

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



Enrique Soto Pérez de Celis MD, MSc

Cancer Care in the Elderly Clinic

Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán

Mexico City, Mexico



@EnriqueSoto8



Conflict of Interest Disclosure

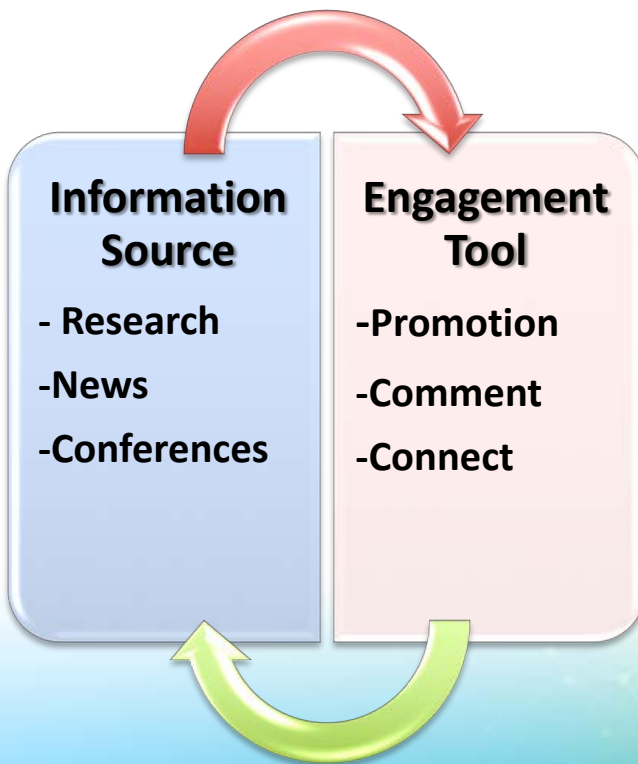
Enrique Soto Pérez de Celis, MD MSc

**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



2019

21-23 JUNE

SAN FRANCISCO

SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE



Social media communities

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



2019

21-23 JUNE

SAN FRANCISCO

**SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE**

REACHING A COMMON GOAL



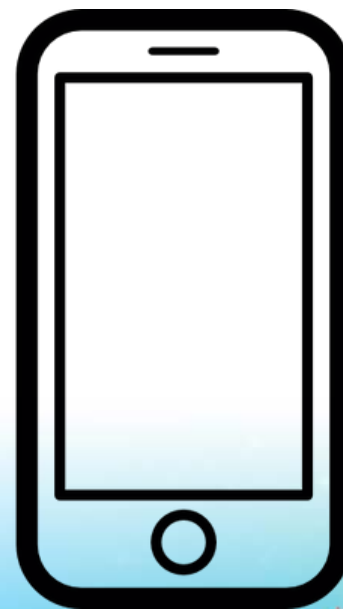
Social media use among oncologists

- **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**



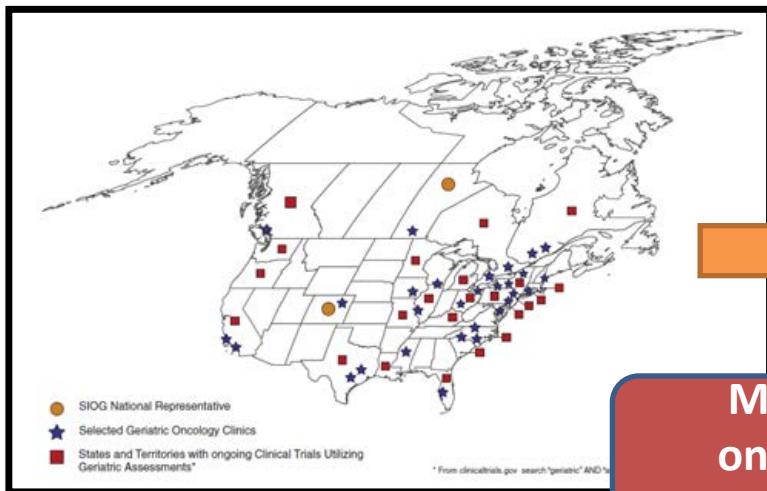
Now what?

