**Background:** We collected public Twitter data from EAPC congresses in 2014 and 2015 and compared this with similar size European Oncology events (ESMO/ECC). This poster can only be accessed through Twitter on #EAPC2016TOP and #EAPC2016irl.

**Aims:** To analyse, quantify and benchmark use of #EAPC2014, #ESMO14, #EAPC2015, #ECC2015 hashtags on Twitter.

**Methods:** An advanced Twitter search using the hashtags described in Aims was conducted by four reviewers independently. Data were collated manually, counted, compared and verified with a third party Twitter analysis tool, Symplur. A timeline was agreed: 7 days prior to start of first day of respective conference, and 7 days after last day of conference. Organizers were approached to ensure that no other hashtags had been circulated, to avoid missing data.

**Results:** The results are displayed in table 1 below.

<table>
<thead>
<tr>
<th>Official Hashtag for EAPC and European</th>
<th>Original Tweets</th>
<th>Total Tweets (includes original Tweets and Re-Tweets)</th>
<th>Individual Twitter accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cancer Conference for 2014/2015</td>
<td>generating total tweets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#EAPC2014</td>
<td>445</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2,789</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>621</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#ESMO14</td>
<td>1,582</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>13,169</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3,119</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#EAPC2015</td>
<td>1,417</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8,947</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,740</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#ECC2015</td>
<td>2,199</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>13,555</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4,779</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[Table 1]

Sentiment analysis on Twitter showed that conference attendees made mainly positive comments about events and talks. We further sub-categorized Tweets into ´Status update´, ´Slide/Poster Photo upload´, ´Other Photo´ content, to further define how users were interacting.

**Conclusions:** For EAPC alone between 2014 and 2015, this represents a year on year increase of 218% for original Tweets and 221% for Total Tweets. Compared to a similar size European cancer conference event, there is potential for an increase in numbers. Photo uploads were research slides and posters, publishing these to a vast audience and thus making data freely available to interested non-attenders worldwide. Pharmaceutical companies´ and charities´ Twitter accounts had some of the highest audience reach.
Example of a Tweet from EAPC 2015 (#EAPC2015) Hashtag Search results:

Reflections on #EAPC2015 - a slide that says all from Prof. Normand's presentation

2:03 PM - 3 Aug 2015
Two graphs for ECC2015 European Cancer Conference from 18/09/2015 to 06/10/2015 (Symplur)
Graph 1:

Tweet Activity on #ECC2015

#ECC2015 Participants
Two EAPC Graphs for 2015 European Palliative Care Conference conference (Symplur)
Graph 2:

The #EAPC2015 Influencers

Top 10 by Mentions
- @l_higgins 715
- @rs_klein 629
- @eapc_ine 582
- @cs_kieli 360
- @hospicedoctor 102
- @tmnocholn 27
- @tveveragen 192
- @creatine 184
- @ahpcc 183
- @eapc_177

Top 10 by Tweets
- @agonapolisi 542
- @radixgy 253
- @zorgeno 240
- @soitre_pask 193
- @tveveragen 177
- @helenfinlay 166
- @l_higgins 154
- @dr_chui 123
- @mecatiosan 118

Top 10 by Impressions
- @mced1 2,788,585
- @ninstgy 2,396,231
- @irishhospice 1,789,343
- @agonapolisi 836,310
- @zorgeno 827,281
- @mecatiosan 810,156
- @tstk 444,691
- @tumorancy 281,366
- @eapc_nursing 256,986
- @helenfinlay 238,510

The Numbers
- 17,035,141 impressions
- 8,947 tweets
- 1,740 mentions
- 23 participants

#EAPC2015 analytics for time period 05/01/2015 00:00 to 05/17/2015 00:00 (Pacific Time GMT-706) (change time period)

Tweet Activity on #EAPC2015