

ASCO GU 2025 Social Media Report



LucidQuest Intelligence
Accelerate your success

ASCO Genitourinary
Cancers Symposium

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Moscone West
San Francisco, CA & Online
gu.asco.org

#GU25



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Social Media Insights at Medical / Scientific Congresses

Grow your reach

- **Data-driven hashtag strategy. Enhanced discoverability and visibility**

1. Insights on which hashtags to use and which to avoid
1. Opportunities identification to introduce new hashtags that can shift the discussion to your preferred topics

Tailor your content strategy

- **Content that resonates with your audience. Increased engagement and stronger connections**

1. Topics identification from top performing posts that resonate with existing or new target audiences
1. "Smarter" and more targeted marketing strategies and tactics based on audience interests and behavior

Stay updated with the latest advances

- **Deeper understanding of the current landscape in your space, including emerging trends and the latest scientific advancements.**

1. Insights on what is considered important or controversial in the medical field at that time.
1. Staying updated on key discussions helps companies anticipate changes and enables informed strategic decisions in areas like R&D and marketing.

Identify "Leading Voices"

- **Clarity on who is driving online discussions and their interests to develop optimized approaches to target them.**

1. Discovery of existing and new leading voices (HCPs, advocates, etc)
1. Knowledge to develop impactful Leading Voices (LV) (online) and KOL (offline) engagement and networking plans

Know the players

- **Awareness of competitor company activities during conferences and throughout the year.**

1. Insights on their online marketing, comms and sales strategies and tactics to benchmark them against your plans
1. Knowledge about clinical pipeline, expected launches and product strategy

"Feel" the sentiment

- **Feedback and sentiment about clinical trial results, drug launches or other events.**

1. Insights into "Leading Voices" perspective on scientific and commercial updates discussed in the conference
1. Companies can leverage positive feedback for market success and use negative sentiment to identify potential issues.





Our Methodology

The LucidQuest Social Media Insights team monitored approximately 16.1K posts before, during, and after ASCO GU 2025 to identify key hashtags, top discussion themes, top Leading Voices and audience sentiment.

Key hashtags

Our team analyzed the absolute frequency of relevant hashtags found in 2.5K posts, and compiled a list of the top most frequent ones.

Top posts

We filtered posts in the top 25% of views to identify the top 500 ones.

Top discussion themes

The text of top 500 posts was analyzed to identify the top discussion themes and most frequent phrases and words used.

Top Leading Voices

We leveraged our LQ algorithm, which takes into account both user activity and popularity, to identify the top Leading Voices at the event.

Audience sentiment

Finally, we analyzed the text of top 500 posts to assess overall sentiment and audience perceptions of the conference



Key ASCO GU 2025 takeaways



- **Key hashtags:** The conference discussions focused heavily on **#prostatecancer** (also **#pcsm**) and **#BladderCancer** (also **#blcsm**), indicating a strong focus on prostate and bladder cancer research and related medical conditions.



- **The top discussion theme was efficacy at ~20%**, followed by **data** at ~19% and **clinical trials** at ~15%. Themes around **treatments**, **safety** and **patients** were notably present, emphasizing focus on therapeutic effectiveness and improved patient outcomes.



- **Leading Voices:** Doctors drove 82% of posts, with **Education** and **Media** accounts each at 8%. **Companies** contributed 2%, while **nurses**, **advocates**, and **researchers** were absent.