The Multinational Association of Supportive Care in Cancer • Annual Meeting 2019 • www.mascc.org/meeting

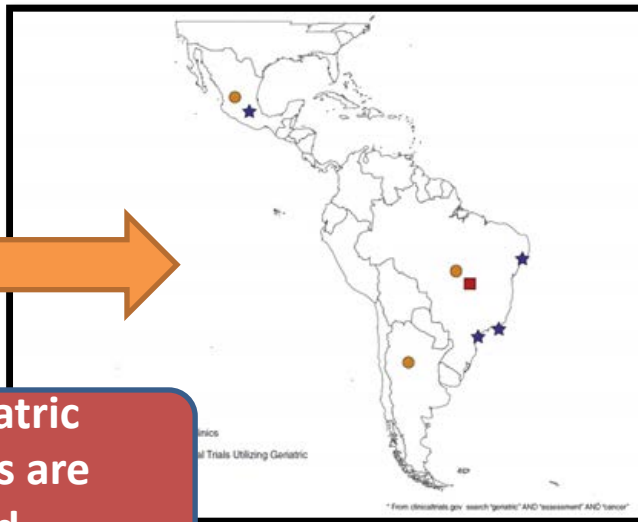
@EnriqueSoto8



Geriatric Oncology



Most geriatric oncologists are isolated



2019

21-23 JUNE

SAN FRANCISCO

**SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE**

Hashtags build communities

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

Table. Hashtags in the Cancer Tag Ontology

Hashtag	Disease
#adcs	Adrenal cancer
#ancsm	Anal cancer
#ayacsm	Adolescent and young adult cancer
#bcs	Breast cancer
#blcs	Bladder cancer
#bt	Brain tumors
#cr	Colorectal cancer
#esocsm	Esophageal cancer
#gyn	Gynecologic cancer
#hn	Head and neck cancer
#hpb	Hepatobiliary cancer
#k	Kidney cancer
#l	Lung cancer
#leu	Leukemia
#lym	Lymphoma



2019

21-23 JUNE
SAN FRANCISCO

**SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE**

#gerionc

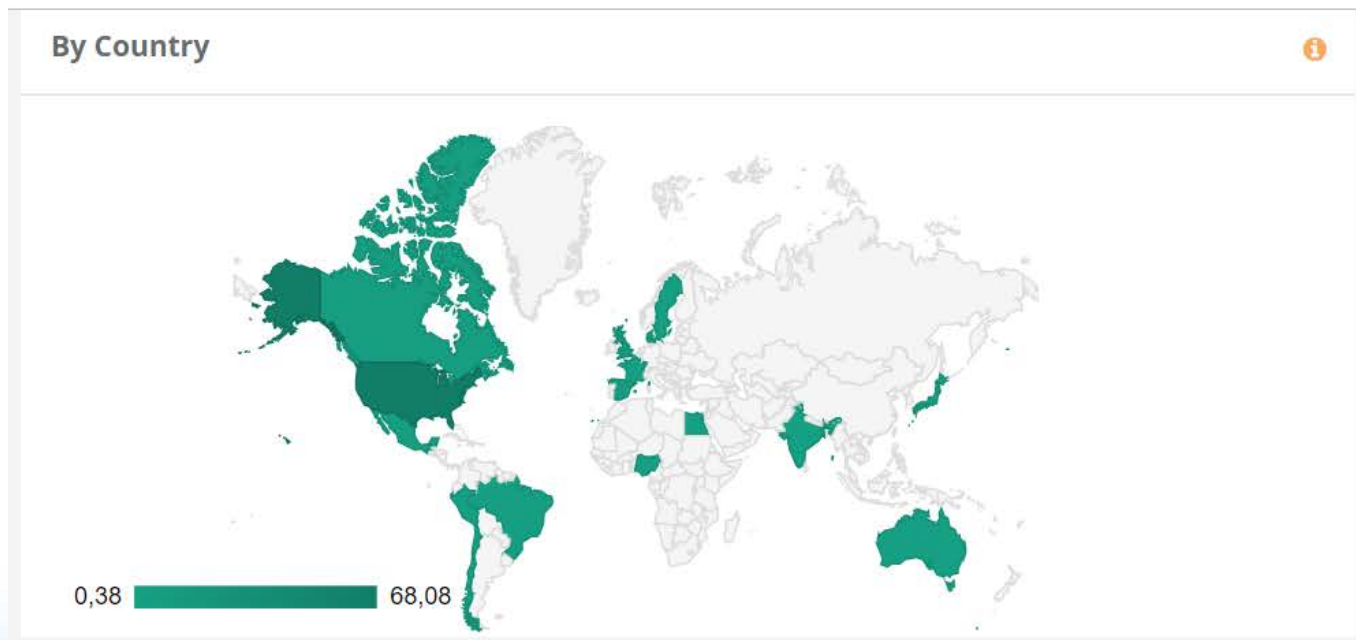
- Created by William Dale
@WilliamDale_MD
- Listed in Symplur
- Last month (May 12th to June 11th)
 - 6.45 million impressions
 - 2,933 tweets
 - 728 participants



