

Do not hesitate and start using the hashtag, #UroSoMe!

BY LEONARDO TORTOLERO BLANCO, DANIELE CASTELLANI, KALYAN GUDARU, HEGEL TRUJILLO SANTAMARIA, MARCELA PELAYO-NIETO, EDGAR LINDEN-CASTRO, MARCELO LANGER WROCLAWSKI, MATEUS COSENTINO BELLOTE, JON MIKEL INARRITU, RODRIGO DONALISIO DA SILVA, VINEET GAUHAR, ZAINAL ADWIN, JEREMY YUEN-CHUN TEOH; ON BEHALF OF THE #UROSOME WORKING GROUP.

In recent years, the digitisation of scientific information has been astonishing and the use of social networks has been increasing worldwide. Social networks play a fundamental role in the dissemination of information and scientific knowledge in the field of urology [1,2]. Social networking platforms enhance and facilitate our ability to share information, discuss clinical cases, and connect and interact with people from all around the world. While we see the potential impact of social media in the field of urology, we believe that it should be used in a proper and appropriate manner [3]. Sharing of true and authentic scientific information, ensuring patient's privacy and the openness towards different opinions form the basis of meaningful and constructive conversations among the urological community.

What is the #UroSoMe initiative?

The beginning of #UroSoMe project has to do with Jeremy Teoh's (@jteoh_hk) impression in August 2018 when he was surprised by the active engagement of #SoMe4Surgery participants on Twitter [4]. He had participated in a live discussion on #surgicalinfection and suddenly realised how the use of a simple hashtag could bring the surgical community together. However, he felt that the topics discussed were not entirely relevant to urologists. He started to conceptualise the hashtag, #UroSoMe, and registered the Twitter account in August 2018. His main goals were to develop an online urology community linked by a hashtag specific to urology, with the intent of increasing public awareness about urological diseases and to engage the urology community through this social media platform. After an invited talk about social media at the 27th Malaysian Urological Conference, he decided to carry on with this project and sent an official public invitation in Twitter on 14 December

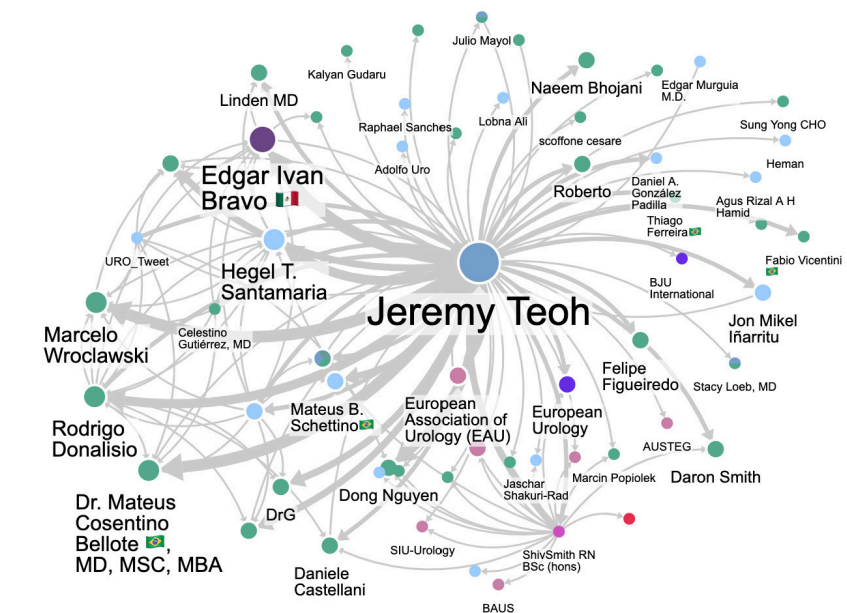


Figure 1.

2018 for people to join this community [4]. This day is considered the birth date of the #UroSoMe community.

#UroSoMe in numbers

On 9 April 2019, we performed a search in Symplur (www.simplur.com/), a social media analytics platform for healthcare. This search included data from 15 December 2018 to 8 April 2019. During this time period, the hashtag, #UroSoMe, was used a total of 14,883 times. A total of 10,079 retweets has been recorded. The #UroSoMe community is still expanding, and up until 8 April 2019, a total of 2262 Twitter users has been using this hashtag. These numbers have yielded a total of 21,178,622 impressions. Most discussions were initiated by Jeremy (@jteoh_hk) and the #UroSoMe working group as shown in the network analysis in Figure 1. The top influencers are shown in Figure 2.

Recently, #UroSoMe had the greatest honour to receive the Innovation Award at

the 7th BJUI Social Media Awards (2019), which took place in Barcelona during the 34th Annual European Association of Urology Congress [5].