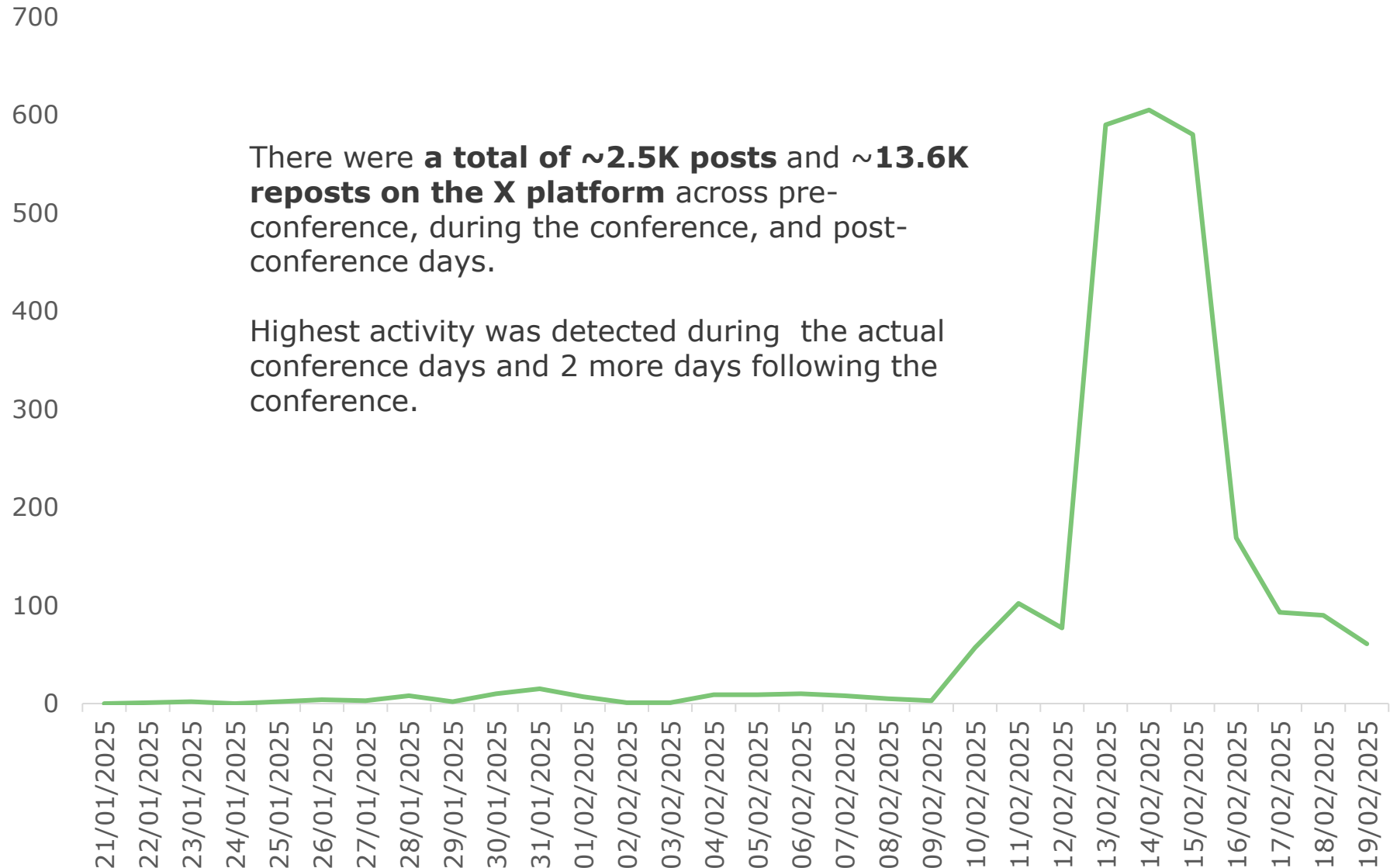
- The majority of posts from the conference displayed **positive sentiment** (~75%), highlighting advancements in treatments like immunotherapy and other clinical trial successes. **Neutral posts** (~20%) focused on research updates, while **negative sentiment** (~5%) addressed treatment challenges and safety concerns.



- **Text analytics:** The ASCO GU conference discussions focused on **prostate cancer**, **renal cell carcinoma** and **bladder cancer**. **Multiple treatment options** for GU cancers were presented (hormone therapy, immunotherapy, surgery etc.) Emphasis was given on **data-driven insights** and **patient-centric approaches**.