2019
21-23 JUNE
SAN FRANCISCO
SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE



#gerionc



2019

21-23 JUNE

SAN FRANCISCO

SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE



#gerionc



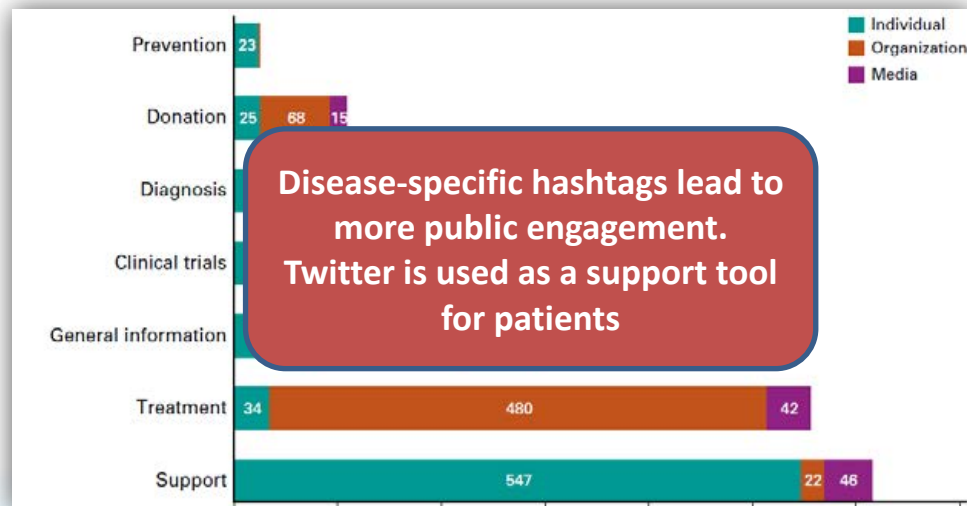
Geriatric Oncology social media
is mostly academic

Look for @JGeriOnc paper soon!



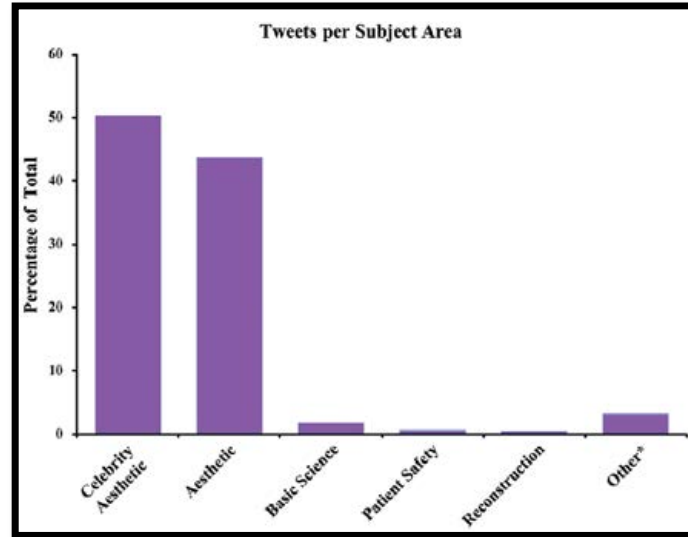
What about other cancer-related hashtags?

- **Kidney Cancer**
 - 2100 tweets
 - 825 unique tweets
 - **Clinical trials**
 - **General information**
 - **Support**



