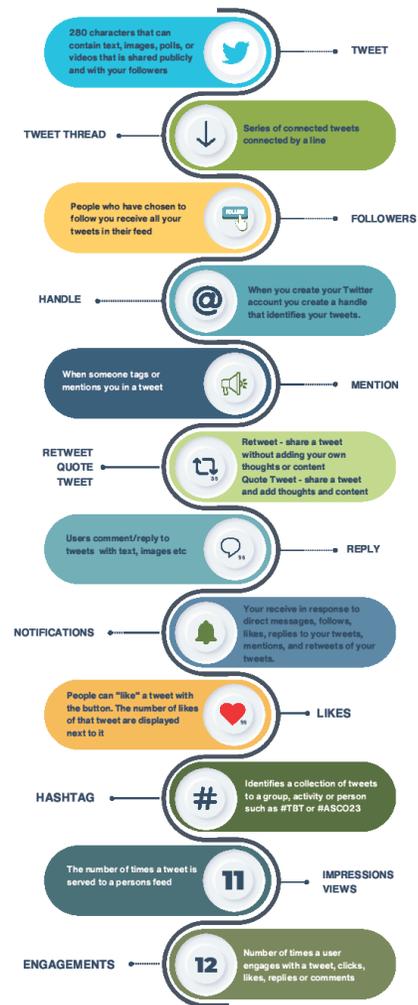


Breaking Barriers, Bridging Expertise: Leveraging Twitter for Tumor Board Case Presentations – Breast, GU and Lung Cancers

