

Background

The 2013 Social Media and critical care conference (SMACC) is an innovative academic meeting blending a high impact academic meeting fused with cutting edge on-line social media to deliver innovation with education. The promotion of this conference has largely been based around social media (SoMe). Previous conferences have released data¹ on the use of SoMe during the conference but not combined this with pre-conference data to allow discussion into how we can improve the access to high impact medical events.

¹ **The impact of social media on a major international emergency medicine conference**

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Objectives

- To analyse available social media data on SMACC, using this data to:
 - Identify the most commonly used SoMe platforms used by potential conference delegates
 - Identify when people are likely to engage with medical educational events via SoMe and the precipitating factors for this engagement
 - Use the information available to formulate potential strategies for promoting future medical education and conferences.
 - Provide a dataset to allow subsequent comparison of SoMe activity during the conference. This may allow us to change the planning strategies of future education events to maximise SoMe exposure and interactivity.

Methods

- Data for the conference homepage¹ were analysed using an online tool² that allow sophisticated analysis of visitors to a website and the source origin of the visits.
- Data from the twitter hashtag *#smacc2013* was analysed using online software² to allow chronological and person specific analysis of its use.
- Number of visits to the website and the origin of these visits were used as substitute markers for the amount of interest in the conference and the foundation of this interest.
- A pre conference survey of delegates was used to survey their different interactions through various forms of media.

¹<http://www.smacc.net.au>

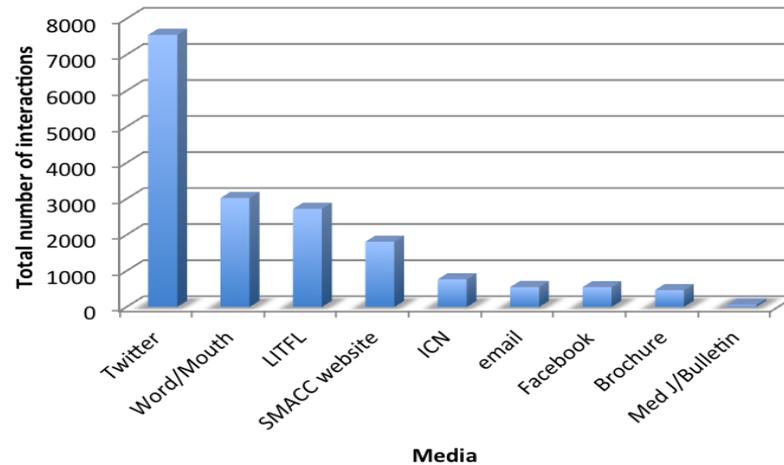
²<https://www.google.com/analytics>

³<http://www.symplur.com>

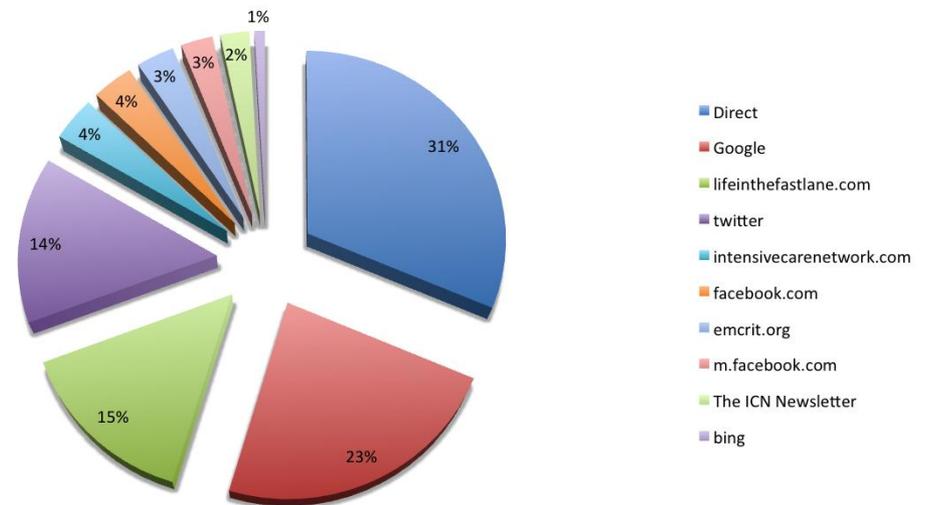
Findings

- Data shows that twitter is the most common form of media interaction from delegates to SMACC