Different from other disciplines

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



2019

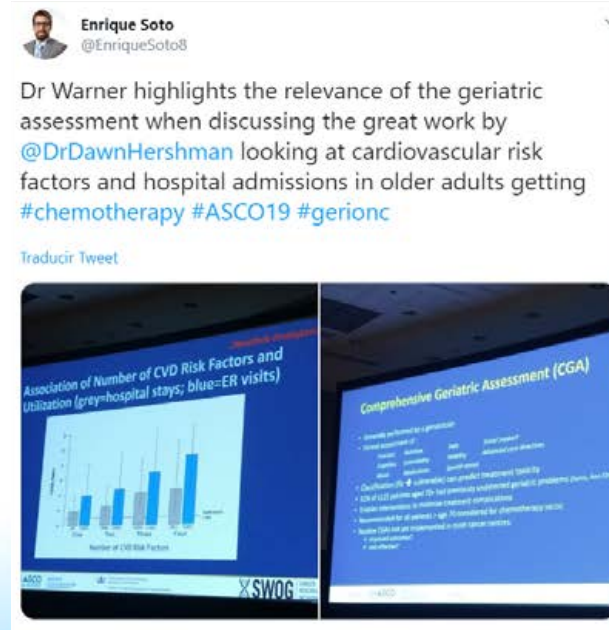
21-23 JUNE

SAN FRANCISCO

SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE

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

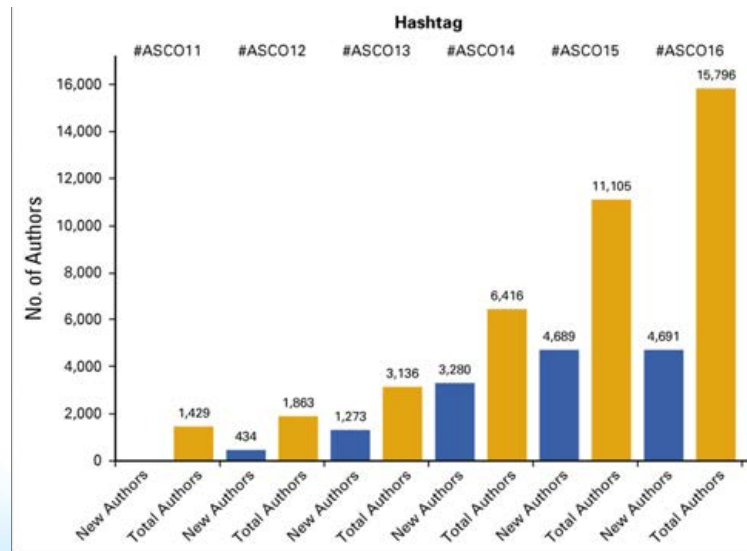


ASCO and social media engagement

- Spawned from Annual Meeting twitter

use

- Physician driven
- Yearly increase in number of tweets and users
 - Physicians
 - Organizations
 - Media
 - Advocates



2019

21-23 JUNE

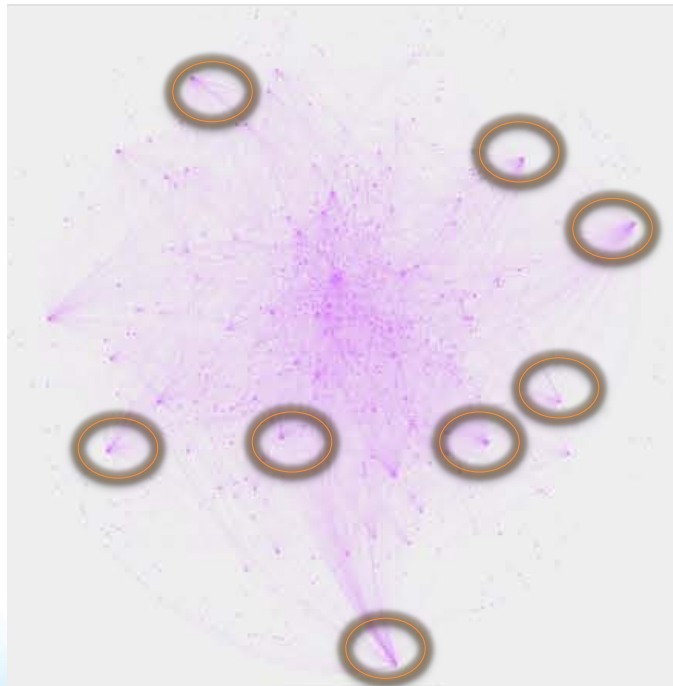
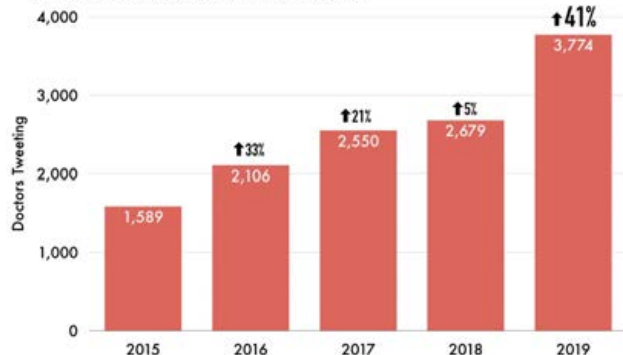
SAN FRANCISCO

SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE

#ASCO19

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® – Sympplr. 2015-2019.



