

Abstract
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SOCIAL MEDIA ACTIVITIES OF INTERNATIONAL SOCIETY OF NEPHROLOGY -CAPTIVATING NEPHROLOGY NETIZENS

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| International Society of Nephrology SoMe Activities : | Activity | Impact of utilization |
|---|-------------------------------|---|
| <u>Tweetorials (Xtorials) Quiz sessions</u> | <u>Xtorials (Tweetorials)</u> | Descriptive analysis of a particular topic in the form of a thread on X |
| <u>X based case chat</u> | Quiz | Online Quiz with embedded link , developed in a relevant topic |
| <u>X space sessions</u> | ECNeph | Interesting case discussion on X |
| <u>Visual abstracts</u> | X spaces | Topic of relevant discussion on X |
| <u>Video abstracts</u> | Visual Abstract | Infographic representation of topic/article |
| | Video Abstract | Video format of journal articles /topic |

AIM : To analyze the utilization of various social media activities of ISN

MATERIALS AND METHODS : Utilization of each social media feature was analyzed based on impressions, engagements, listeners , likes, participants etc. Each social media activity is distinct from other in its reach and utilization

| Feature | Period of study (till date) | No. done | Total impressions | Total engagements |
|------------------|-----------------------------|----------|-------------------|-------------------|
| Video abstracts | 11/2021 | 68 | 239,448 | 7380 |
| Tweetorial | 02/2021 | 28 | 304,069 | 11913 |
| ECNeph | 01/2023 | 15 | 809.09 | |
| X Spaces | 02/2022 | 25 | 3037 listeners | 13,319 recordings |
| Live webinars | 01/2024 | 26 | 6325 attendees | |
| Quizzes | 2019 | 65 | 27430 visitors | 26529 attempted |
| Visual abstracts | 2024 | 12 | 64558 | 2495 |

CONCLUSION : Social media activities are highly engaging and learning platforms for Nephrology community. To further improve the global attention ,the scope of reach and utilisation should be further focussed upon. Nurturing the younger generation in such activities would lead to a stronger scientific impetus in forth coming digital years.