Background
- The accelerated migration of medical and scientific communications to the virtual world has created a new type of Key Opinion Leader (KOL), called Digital Opinion Leader (DOL). DOLs have mastered social media ecosystems such as Twitter, Instagram, Facebook, and YouTube.
- The conversations at congresses and meetings have moved to social media where text, graphics, and video help tell a story.
- As DOLs are sharing published articles and discussing them with peers, the publications’ shelves warrant a re-examination within the publications’ completion frameworks.
- We undertook a social listening exercise that monitored online conversations and engagement for the data rollout of the "OlympiA" clinical trial and its accompanying publications.
- Please click on this link to download the abstract and poster: [www.twitter.com/HCG_Pubs_Excel](http://www.twitter.com/HCG_Pubs_Excel).

Methods for the Readout of Phase 3 OlympiA Trial
- The research was conducted using several research tools such as Brandwatch, Twitter, and other online tools.
- The tracking was done during ASCO 2021 when the OlympiA data were released.
- Data were sourced from:
  - Brandwatch, a social listening tool, for Boolean search queries (listed below) to capture conversations across all open/public social media platforms.
  - Twitter Analysis Tool (Followerwonk)
  - Brandwatch, a social listening tool, for Boolean search queries (listed below) to capture conversations across all open/public social media platforms.
- Information was captured between May 1, 2021, and June 30, 2021 (1 month before and 1 month after ASCO), to retrieve the most relevant online conversations relating to the Omega-AD trial data, of which 16% was contributed by HCPs.

Search terms included:
- "Olympiad Trial" OR "Olympiad AND clinical trial" OR "Olympiad AND 'phase II' AND 'Olympiad' OR "Olympiad AND 'Olympiad trial'" OR "Olympiad AND 'Olympiad clinical trial'" OR "Olympiad AND 'Olympiad trial' 25-26 January 2022; London, UK. Poster 34.
- "Olympiad clinical trial" OR "Olympiad clinical trial" OR "Olympiad AD" OR "Olympiad AD AND 'clinical trial'" OR "Olympiad AD AND 'phase III' AND 'Olympiad' OR "Olympiad AD AND 'Olympiad trial'" OR "Olympiad AD AND 'Olympiad clinical trial'" OR "Olympiad AD AND 'Olympiad trial' 25-26 January 2022; London, UK. Poster 34.

Objectives
- To better understand how DOLs share, engage, and discuss clinical data from publications on social media.
- Which platforms are used the most by DOLs?
- What are best practices?
- Is there opportunity for the publication industry to adapt to these phenomena?

Results
- While all social/public media platform were reviewed Twitter remains the dominant platform used for publications and by HCPs, and the will be our focus throughout this framework.
- Between June 3 and June 9, there were 768 mentions of the OlympiA trial data, of which 16% was contributed by DOLs, 54% by journalists, and 30% specifically by the publishing journal (NEJM) representing 466, 45, and 34 total tweets respectively (Figure 1a). Tweets was excluded.
- Impact = The news is being distributed, but not amplified.
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