Media Interaction of SMACC 2013 delegates

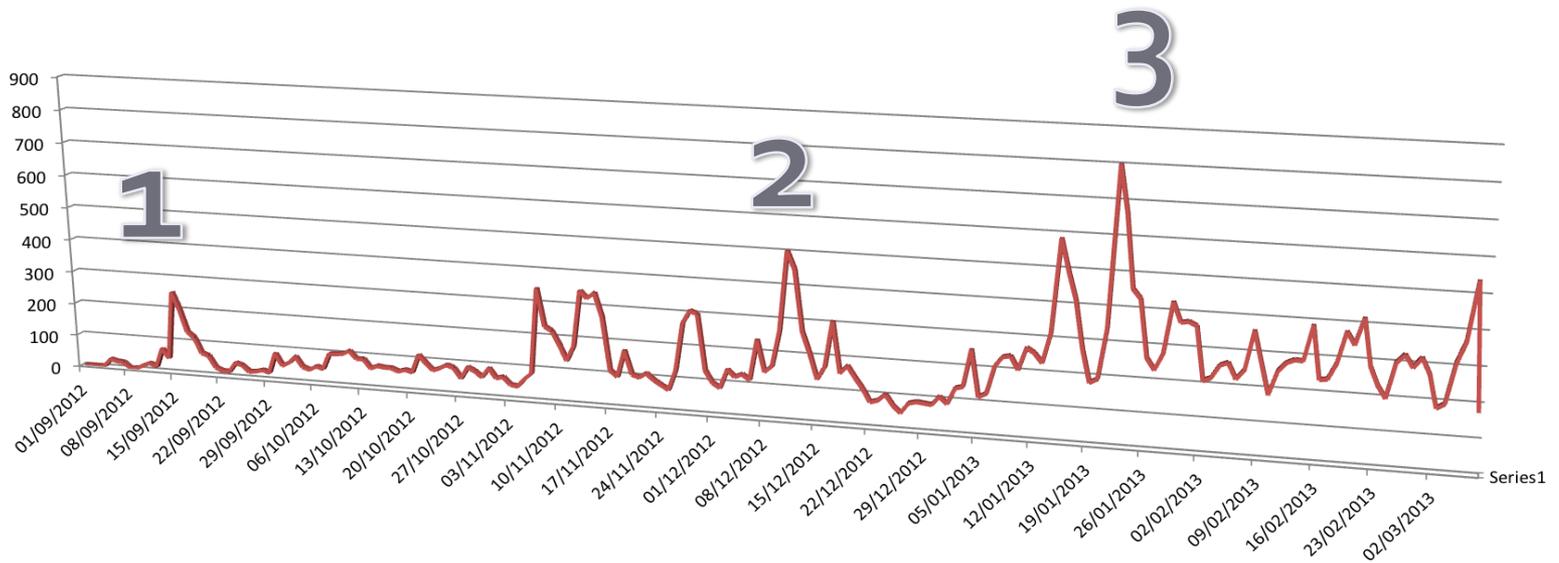


Source of traffic to SMACC website



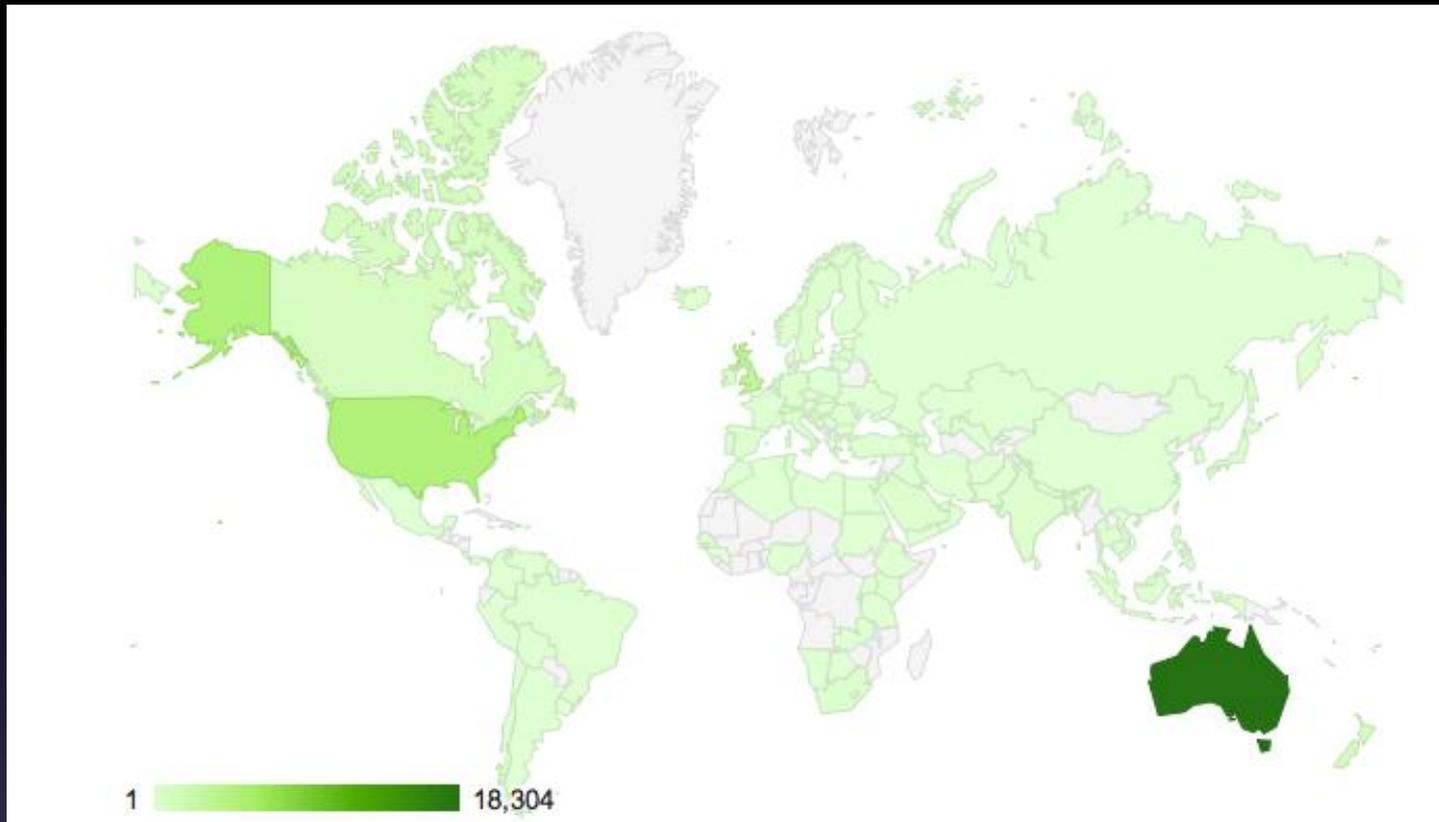
- Twitter is also a major source of direct referral to the SMACC website.

Visits to SMACC website by date



- The peaks in site traffic correlate well with certain events. For example the first peak in site traffic on 15/09/2013 correlates with the first (1) major publicity of the conference on the popular online medical education blog lifeinthefastlane.com Website traffic increased with twitter publicity regarding interactive elements of the conference with increases seen at:
 - (2) the closing dates for abstract submission
 - (3) competition deadlines and SoMe publicity for interactive competition submissions.

Visitors to website by geographical location



Geographical location had a large influence in the source of referral to the SMACC website. As expected with any conference, the hosting nation provided a large amount of the site traffic. However there were interesting statistics regarding how people ended up on the site. Australian visitors were much more likely to be referred by a local educational blog, whereas visitors from the USA were more likely to be referred via a SoMe such as twitter.

Discussion

- SoMe is a powerful tool for the promotion of medical educational events. Publicity from high profile advocates of online medical education and their high profile web sites increases traffic to event homepages. Although the nature of this conference will self select followers of these blogs, engaging these sites is an efficient tool for increasing engagement with medical education events.
- Twitter appears to play a significant part in SoMe educational events and their publicity.
- The geographical differences in referral to the conference site suggest that in order to attract a true global audience, we must engage further with local medical educational blogs. The increased use of social media during international events will lead to more involvement in those unable to travel.