been proven extremely popular in health and eHealth conferences, such as WONCA, RCGP, Medicine X Stanford and Health 2.0.

Finally, we would highly recommend the coordinated use of only one account for the conference (@isfth) to avoid any misperception by the audience.

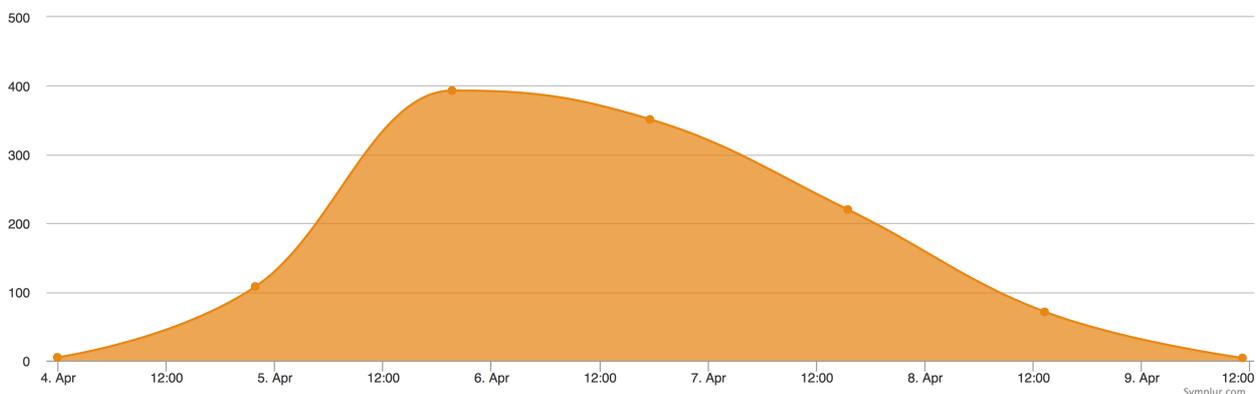


FIGURE 1. TWEET ACTIVITY ON #MEDETEL (COURTESY OF SYMPLUR.COM).

TABLE 1. TWEET ACTIVITY ON #MEDETEL (IMPRESSIONS, TWEETS AND PARTICIPANTS).

#MEDETEL TWEET ACTIVITY	<i>n</i>
Impressions	2,311,919
Tweets	1,152
Participants	199
Avg Tweets/Hour	8
Avg Tweets/Participant	6

TABLE 2. TOP 10 PARTICIPANTS BY TWEETS AND IMPRESSIONS.

TOP 10 BY TWEETS			TOP 10 BY IMPRESSIONS		
	@isfteh	277		@ifmsa	1,130,503
	@ifmsa	88		@orangehealthcare	327,828
	@lygidakis	77		@lygidakis	138,872
	@vthouvenot	74		@rqgb	114,314
	@orangehealthcare	62		@eu_ehealth	88,292
	@rqgb	60		@bigdatatweetbot	62,86
	@sattlermartin	33		@isfteh	42,368
	@weobservatory	30		@biomedcentral	38,258
	@ghwindow	24		@ghwindow	24,969
	@telemedicine	23		@roiupes	18,029