2019

21-23 JUNE

SAN FRANCISCO

SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE



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



SOCIAL MEDIA 101
FOR CANCER CARE PROVIDERS

As a cancer care provider, you can use social media to:

- Connect with colleagues and oncology leaders across the globe
- Stay up to date on the latest oncology news and research
- Showcase your leadership in oncology care

TOP 10 TIPS TO REMEMBER WHEN USING SOCIAL MEDIA

- 1 First, define your goals and determine what motivates you. Keep your social media "purpose" top-of-mind to maintain consistency when you share content and engage with other users.
- 2 Showcase your expertise with a detailed profile description that alerts users that you're available to help and provide answers to their questions. In your description, let people know who you represent (self or organization) and that a #Follower is not an endorsement. If representing yourself, add "my opinions are my own" to your description.
- 3 Before you start engaging, follow organizations and people who share trusted information relevant to your goals and needs.
- 4 To find credible, like-minded profiles, search for terms and hashtags and assess who is interacting on a consistent basis. #Twitter is a great tool to find relevant healthcare hashtags and engaged Twitter users.
- 5 It's also helpful to first take some time to see how others use the tool for guidance and tips. This will help you better understand how to format your messaging and engage with people across social media networks.
- 6 When you're ready to begin posting, use simple language and keep your posts or tweets as brief as possible. When it comes to social media, less is more.
- 7 Planpost a consistent pace with your social media activity. Avoid taking weeks away or overwhelming followers with an influx of posts/tweets all at once. If possible, dedicate twenty minutes a day to social media.
- 8 Credit your source by providing a link whenever applicable. Make sure that your source is credible and that the link is not broken.
- 9 Be transparent and realistic with your audience. Your followers will trust and respect your opinion if you're honest and human in your interactions.
- 10 When someone asks you a question or engages with you on Twitter, always offer a reply. A simple "thank you" goes a long way.

ADDITIONAL TIPS

- Use relevant hashtags on Twitter to help people find you - but limit your hashtags to two hashtags per post or tweet.
- Participate in patient-focused Twitter chats. #Twitter can also help you find upcoming Twitter chats that pertain to your expertise.
- Use Direct Messages when privacy is best.
- Find Facebook groups and engage.

ASCO



2019
21-23 JUNE
SAN FRANCISCO
SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE



ASCO publications and social media

- Social media editors or associate editors for medical journals

- JCO

- JOP

- JGO



- Social media presence for other publications



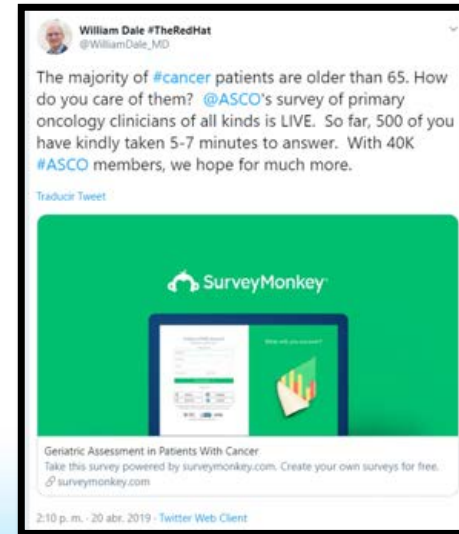
Why is this important?

- 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





Are we getting it right?



2019

21-23 JUNE

SAN FRANCISCO

SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE

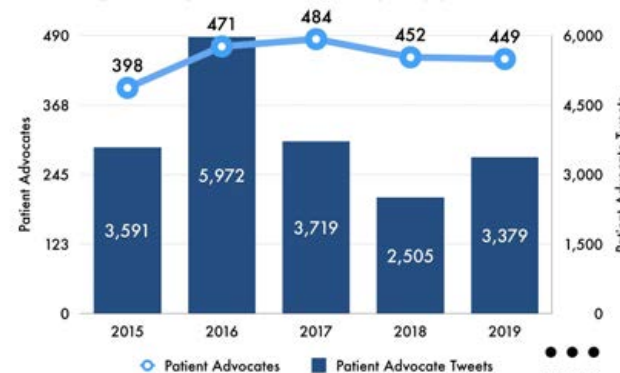


Are we preaching to the choir?

