Hashtag Analysis of Social Media (#ASM)

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Introduction

Social media is increasingly used in academic and scientific circles. One of the most popular platforms is Twitter, which is characterised by brief messages up to 280 characters and the use of 'hashtags' to categorise content. Each message is termed a 'tweet' and may contain multiple hashtags, which help users find relevant tweets.

The Australian and New Zealand College of Anaesthetists (ANZCA) has been encouraging fellows and other stakeholders to engage via Twitter. This was particularly evident at the 2018 Annual Scientific Meeting (ASM) in Sydney from 7-11 May. A dedicated hashtag was used for this event, #ASM18SYD, and a guide was created to help delegates use Twitter[1].

Many benefits have been linked with social media for conferences, including networking with other conference delegates, discussing ideas related to the conference, and sharing content with those unable to attend a session (both delegates and non-delegates). Given the time and resources being used to engage with social media and promote its use, it is of interest and value to analyse data related to its use and impact.

Aims

To characterise patterns of Twitter use, engagement and reach associated with the ANZCA 2018 ASM.

Methods

Twitter activity involving the hashtag #ASM18SYD was analysed using the commercial analytics platform ExportTweet. This analysis included all tweets from 2 May 2018 21:08:21 UTC to 13 May 2018 10:29:49 UTC[2].

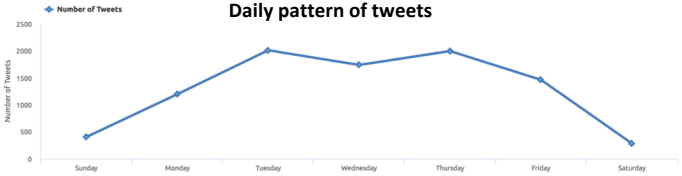
Results

A total of 9,074 tweets were made by 1,495 users (average 6.07 tweets per user). While not all tweets were made by conference attendees, this is equivalent to 62.2% of all ASM delegates.

There were 2,571 (28.33%) original tweets, 6,268 (69.08%) retweets and 235 (2.59%) replies. 21.59 million impressions were made (average 2,380 per tweet and 14,440 per user) and 3.92 million accounts were reached (average 431 per tweet).

English was the primary language in 98.9% of tweets. Devices used to tweet were: iPhone (70.7%), Android (9.8%), web client (9.2%), iPad (7.7%), other (2.6%).

Daily pattern of tweets



Top related hashtags

Conclusion

The #ASM18SYD hashtag achieved extensive engagement and reach. This suggests that Twitter is an effective platform for conferences to engage attendees, promote discussion and disseminate content.

References

1. *Australian and New Zealand College of Anaesthetists. Using social media at the ASM. Available from https://asm.anzca.edu.au/social-media/. Accessed May 2018.*
2. *ExportTweet. Twitter Analytics. Available from https://www.exporttweet.com/. Accessed May 2018.*