

# TWITTER IMPACT AS AN EDUCATIONAL TOOL FOR PEDIATRIC INFECTIOUS DISEASE (#PEDSID) CONFERENCES: EXPERIENCE OF THE VIRTUAL CONFERENCE OF THE SOCIEDAD LATINOAMERICANA DE INFECTOLOGÍA PEDIÁTRICA (#SLIPE2021)

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## BACKGROUND

- Despite the emergence of new agents such as the latest SARS-CoV2, Twitter use by pediatric infectious diseases subspecialists (#pedsID) remains low if compared to other pediatric subspecialties (i.e. #pedsICU).
- The objective of this novel study is to describe the impact of live tweeting during a #pedsID society conference.

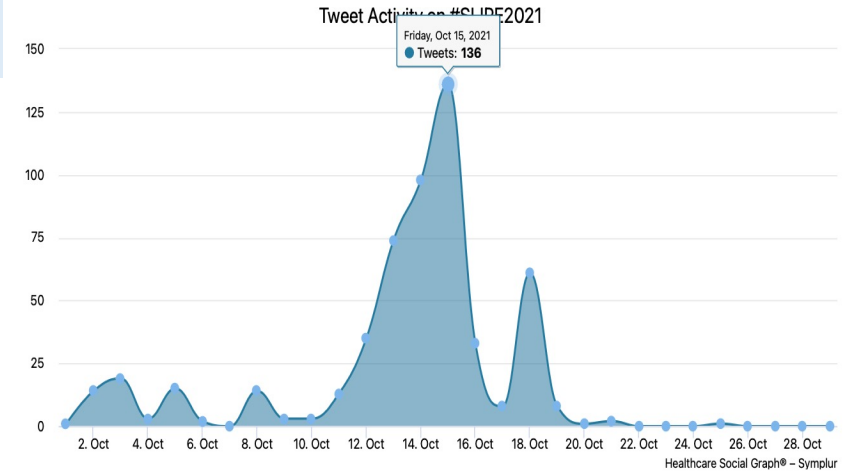
## METHODS

- The bi-annual conference of SLIPE society was held virtually from Buenos Aires, Argentina from October 13-15, 2021 (<https://www.slipe2021.org>).
- Around 12,400 persons registered for the conference; however, ~ 7,500 were active participants in the platform.
- A full-day pre-conference workshop for young investigators was held on October 12 as well.
- Twitter activity of the official #SLIPE2021 hashtag was measured through Symplur® (<https://www.simplur.com>).
- We excluded tweets that did not have hashtags



## RESULTS

- From October 1 to October 30, 2021, a total of 544 Tweets using the #SLIPE2021 hashtag were made by 149 participants, with an average of 1 tweet per hour and 4 tweets by participants.
- An approximate ~9,121,000 impressions of tweets around the world were registered during the 30-day period (Figure 1), specially from Latin America.
- Although most tweets and impressions were registered during days 3 and 4 of the conference, activity remained also in the next 5 days after finished and decreased thereafter.



### The #SLIPE2021 Influencers

#### Top 10 Influential

- @SLIPEcongreso 100
- @rolandoug 85
- @Maluavi 83
- @jlorrest 74
- @SorayaCastroLL 71
- @dr\_rdebbag 70
- @sochipe 68
- @edu\_lopezmed 65
- @healthhashtags 61
- @camachomgerman 60

#### Prolific Tweeters

- @SLIPEcongreso 94
- @rolandoug 73
- @Maluavi 56
- @SorayaCastroLL 38
- @xsaezll 24
- @csarahmotat 20
- @MilciadesCP 11
- @AGEI 9
- @NancyVir 7
- @dr\_rdebbag 7

#### Highest Impressions

- @Maluavi 5.3M
- @xsaezll 2.4M
- @PeterHotez 228.4K
- @csarahmotat 148.1K
- @rolandoug 126.6K
- @dr\_rdebbag 116.6K
- @Nopanaden 106.8K
- @SorayaCastroLL 100.3K
- @NancyVir 75.6K
- @SLIPEcongreso 66.7K

### The Numbers

9.121M Impressions  
544 Tweets  
149 Participants  
1 Avg Tweets/Hour  
4 Avg Tweets/Participant

Twitter data from the #SLIPE2021 hashtag from Fri, October 1st 2021 12:00AM to Sat, October 30th 2021 12:00AM (America/Costa\_Rica) - Symplur



## CONCLUSIONS

- Twitter can be a strong and useful social media network for virtually reaching health care workers, including pediatricians and infectious disease experts.
- The use of conference hashtags by attendees and influencers facilitates not only the registry and measurement of this social media tool, but also to diffuse updated #pedsID knowledge.