- 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

Declining Patient Engagement at ASCO 2019

Publicly self-identifying Patient Advocate accounts participating on Twitter during the American Society of Clinical Oncology Annual Meeting. Data from the Healthcare Social Graph® – Symplur, 2015-2019.



2019




21-23 JUNE

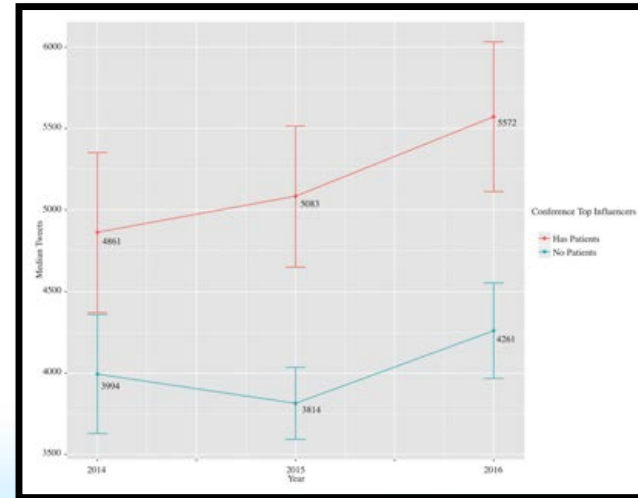
SAN FRANCISCO

SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE



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**

2019 ASCO ANNUAL MEETING #ASCOiSpy scavenger hunt

Share your #ASCO19 scavenger hunt finds on Twitter or Instagram using #ASCOiSpy. Happy selfie-taking!

- 1 Selfie in airport (or other transportation hub) upon arrival in Chicago
- 2 Creative pose in front of the ASCO letters in Lakeside Lounge
- 3 Selfie with someone waiting in line for coffee
- 4 Selfie with a Twitter friend you met IRL for the first time
- 5 Selfie with an oncology mentor/mentee
- 6 Selfie with someone you met at a networking session
- 7 Selfie while listening to a podcast at the Podcast Listening Station
- 8 Picture from I Am ASCO photobooth
- 9 Picture of ASCO publications you picked up onsite (ASCO Daily News, ASCO Connection Best of Blogs, ASCO Educational Book, ASCO Journals, etc.)
- 10 Selfie at your favorite section of ASCO Central in the Oncology Professionals Hall
- 11 Selfie with #ASCOBT19 Thai Iced Tea served in ASCO Central (served 11 AM-2 PM on Saturday)
- 12 Selfie with a social media idol at the Digital Engagement Meetup
- 13 Selfie with an ASCO Past-President
- 14 Shopping selfie at the Conquer Cancer Pop Up Shops (located in Lakeside Lounge and Women's Networking Center)
- 15 Picture with trainees in the Trainee & Early Career Lounge
- 16 Selfie while working in a quiet booth (located in Lakeside Lounge)
- 17 Selfie with a poster presenter and his/her poster
- 18 Picture of your end-of-day step count for the step challenge
- 19 Screenshot of donation confirmation to Conquer Cancer's Text-to-Donate campaign (text ASCO2019 to 41444)
- 20 Group picture in front of Lake Michigan



2019

21-23 JUNE

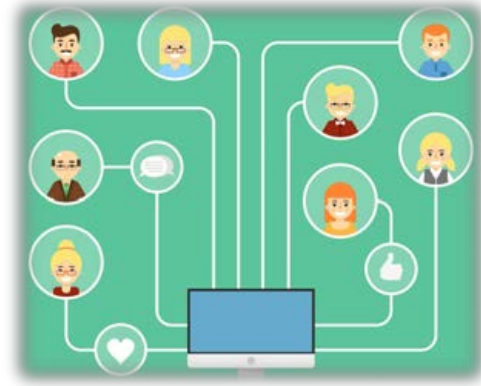
SAN FRANCISCO

**SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE**



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**



2019

21-23 JUNE

SAN FRANCISCO

**SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE**





2019

21-23 JUNE

SAN FRANCISCO

**SUPPORTIVE CARE
MAKES EXCELLENT
CANCER CARE POSSIBLE**



@EnriqueSoto8

The Multinational Association of Supportive Care in Cancer • Annual Meeting 2019 • www.mascc.org/meeting

