

Group N°1: Social Media

Break-out sessions

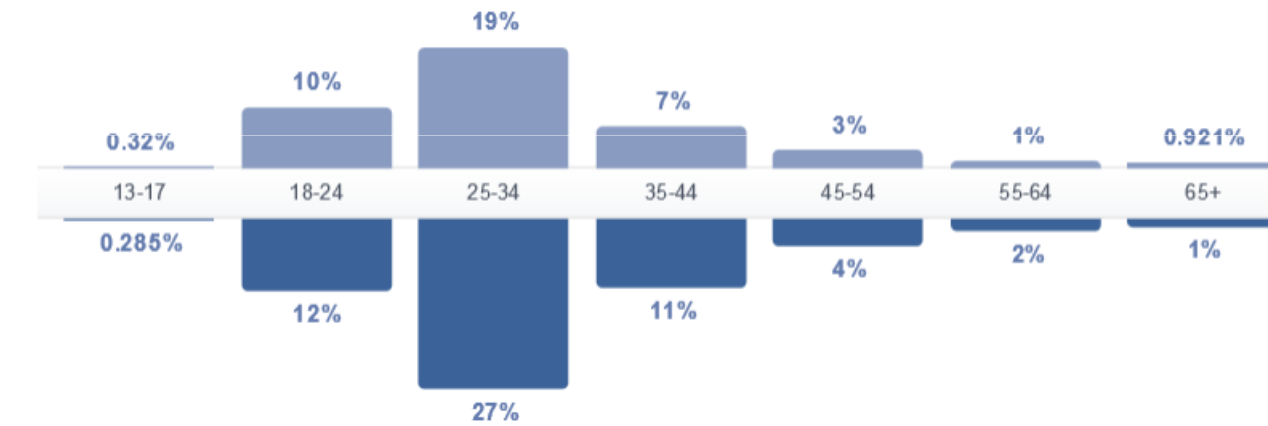
● ESC Education Conference – 31 Jan - 1 Feb 2018

ESC Social Media

 Facebook Audience

FEMALE 42%

MALE 58%



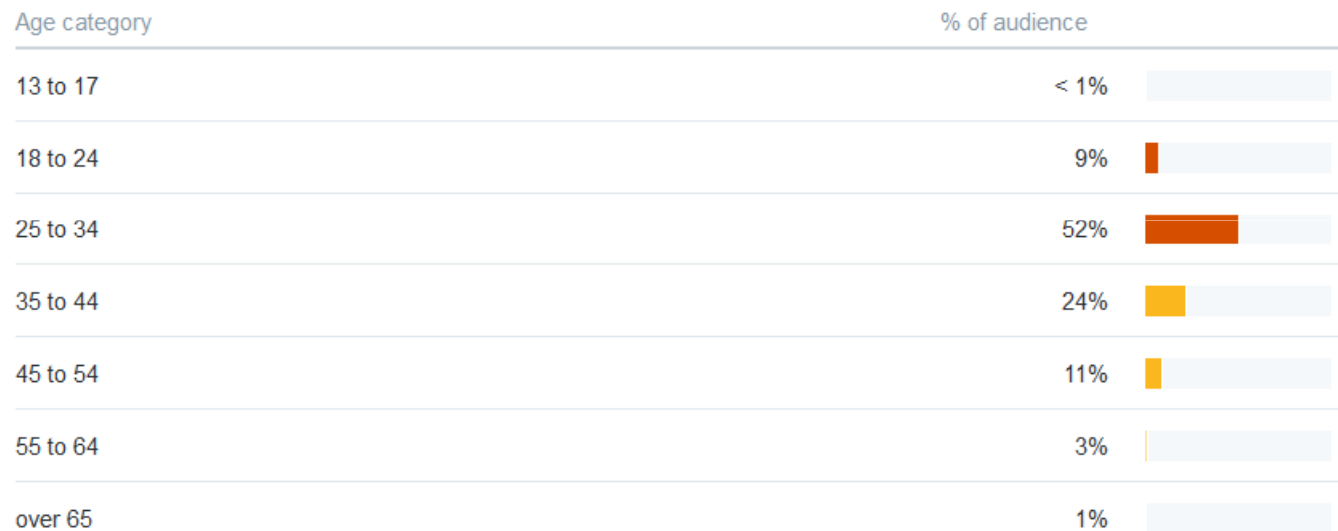
ESC Social Media



Twitter Audience

FEMALE 45%

MALE 55%



Current use, challenges and limitations

Group 1: Social Media

- **Use:**
- Facebook and Twitter: age peak = 25-35 a
- Clinical trial enrolment, device marketing feedback
- Online textbook / guidelines / case collections / clinical forum
- Distribution via facebook, twitter, instagram (info, quiz,...)
- **Challenges:**
- Everyone is an expert
- Inferior quality achievement is documented forever
- Bad quality material, patient consent forgotten
- Older generation of cardiologists not experienced with social media
- **Limitations:**
- Social media is a place for discussion not open argument
- Outdated guidelines and knowledge resources should be eliminated
- Blurring of professional and social boundaries
- (Patient opinion on doctors or hospitals is biased)

Opportunities for the future & role of the ESC

Group 1: Social Media

- **Opportunities:**
- Training and mentoring of young cardiologist in the future
- Setting up ESC on other social media platforms (pinterest; researchgate)
- Social media for promotion of ESC with redirecting to ESC learning material
- Redirecting from social media to ESC platform for blended learning
- Platform for dissemination of ESC related information via social media
- Interactive problem solving
- How-To tutorials
- Support National Societies in patient education
- **Role of the ESC:**
- Provide platform for blended learning and how-to tutorials
- Foster interaction of ESC learning material with social media and v.v.
- Supervise interaction in online problem solving
- A code of good conduct for social media should be defined