#UroSoMe live events

#UroSoMe aims to engage all stakeholders in the field of urology. Anybody who is interested in a urological topic will be able to identify relevant content in Twitter via a simple hashtag. In order to disseminate knowledge effectively and to encourage discussions and interactions among the urological community, the #UroSoMe working group regularly conducts live events that help connect individuals and intensify the exchange of conversations. We have conducted three live events so far, including #LiveCaseDiscussions on 'Stone', #LiveForum on 'BPH Surgery' and #LiveJournalClub on 'Bladder Cancer Research Priorities'. After each live event, twitter data is collected and analysed

by the working group to demonstrate the importance and influence of #UroSoMe in a scientific manner.

Future directions

#UroSoMe is an expanding urological community that has been built with the intent to disseminate, share and integrate knowledge with scientific and academic discussions among the urological community. Future directions should be to continue regular online events to increase participation and engagement from the urological community, and to include doctors from other specialities, other healthcare professionals, patients and the general public. We believe that #UroSoMe will continue to grow, and we hope our patients can ultimately benefit from the integration and growth of this community.

References

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TAKE HOME MESSAGE

- Social media is easy to learn and this platform allows rapid knowledge transfer in an interactive manner.
- The #UroSoMe working group conducts regular live events to promote participation and engagement from the urological community.
- #UroSoMe allows us to learn from each other through interactive, meaningful and constructive conversations.
- There is no restriction within the #UroSoMe community. Whoever and wherever you are, we welcome you to join us.
- Only with your help can the #UroSoMe community continue to grow. Do not hesitate and start by using the hashtag, #UroSoMe!

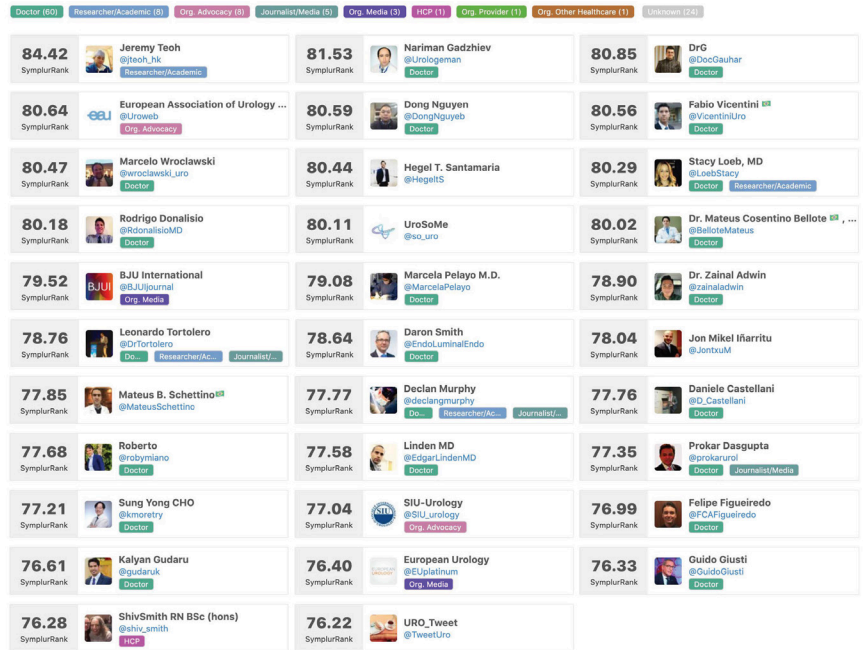


Figure 2.

AUTHORS

Leonardo Tortolero Blanco,

Hospital Imed Levante, Alicante, Spain.

Daniele Castellani,

Department of Urology, IRCCS-INRCA, Ancona, Italy.

Kalyan Gudar,

Department of Urology, Sri Venkateswara Institute Of Medical Sciences, Tirupati, Andhra Pradesh, India; and S.H. Ho Urology Centre, Department of Surgery, The Chinese University of Hong Kong, Hong Kong.

Hegel Trujillo Santamaria,

Instituto Mexicano del Seguro Social. Centro Medico Nacional, Unidad Medica De Alta especialidad No.14 'Lic. Adolfo Ruiz Cortines' Veracruz, México.

Marcela Pelayo-Nieto,

Centro Médico Puerta de Hierro, Zapopan, Jalisco, Mexico.

Edgar Linden-Castro,

Centro Médico Puerta de Hierro, Zapopan, Jalisco, Mexico.

Marcelo Langer Wroclawski,

Hospital Israelita Albert Einstein, São Paulo; and BP - A Beneficência Portuguesa de São Paulo, São Paulo, Brazil.

Mateus Cosentino Bellote,

Urology Department, Federal University Of Paraná - UFPR, Curitiba, Paraná State, Brazil.

Jon Mikel Inarritu,

Department of Urology, The American British Cowdray Medical Center, Mexico City, Mexico.

Rodrigo Donaliso Da Silva,

Division of Urology, University of Colorado; and Denver Health Medical Center, Denver, Colorado, USA.

Vineet Gauhar,

Department of Urology, Ng Teng Fong General Hospital, NUHS, Singapore.

Zainal Adwin,

Faculty of Medicine, University Teknologi Mara, Malaysia.

Jeremy Yuen-Chun Teoh,

S.H. Ho Urology Centre, Department of Surgery, The Chinese University of Hong Kong, Hong Kong.