Lessons Learned: How #GeriOnc and ASCO Are Leading the Way in Social Media Engagement

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Conflict of Interest Disclosure
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Has no real or apparent conflicts of interest to report.
Social media and healthcare

- Essential tool for medical professionals
  - Interaction and collaboration
  - Content Generation
  - Multidirectional
- Allows for the creation of virtual communities
  - Patients
  - Healthcare professionals
  - Other stakeholders

Information Source
- Research
- News
- Conferences

Engagement Tool
- Promotion
- Comment
- Connect
Social media communities

• Common interest, passion, purpose
• Building relationship
• Professional development
• Mentoring and Support
• Networking

REACHING A COMMON GOAL

The Multinational Association of Supportive Care in Cancer  •  Annual Meeting 2019  •  www.mascc.org/meeting
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Social media use among oncologists

- **Canadian Survey**
  - 72% of oncologists/oncologists in training used social media
    - 93% among “Young” oncologists
    - 39% among late-career oncologists
- **Goals**
  - 55% networking
  - 17% sharing research
  - 13% leadership development
My story with social media

- Got a Twitter account in 2011
  - Football
  - Funny videos and memes
- Graduated as an oncologist in 2015
- GeriOnc Fellowship in 2017
- Back to Mexico

Now what?

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Geriatric Oncology

Most geriatric oncologists are isolated
Hashtags build communities

- Cancer specific
- Bring people with similar interests together
- Reduce barriers for networking
- Searchable
- Trackable
- Creates a “brand”

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Disease</th>
</tr>
</thead>
<tbody>
<tr>
<td>#adcsm</td>
<td>Adrenal cancer</td>
</tr>
<tr>
<td>#ancsm</td>
<td>Anal cancer</td>
</tr>
<tr>
<td>#ayacsm</td>
<td>Adolescent and young adult cancer</td>
</tr>
<tr>
<td>#bcsm</td>
<td>Breast cancer</td>
</tr>
<tr>
<td>#blcsm</td>
<td>Bladder cancer</td>
</tr>
<tr>
<td>#btcm</td>
<td>Brain tumors</td>
</tr>
<tr>
<td>#ctcsm</td>
<td>Colorectal cancer</td>
</tr>
<tr>
<td>#esocsm</td>
<td>Esophageal cancer</td>
</tr>
<tr>
<td>#gyncsm</td>
<td>Gynecologic cancer</td>
</tr>
<tr>
<td>#hnscm</td>
<td>Head and neck cancer</td>
</tr>
<tr>
<td>#hpbcsm</td>
<td>Hepatobiliary cancer</td>
</tr>
<tr>
<td>#kcsm</td>
<td>Kidney cancer</td>
</tr>
<tr>
<td>#lcm</td>
<td>Lung cancer</td>
</tr>
<tr>
<td>#leusm</td>
<td>Leukemia</td>
</tr>
<tr>
<td>#lymsm</td>
<td>Lymphoma</td>
</tr>
</tbody>
</table>

Katz et al. JAMA Oncol. 2016;2(3):392-394
#gerionc

- Created by William Dale
  @WilliamDale_MD
- Listed in Symplur
- Last month (May 12th to June 11th)
  - 6.45 million impressions
  - 2,933 tweets
  - 728 participants
#gerionc
Geriatric Oncology social media is mostly academic
Look for @JGeriOnc paper soon!
What about other cancer-related hashtags?

• Kidney Cancer
  • 2100 tweets
    • 825 unique tweets
• Clinical trials
• General information
• Support

Disease-specific hashtags lead to more public engagement. Twitter is used as a support tool for patients.
Different from other disciplines

- Plastic Surgery
  - Dominated by the public
    - 70% of posts
  - Only 6% of tweets are by physicians

Advantages of using social media

• Break out of isolation
• Disseminate your research
• Get yourself known
  • Research collaborations
  • Conference invitations
  • Mentoring opportunities (both ways)
  • Participation in organizations
ASCO and social media engagement

- Spawned from Annual Meeting twitter use
  - **Physician driven**
- Yearly increase in number of tweets and users
  - Physicians
  - Organizations
  - Media
  - Advocates

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Dramatic Growth in Doctor Engagement at ASCO 2019

Unique doctor accounts participating on Twitter during the American Society of Clinical Oncology Annual Meeting.

Data from the Healthcare Social Graph® — Symplur 2015–2019.

2015: 1,589
2016: 2,108
2017: 2,550
2018: 2,679
2019: 3,774

+41%
ASCO and social media engagement

- **Coordinated effort to harness social media**
- Cancer Communication Committee
- ASCO University online social media course
- Guidelines
  - Patients
  - Advocates
  - Physicians
- Podcasts

[Image]
ASCO publications and social media

• Social media editors or associate editors for medical journals
  
  • JCO
  • JOP
  • JGO

• Social media presence for other publications

The Multinational Association of Supportive Care in Cancer  •  Annual Meeting 2019  •  www.mascc.org/meeting
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Why is this important?

- Promotion of research in social media boosts readership
- RCT conducted by *Mayo Clinic Proceedings*
  - 68 articles published over three months
    - “Secret open access”
  - Randomized to social media promotion or no promotion (various accounts)
    - 1,042 vs 142 downloads
ASCO and #Gerionc

- Taskforce for Addressing Cancer Health Disparities among Older Adults
  - Survey on geriatric assessment in oncology
  - Disseminated using #gerionc
- >1200 responses
- Global audience
- Largest response for an ASCO survey

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Are we getting it right?
Are we preaching to the choir?

- We mostly follow people we agree with
- Read what fits our thoughts
  - Are we just widening our silos?
- Academics talking to academics
  - Little stakeholder feedback
  - Few challenging voices
  - Pats in the back
Why is engaging patients important?

- Powerful accelerators of information flow
- Expand tweet propagation
- Conferences with patient participation
  - ↑ total tweet volume
  - ↑ tweet impressions
  - ↑ replies to tweets
Have we become too vain?

- Self-promotion is fine
- Too much self promotion = vanity
- Crave for likes!
- Loss of connection with patients
- “Elite scientists” = poor engagement with public

We need to constantly rethink the goals of using social media in oncology
In Conclusion

• Social media can be an incredibly useful tool
  • Learn
  • Generate and share content
  • Develop relationships with valuable people
• Hashtags such as #gerionc can help build communities
  • Constant evolution and innovation needed
• Organizations should harness the power of social media
  • Focus on engaging ALL stakeholders