Group N°1: Social Media

Break-out sessions

ESC Education Conference – 31 Jan - 1 Feb 2018
ESC Social Media

Facebook Audience

**FEMALE** 42%
- 0.32% 13-17
- 10% 18-24
- 19% 25-34
- 7% 35-44
- 3% 45-54
- 1% 55-64
- 0.321% 65+

**MALE** 58%
- 0.286% 13-17
- 12% 18-24
- 27% 25-34
- 11% 35-44
- 4% 45-54
- 2% 55-64
- 1% 65+
## ESC Social Media

### Twitter Audience

<table>
<thead>
<tr>
<th>Age category</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 to 17</td>
<td>&lt; 1%</td>
</tr>
<tr>
<td>18 to 24</td>
<td>9%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>52%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>24%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>11%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>3%</td>
</tr>
<tr>
<td>over 65</td>
<td>1%</td>
</tr>
</tbody>
</table>

**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  - Outdated guidelines and knowledge resources should be eliminated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