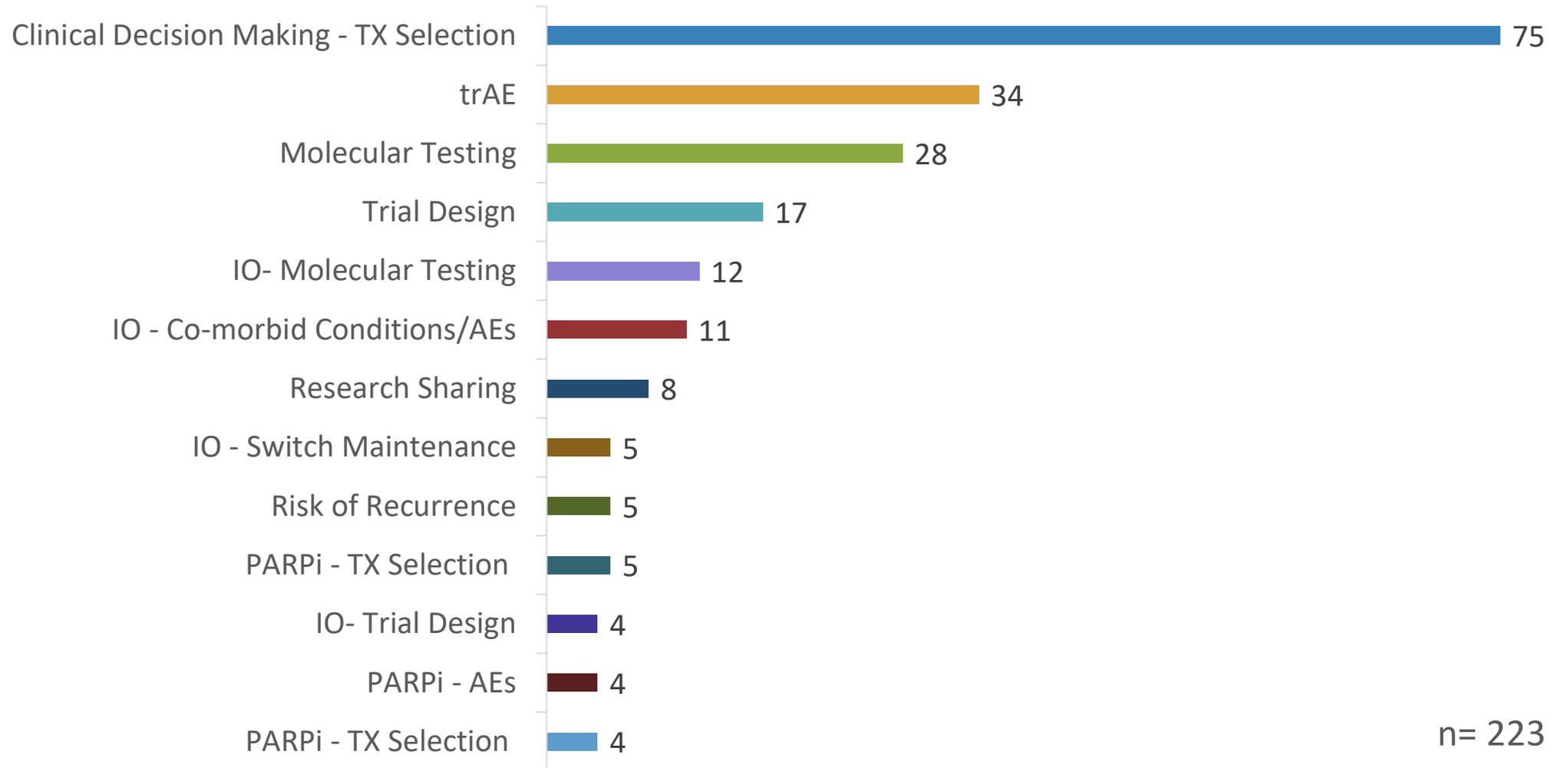
Leave Behind





Downloadable PDF

Learner Comments, Replies and Questions



n= 223

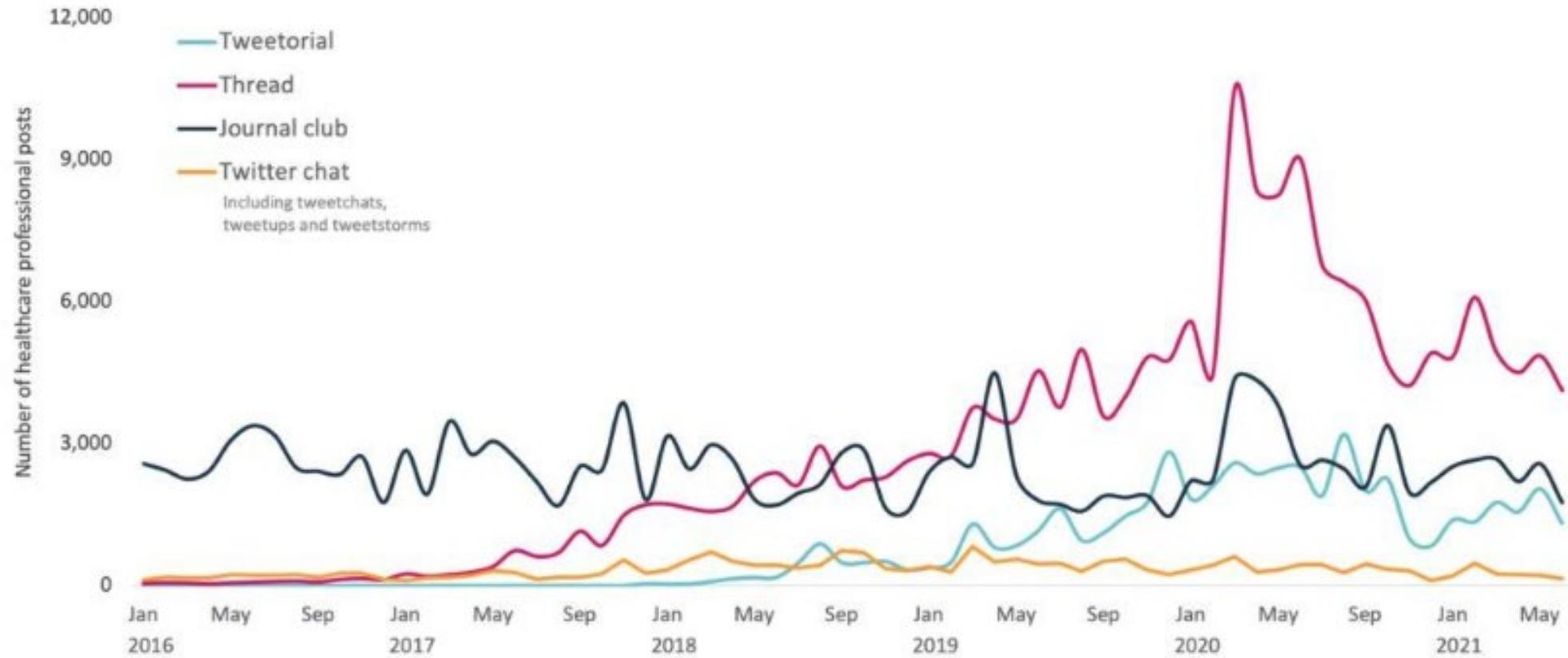
Data from Genitourinary Cancer Series of 8 Case Discussions 5/17/22 – 3/15/23

Twitter Activity Among US Physicians from 2016 - 2020

Twitter activity	2016	2017	2018	2019	2020
US physicians on Twitter					
Tweets per year, n	1,461,753	1,344,911	1,205,053	1,049,279	1,338,150
Unique accounts tweeting, n	12,675	15,633	17,934	20,584	26,897
New accounts tweeting, n	1711	2170	1917	1760	2215
Number of tweets per account, mean	115.3	86.0	67.2	51.0	49.8
Verified Twitter accounts^a					
Tweets per year, n	57,255	56,082	49,743	51,776	77,609
Unique accounts tweeting, n	107	132	155	171	208
New accounts tweeting, n	2	6	3	8	2
Number of tweets per account, mean	535.1	424.9	320.9	302.8	373.1

^aVerified accounts have a blue verified badge next to the Twitter user's name to let people know that an account is authentic and has undergone rigorous verification by Twitter. More information is available on the Twitter Help Center [\[28\]](#).

Ways HCPs Use Twitter for Medical Education



Source: CREATION Pinpoint®
Jan 2016 – Jun 2021

<https://creation.co/knowledge/what-hcps-think-about-medical-tweetorials/>

Twitter Usage During the ASCO Annual Meeting

		#ASCO16	#ASCO17	#ASCO18	#ASCO19	#ASCO20
Cumulative Impressions <i>(Millions)</i>	Total	468.2	504.8	595.1	583.4	1125.8
	Doctors	66.6	134.9	121.6	139.4	187.1
	Patient Advocates	15.6	20.5	10.7	18.9	26.2
Number of Tweets <i>(thousands)</i>		89.1	116.7	104.8	112.9	98.1

Quantitative Data

Demographics	Highest CME Poll	Total Impressions on Content	Average Impressions on Content	Trackable Engagements
51	111	10,466	1,744	297
17	75	5,460	621	79
25	56	5,752	1,125	227
37	73	2,964	741	189
34	97	3,796	949	168
31	154	3,963	793	331
28	118	2,006	1,003	88
51	70	2,978	1,489	228
49	110	4,533	453	184
35	85	3,161	263	171
54	102	4,503	867	199
35	94	3,604	1,877	307
Total = 447	Total = 1,145	Total = 53,186	Average = 994	Total = 2,468

Data from Breast Cancer Series of 12 Case Discussions 5/17/22 – 3/15/23

