Printed September 18, 2014 from http://www.cancer.net/research-and-advocacy/asco-annual-meetings/cancernet-social-media-coverage-ascos-annual-meeting

Cancer.Net Social Media Coverage of ASCO's Annual Meeting [1]

Cancer.Net offers breaking research news for patients, and their family and friends, about the cancer care and treatment advances announced during ASCO?s Annual Meeting each year. As part of our comprehensive coverage, Cancer.Net will provide real-time social media updates of the ASCO Annual Meeting.

The 2014 event was held May 30-June 3, and below is information about how Cancer.Net covered that meeting?s information for patients and advocates using social media. Watch this page for coming details about social media and the 2015 meeting, which will be held May 29-June 2, 2015!

Follow Cancer.Net on Social Media Today

[2] [3] [4]

Whether you are coming to Chicago or following the news from home, up-to-date information can be easily found by simply following @CancerDotNet on Twitter [2], liking Cancer.Net?s page on Facebook [3], or adding Cancer.Net to your circles on Google+ [4]. Coverage will include highlighted scientific abstracts among the thousands available, as well as helpful logistical information for patient advocates attending in Chicago.

Using Hashtags to Identify Topic- or Disease-Specific Meeting News

On Twitter? Follow the official hashtag of #ASCO14 [5] for all news about and from this year?s meeting.

And new this year, #ASCO14 news may also have additional hashtags to show which disease or topic area that tweet covers. For a list of different types of cancer and their known hashtags in use, visit Symplur?s page on Cancer Tag Ontology [6]. (Please note that this takes you to another, independent website.) And if you are tweeting #ASCO14 news, we invite you to do the same by adding specialty hashtags, to make it easier for all readers to find the #ASCO14 information they want from this large event. We welcome everyone who?d like to join this online

conversation! (And if you are on-site in Chicago, be sure to attend the May 31 Tweet-up too! Details and RSVP here [7].)

In addition, if you are looking for topic-specific coverage of the research news from Annual Meeting, follow the Twitter handles of ASCO?s expert tweeters. This infographic lists the specifics for how get more tailored news from these volunteers during the 2014 meeting via Twitter.

[8]

The participants in Twitter @ Annual Meeting 2014 have been chosen to share their expertise and impressions of the Annual Meeting on their Twitter feeds. The ideas and opinions expressed by them are their own, and do not necessarily reflect the views of ASCO. The mention of any product, service, or therapy should not be construed as an endorsement of the products mentioned. The information they share is intended solely for informational purposes, and does not constitute medical or legal advice, and is not intended for use in the diagnosis or treatment of individual conditions or as a substitute for consultation with a licensed medical professional. (click image to enlarge)

Learn more about ASCO?s social media [9], including other channels to consider following.

Links:
[1] http://www.cancer.net/research-and-advocacy/asco-annual-meetings/cancernet-social-media-coverage-ascos-annual-meeting
[2] https://twitter.com/CancerDotNet
[3] https://www.facebook.com/cancerdotnet
[4] https://plus.google.com/u/0/112758363242125638437/posts
[5] https://twitter.com/hashtag/ASCO14
[6] http://www.symplur.com/healthcare-hashtags/ontology/cancer/
[7] http://tweetvite.com/event/ASCO14
[8] http://www.asco.org/sites/www.asco.org/files/asco14_tweeters_0.pdf
[9] http://www.asco.org/about-asco/social-media