BACKGROUND

Twitter® (www.twitter.com) has become a useful digital tool for the Hospital Pharmacy (HP) community. Social Authority [1] (SA) is a Twitter influence scale (1-100) that takes into account Key Performance Indicators (KPI) such as number of followers, user mentions, number of retweets and engagement of the user publications on Twitter.

OBJECTIVES

The main aim was to create a Twitter list including the most influential HP profiles, according to SA score. The secondary objective was to analyze the characteristics of the included profiles.

METHODS

A cross-sectional descriptive study was carried out in October 2018.

Twitter user’s biographies were examined with the web-based tool FollowerWonk using the keywords:

- “Hospital Pharmacy”, “Farmacia Hospitalaria”, “#HospitalPharmacy”, “#FarmaciaHospitalaria”, “Hospital Pharmacist”, “Farmacéutico Hospitalario”, “Farmacéutica Hospitalaria”, “Farmacéutico de Hospital”, “Farmacéutica de Hospital” and “Farmacia de Hospital”.

Inclusion criteria

- Twitter accounts self-identified as HP or HP resident or shown the prespecified keywords in their biography.
- Only the profiles with a SAS ≥ 50 were included into the final analysis.
- Each Twitter profile that met inclusion criteria was added to a new Twitter list.
- All profile data, including SAS, was exported to database sheet where descriptive statistical analysis was performed.

Exclusion criteria

- Non Hospital Pharmacist Profiles.
- Non Spanish or English accounts.
- Inactive user (no tweets posted in the last three months).
- Not European user location.
- Restricted profiles or without photo.

RESULTS

Twitter profiles obtained: 1883
Profiles met all criteria: 70

Gender and language distribution:
- 28 females (40%)
- 30 males (42.8%)
- 12 (17.2%)
- 86% Spanish

Mean SA score: 55.2%

CONCLUSIONS

- This list may help to identify Hospital Pharmacy “influencers” for new HP Twitter users, to follow trending topics related to HP an to facilitate to join the discussions.
- Social Authorities on HP are mostly Spanish profiles with publication rate >3 tweets/day and more than 1,500 followers.

REFERENCES: