|  |  |
| --- | --- |
| **Appendix 1****RELEVANT HASHTAGS**:**Hashtag** | **Meaning** |
| #ACCIC | Interventional Section of the American College of Cardiology |
| #AFib | Atrial Fibrillation |
| #BMS | Bare metal stent |
| #BVS | Bioresorbable vascular scaffold |
| #CAD | coronary artery disease |
| #CardioEd | Education in cardiology |
| #CardioTwitter | cardiology related tweets |
| #CathLab | Cath Lab |
| #CathLabHack | Tips&tricks for calthlab procedures |
| #CHIP | Complex High-Risk Indicated Procedures/Patients |
| #CTO101 | Chronit total occlusion |
| #cvACS | Acute Coronary Syndrome |
| #cvCABG | Coronary Artery Bypass Grafting |
| #cvCHF | Congestive Heart Failure |
| #cvCoag | Anticoagulation |
| #CVD | Cardiovascular Disease |
| #cvEcho | Echocardiography |
| #cvEP | Electrophysiology |
| #cvGeri | Geriatric Cardiology |
| #cvHCM | Hypertrophic Cardiomyopathy |
| #cvImaging | Cardiovascular Imaging |
| #cvLAAoccluder | Left Atrial Appendage Closure Device |
| #cvPAH | pulmonary arterial hypertension |
| #cvPed | Pediatric Cardiology |
| #CVRad | Cardiovascular Imaging |
| #cvSurg | CV surgery |
| #cvVHD | Valvular Heart Disease |
| #cvVTE | Venous Thromboembolism |
| #DAPT | Dual Antiplatelet Therapy |
| #DEB | Drug eluting balloon |
| #DES | Drug eluting stent |
| #Digital Health | Digital health |
| #ECG | Electrocardiogram  |
| #EIJCardioChat | Eurointervention social media events |
| #Endocarditis | Endocarditis |
| #epAblation | Ablation |
| #epCRT | Cardiac Resynchronization Therapy |
| #epICD | Implantable Cardioverter Defibrillator |
| #epPPM | Permanent Pacemaker |
| #epVTVF | Ventricular Tachycardia |
| #ESCcongress | Congress of the European Society of Cardiology |
| #ESCCoT | Cardiologists of Tomorrow, European Society of Cardiology |
| #EuroPCR | EuroPCR meeting |
| #FOAMed | Free open access medical education |
| #Fontan | Fontan Circulation |
| #heartattack | Myocardial infarction |
| #HFpEF | HF with preserved EF |
| #HFrEF | HF with reduced EF |
| #IC | interventional cardiology |
| #IVUS | Intravascular ultrasound |
| #LAA | Left atrial appendage |
| #ldtra  | left distal radial artery |
| #LQTS | Electrophysiology |
| #LVAD | Left Ventricular Assist Device |
| #mhealth | Mobile health |
| #MitraClip | MitraClip |
| #mitral | mitral valve |
| #NOAC | Novel Oral Anticoagulants |
| #NSTEMI | Non-ST elevation MI |
| #OCT | Optical coherence tomography |
| #PCRLV | PCR London valves meeting |
| #PCSK9 | PCSK9 therapy |
| #PercAx  | Percutaneous axillary access |
| #PVD | peripheral vascuar disease |
| #RadialFirst  | Radial access as the primary route for PCI procedure |
| #RDN | renal denervation |
| #Statin | Statin |
| #STEMI | ST elevation MI |
| #Stroke | Stroke |
| #Stroke | Stroke |
| #TAVI | Transcatheter Aortic Valve Implantation |
| #TAVR | Transcatheter Aortic Valve Replacement |
| #TMVR  | transcatheter mitral valve repair |
| #tricuspid | tricuspid valve |
| #TwitterCase | Report of interesintg cases for SoMe discussion |
| #vhdAS | Aortic Stenosis |
| #WIC | women in cardiology |

**Appendix 2**

**HIGH VOLUME ACCOUNTS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Organizations** | **Facebook Likes** | **YouTube Views** | **YouTube Subscribers** | **Tweets** | **Twitter Followers** |
| **PCRonline** | **15K** | **n/a** | **1.5K** | **7547** | **6154** |
| **ESC** | **192k** | **1K** | **7.9K** | **14.2K** | **59.3K** |
| **EuroIntervention** | **8.4K** | **n/a** | **n/a** | **1990** | **4101** |
| **AHA** | **800k** | **8.8k** | **n/r** | **26.5k** | **199k** |
| **ACC** | **283k** | **220k** | **1.5k** | **9.6k** | **30.4k** |
| **NIH** | **268k** | **42 Million** | **73k** | **5.6k** | **635k** |
| **FDA** | **384k** | **4.5 Million** | **13k** | **4.6k** | **127k** |
| **CDC** | **5.6k** | **69 Million** | **37k** | **14k** | **649k** |
| **SCAI** | **810** | **38k** | **127** | **n/a** | **n/a** |

**Twitter Accounts**

|  |  |  |
| --- | --- | --- |
| **Organizations** | **Account** | **Joined Twitter** |
| EuroPCR | **@PCRonline** | **2012** |
| ESC | **@escardio** | **2009** |
| EuroIntervention | **@EuroInterventio** | **2011** |
| AHA | **@AHAScience** | **2009** |
| ACC | **@ACCinTouch** | **2009** |
| NIH | **@NIH** | **2008** |
| FDA | **@US\_FDA** | **2010** |
| CDC | **@CDCgov** | **2010** |
| SCAI | **@SCAI** | **2011** |

**Appendix 3** EXAMPLES OF CURRENT USES OF SOCIAL MEDIA

1. Lamelas, Pablo (@lamelaspablo). “#WeeklyCardioReview PARTNER 3Evolute Low Risk TAVR #NeverTooLate. Includes a home-made meta-analysis at the end. Time to re-think the standard for treating AS?.” March 28, 2019 21:45. Tweet. (ThreadReaderApp also available for this thread).
2. Murthy, Venk (@venkmurthy). “There is a fundamental paradox in the revised #ISCHEMIATrial. Here is the first inclusion criteria on clinicaltrials.gov.” April 4, 2018 5:46. Tweet.
3. Alasnag, Mirvat (@mirvatalasnag). “#LBCT #ACC19.” March 19 , 2019. Periscope. (Live Streaming)
4. PCROnline. (@PCR\_Online). “Do you have an antiplatelet/anticoagulant protocol in your institituion for those patients with #atrialfibrillation who undergo PCI? Read this Global Journal Club Review by E. W. Holy and S. Brugaletta of the AUGUSTUS Trial #ACC19.” March 20, 2019 8:00. Instagram.
5. Radcliffe Cardiology. (Radcliffe Cardiology) “We are launching our first #RCpodcast soon with the wonderful Ankur Kalra and want to tailor this to your needs!” March 26, 2019 14:04. Facebook.
6. FITSontheGO. (FITSontheGO, #ACCFIT) “Dr. Gibson on Recent Developments at ACC and Advice for Fellows.” March 2019. Youtube.