Conference-related social media activity over time





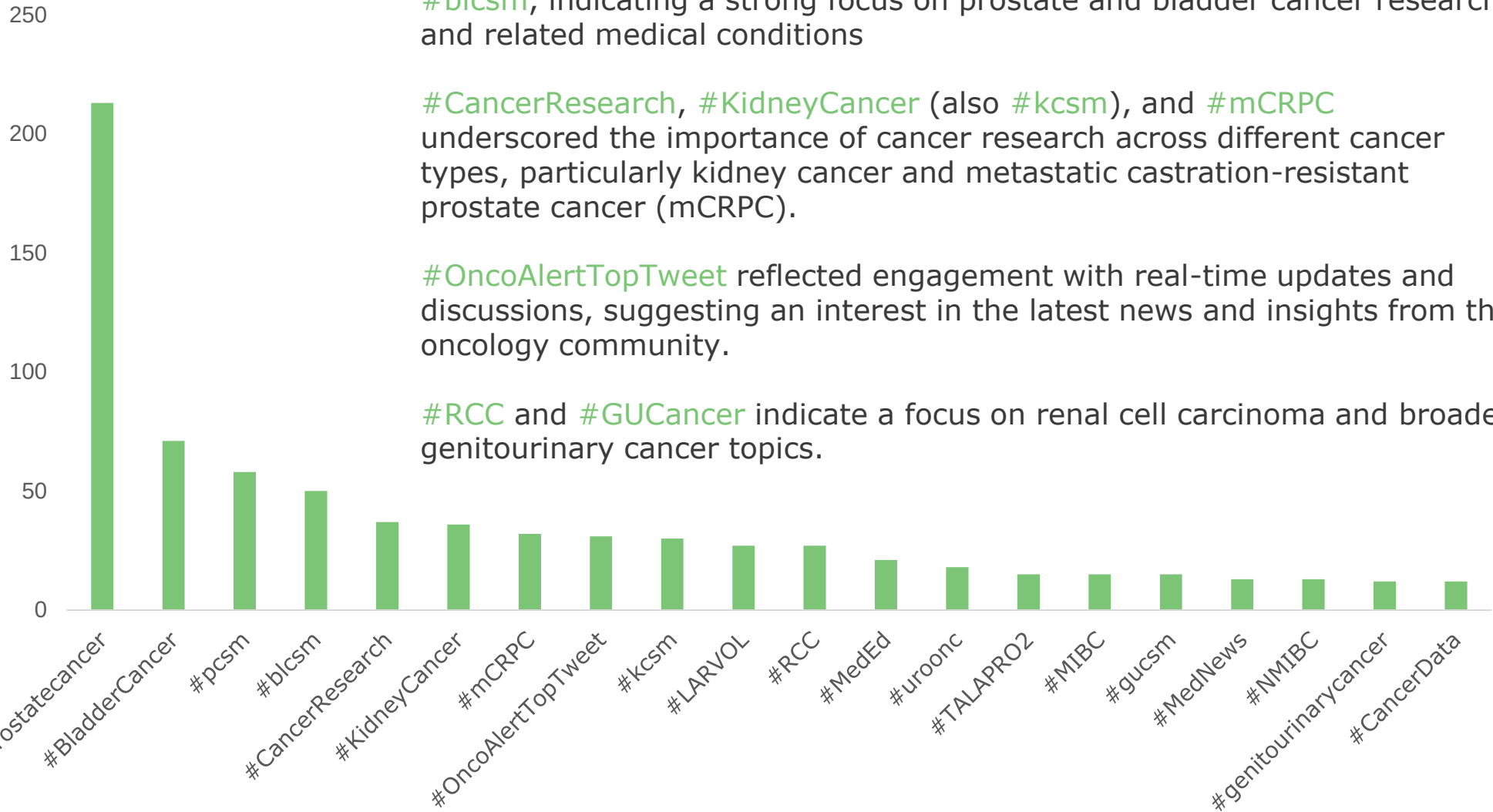
Top hashtags used during ASCO GU 2025

Discussions centred around **#prostatecancer**, **#BladderCancer**, **#pcsm** and **#blcsm**, indicating a strong focus on prostate and bladder cancer research and related medical conditions

#CancerResearch, **#KidneyCancer** (also **#kcsn**), and **#mCRPC** underscored the importance of cancer research across different cancer types, particularly kidney cancer and metastatic castration-resistant prostate cancer (mCRPC).

