

Using social media data to gauge impact and audience engagement following simultaneous publication of pivotal trial results

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Objective

- There is an interest in novel metrics to determine the reach and impact of publications.
- We assessed the social media impact of a publication strategy in which the first data disclosure of a pivotal phase 3 trial for a rare blood cancer drug was published and presented simultaneously across multiple scientific channels, including a leading journal and two major congresses.
- The strategic objective of the publication strategy was to make a significant impact ahead of an upcoming new indication in a rare disease.

Conclusions

- Communicating pivotal data across multiple scientific channels made demonstrable impact in time for regulatory approval as measured and reported by social data analytics.
- Publication analytics revealed the first data disclosure event and its presenting author generated the most social activity.
- A limitation was that LinkedIn could not be captured as of the time of the analysis. In addition, the benchmark period was limited to 260 days and did not capture social attention in Q2 2022 (ASCO/EHA 2022).
- Social listening can be an effective tool to track and refine the effectiveness of a publication strategy in addition to conventional journal metrics, and validate the choice of journal/congress to disclose pivotal data.

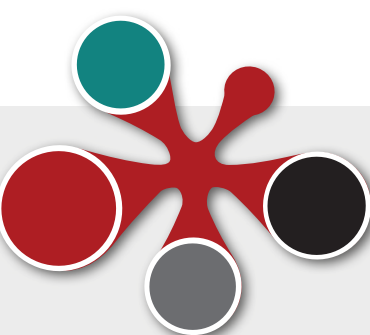
Publication strategy and impact (publication analytics)

1. The Lancet metrics

THE LANCET

Impact factor
168.9

The manuscript is in the top 1% of articles published within the last year in terms of social attention