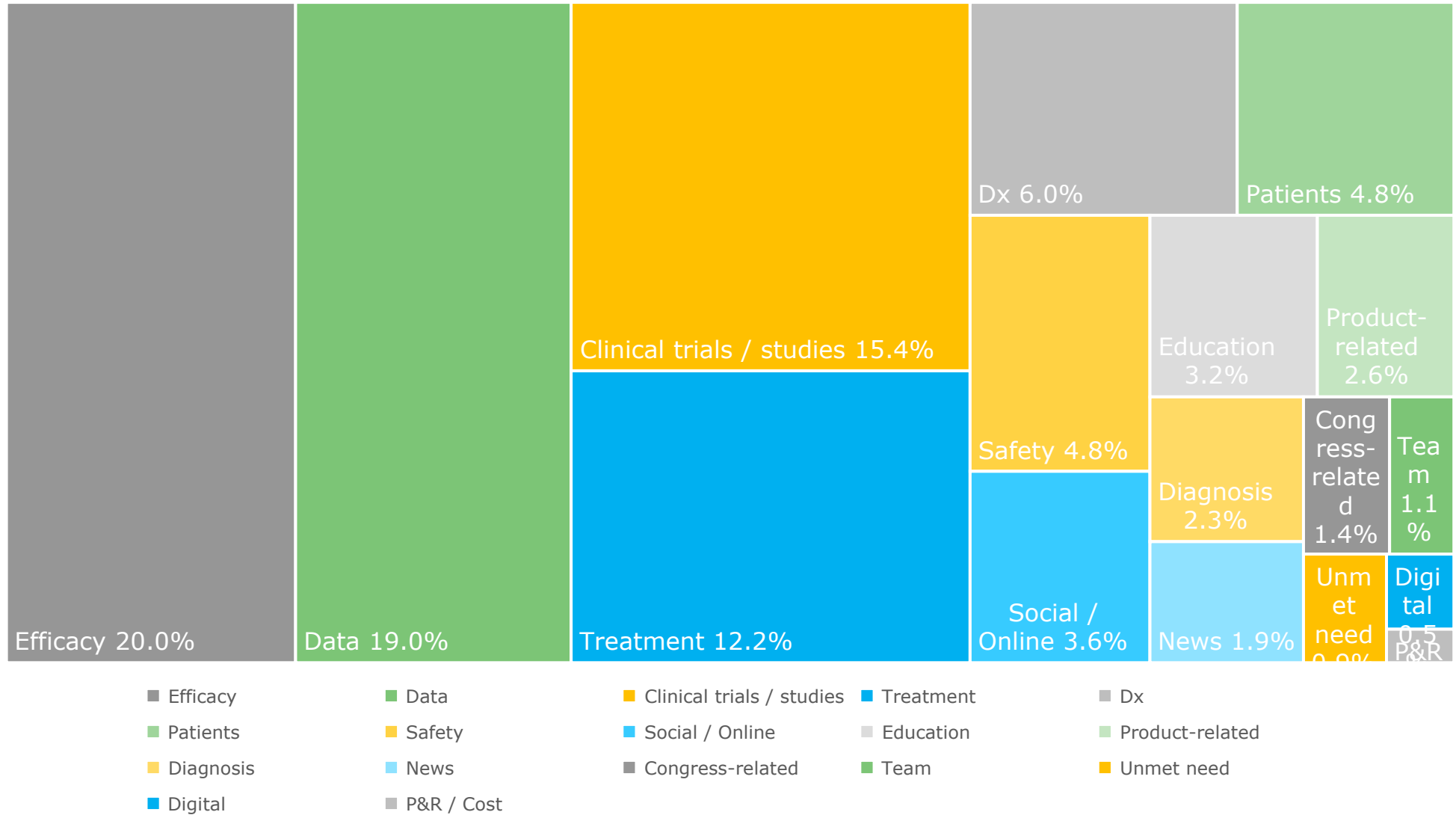
#OncoAlertTopTweet reflected engagement with real-time updates and discussions, suggesting an interest in the latest news and insights from the oncology community.

#RCC and **#GUCancer** indicate a focus on renal cell carcinoma and broader genitourinary cancer topics.





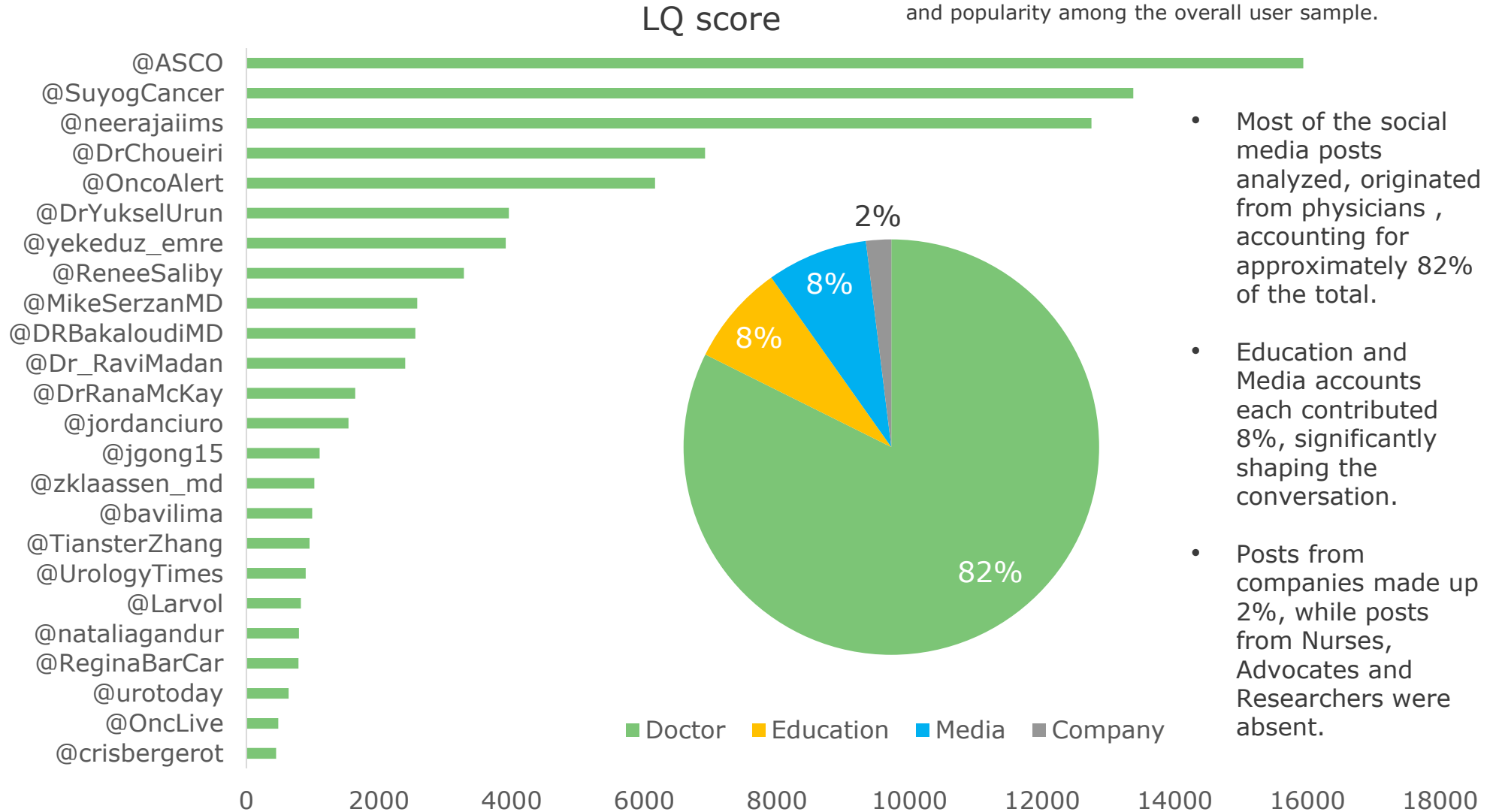
Top discussion themes from top 500 posts





Top “Leading Voices” at ASCO GU 2025 by LQ score*

* Identifies LVs who rank highly in both activity and popularity among the overall user sample.