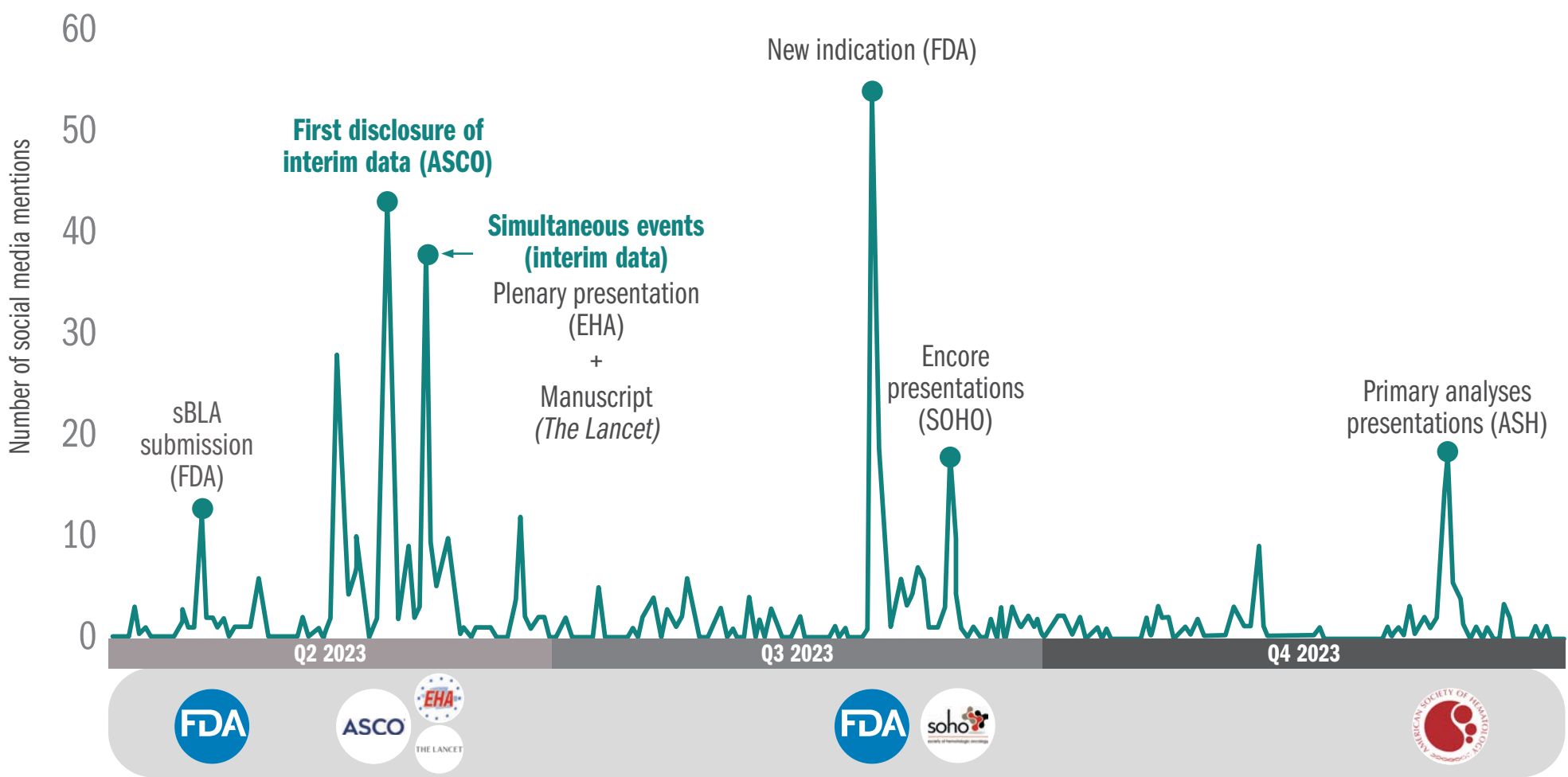


Top 1% Citations | Top 19% Captures | Top 6% Mentions | Top 1% Social media

PlumX Metrics

2. Social media attention over time

Initial data disclosure (ASCO, EHA, The Lancet) resulted in most (59%) of the event-driven social media activity in Q2-4 2023



Social activity increase vs benchmark period^a

Audience reach **↑511%**
Total social media mentions **↑445%**

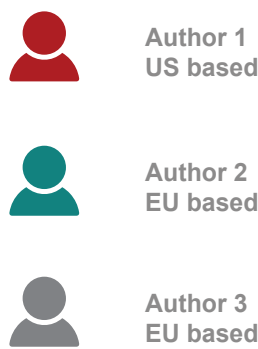
Social activity increase vs median daily mention volume^b

ASCO **↑4,200%**
EHA/The Lancet **↑3,700%**
New indication (FDA) **↑5,300%**

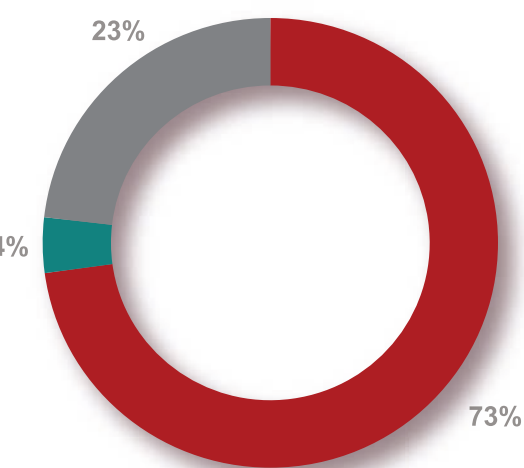
3. Author mentions during key events

Of the 3 different lead authors, most author mentions on social media referred to the presenter or first author at each key disclosure event

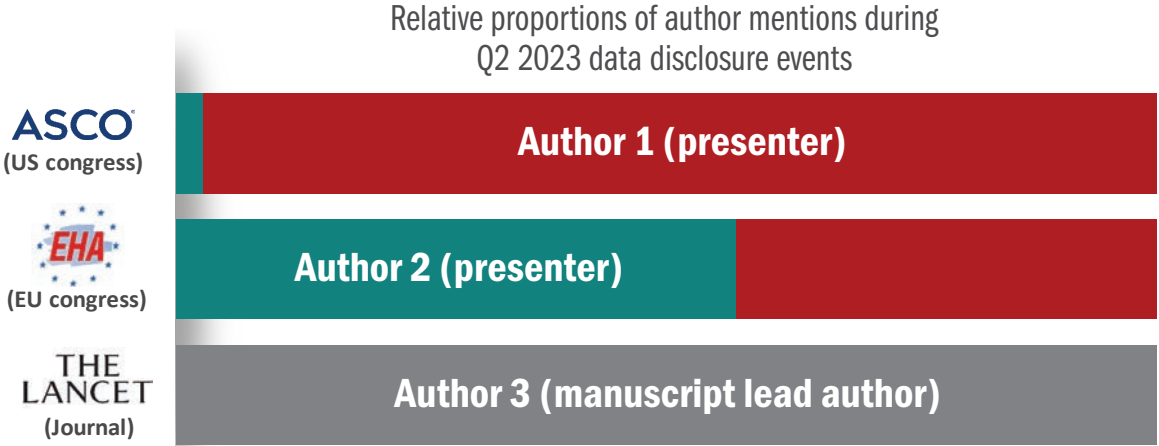
Social media mentions of each of the 3 lead authors at key disclosure events were counted (Q2-4 2023)



Relative proportions of total author mentions (Q2-4 2023)

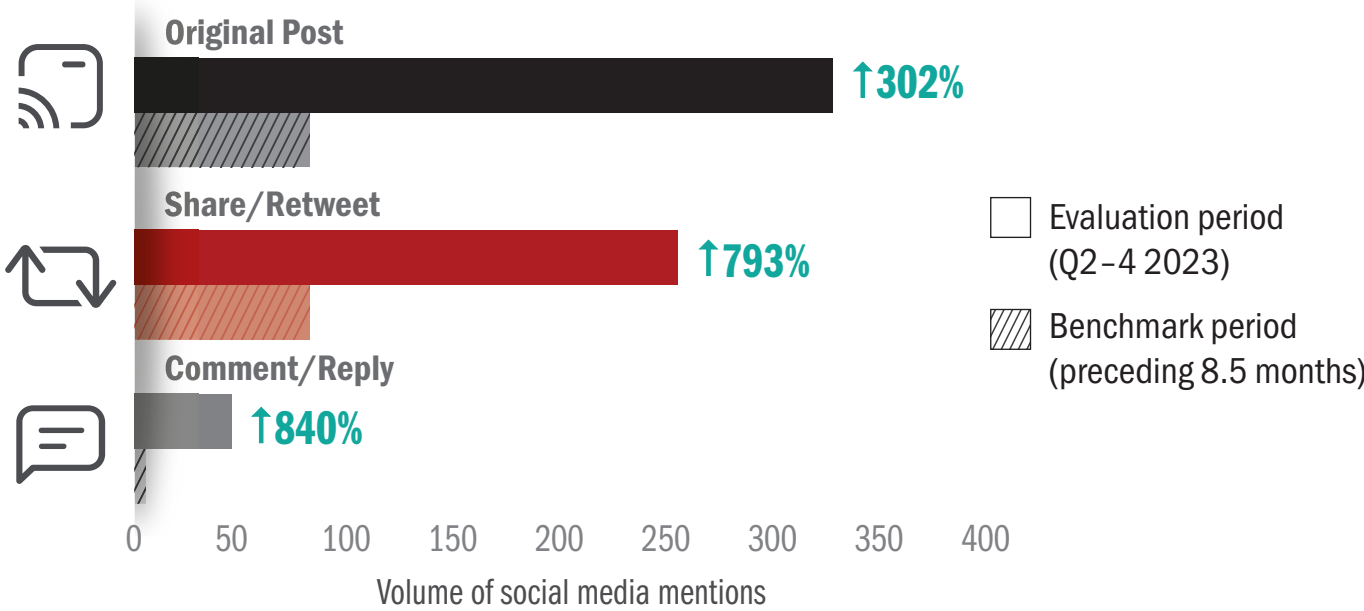


The first data disclosure, taking place at ASCO, generated the largest volume of author mentions relative to subsequent disclosure events



4. Types of social media posts

Engagement was high, with a large uptick in retweets and replies vs the benchmark period



Methods

- Platform analytics (Brandwatch^{®1}) was used to assess social media and online content, including X/Twitter, Facebook, news forums, and blogs. A boolean search string based on the product, disease, and pivotal trial was set up to collect relevant content.
- Content posted between Apr 15-Dec 31, 2023 was collected and categorized by the target journal (*The Lancet*) or congresses of interest. Data were compared against the preceding 8.5-month period (the “benchmark period”).

^aThe benchmark period was the previous 8.5 months (Jul 27, 2022–Apr 14, 2023). ^bThe median daily mention volume was 1 for the evaluation period.

ASCO, American Society of Clinical Oncology; ASH, American Society of Hematology; EHA, European Hematology Association; FDA, U.S. Food and Drug Administration; Q, quarter; SOHO, Society of Hematologic Oncology.

Reference: ¹Brandwatch[®] (<https://www.brandwatch.com>) [Accessed Apr 3, 2024].

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