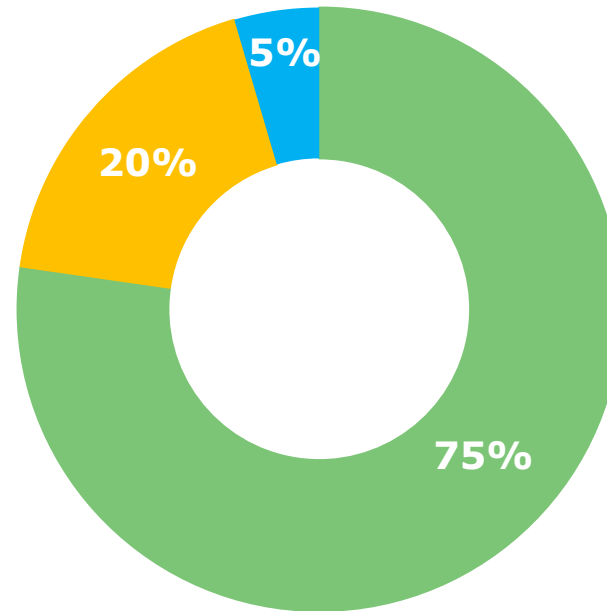
Sentiment analysis of top performing posts

~75% of posts were positive, expressing excitement about latest advancements, e.g.:

- Advancements in prostate cancer treatments (#TALAPRO2, #LuPSMA)
- Immunotherapy benefits in kidney cancer (#Nivolumab, #Durvalumab)
- Promising results from clinical trials (#EV302, #COSMIC-313).

~20% of the posts were neutral focusing on:

- Abstract summaries
- General observations



■ Positive ■ Neutral ■ Negative

~5% of the posts were negative reflecting concerns about:

- Safety and tolerability issues with certain treatments

Word cloud analysis of top performing posts

Clinical priorities

The most prominent terms were "**prostate**" (also prostatecancer) , "**rcc**" (renal cell carcinoma), and "**bladder**" (cancer) highlighting the ongoing research in these areas.

Treatment Options

Mentions (less frequent) of **"enzalutamide"**, **"durvalumab"**, **"pembrolizumab"**, **"nivo"** and **"surgery"**, represent interest in key treatment strategies in GU cancers across different disease stages.



Data and Research-Driven Decisions

The word “**data**” stands out, indicating a focus on data-driven insights.

Patient-centric approaches and data-driven decisions

The term “**patients**” is frequently mentioned, indicating a patient-centric approach to treatment and care, aligning with an emphasis on patient outcomes and quality of life in clinical discussions.



LucidQuest SM capabilities

- **Comprehensive Event Coverage:** We offer in-person or virtual conference and tradeshow coverage with seamless integration of social media and primary intelligence.
- **Expertise in Social Media Research & Strategic Intelligence:** We specialize in integrating social media insights with strategic intelligence for comprehensive analysis.
- **Extensive Social Media posts Database:** Access to a database of over 2.5 million filtered and curated social media posts from June 2018 to present, covering major international congresses across all therapeutic areas.
- **Competitor Monitoring & Online KOL Identification:** Track competitor online activities, identify and profile online key opinion leaders / "Leading Voices", and cover events on social media.
- **Key Player Identification:** Identify key pharma companies, patient advocates, and influencers within therapeutic areas and gain deep insights into the communication strategies and tactics employed by your competitors.
- **Advanced Social Media Mining:** Utilize "smart" mining techniques to build research hypotheses, target primary research efficiently, and reduce overall research costs.

Get in touch at info@lqventures.com to discuss options for bespoke
Social Media reports

More about what we do: www.lqventures.com

Strategic Insights and Strategy Development is our focus



COMPETITIVE STRATEGY
AND INTELLIGENCE



DIGITAL HEALTH, ARTIFICIAL
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