

ASGCT 2025 Social Media Report

SOCIAL MEDIA



INSIGHTS



SOCIAL LISTENING



LucidQuest Intelligence
Accelerate your success



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Social Media Insights at Medical / Scientific Congresses

Grow your reach

- **Data-driven hashtag strategy. Enhanced discoverability and visibility**
- Insights on which hashtags to use and which to avoid
- 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**
- Topics identification from top performing posts that resonate with existing or new target audiences
- “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.**
- Insights on what is considered important or controversial in the medical field at that time.
- 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.**
- Discovery of existing and new leading voices (HCPs, advocates, etc.)
- 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.
- Insights on their online marketing, comms and sales strategies and tactics to benchmark them against your plans
- Knowledge about clinical pipeline, expected launches and product strategy

“Feel” the sentiment

- **Feedback and sentiment about clinical trial results, drug launches or other events.**
- Insights into “Leading Voices” perspective on scientific and commercial updates discussed in the conference
- 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 460 posts before, during, and after ASGCT 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 460 unique posts, and compiled a list of the top most frequent ones.

Top posts

We considered all 460 posts on X, given the small overall number of conference-related posts.

Top discussion themes

The text of the 460 unique 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 the all 460 posts to assess overall sentiment and audience perceptions of the conference



Key ASCGT 2025 takeaways



- **Key hashtags:** Discussions focused on genomic tools (**#GeneEditing**, **#AAV**, **#CRISPR**) and rare diseases (**#DMD**, **#Duchenne**), reflecting strong interest in gene delivery and treatment innovation. Preclinical research and regulatory pathways (**#FDA**, **#preclinical**) also gained traction, alongside visible industry engagement (**#PremierResearch**, **#GenScript**).



- The **top discussion** theme was **data-driven insights** (~20.1%), followed by **treatments** (~14.2%) and **diagnostics** (~10.7%). **Product-related** and **commercial-related** conversations also attracted attention, each accounting for approximately ~8%.



- **Leading Voices:** Most of the social media posts analyzed originated from the "Company" category (~33%). "Research" and "Media" each contributed ~20%, while "Advocate," "Doctor," and "Nurse" followed at ~15%, ~6%, and ~2%, respectively. No posts came from the "Education" category.



- **Audience sentiment** was strongly **positive** (~85%), driven by excitement around CRISPR, AI tools, and conference highlights. **Neutral posts** (~13%) covered logistics, while minimal **negativity** (~2%) noted equity concerns.

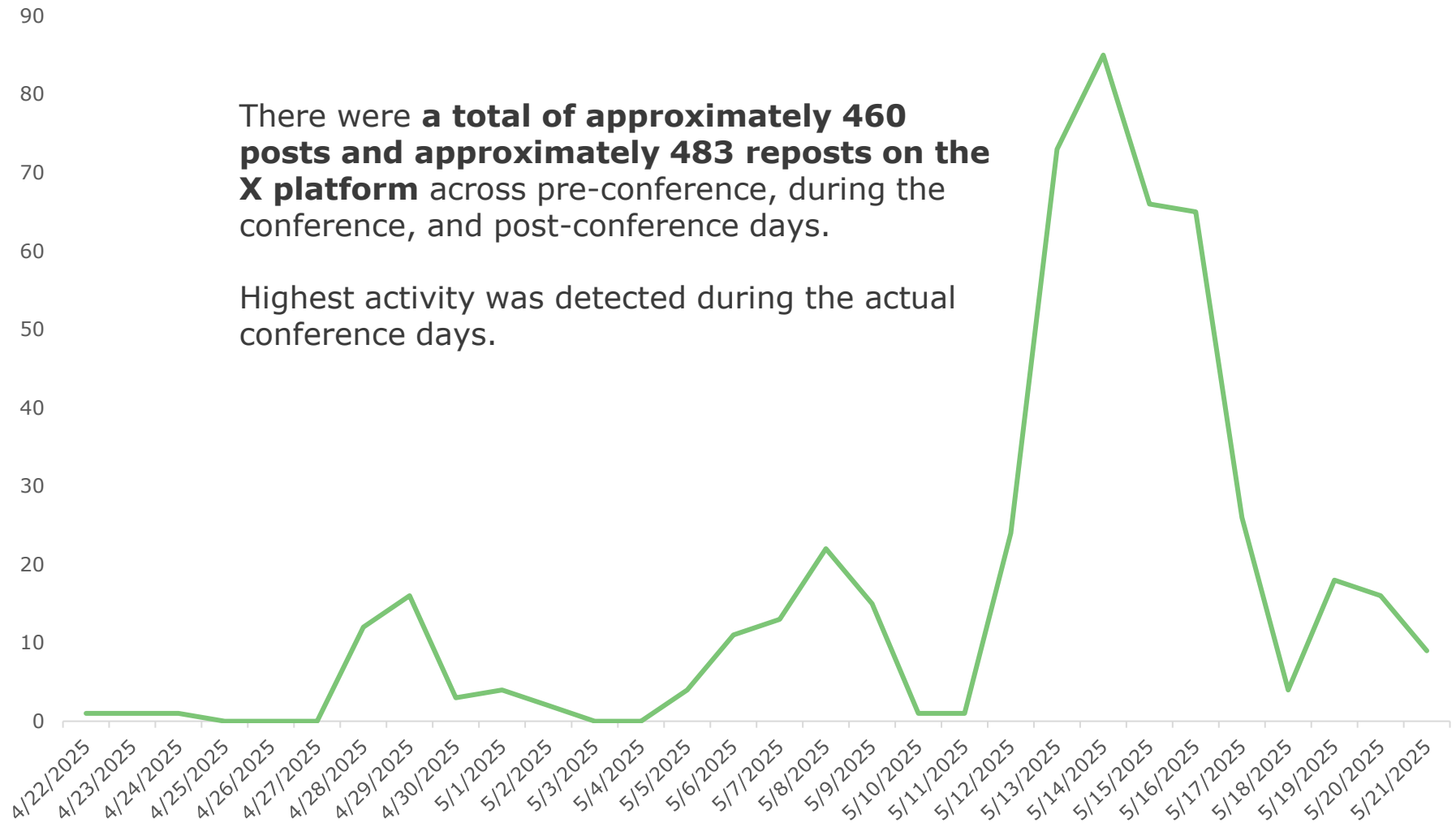


- **Text analytics:** ASGCT 2025 key discussions centered on therapeutic innovation, scalable delivery platforms, and data-driven care for rare and neurological disorders, supported by strong scientific collaboration and knowledge exchange.





Conference-related social media activity over time





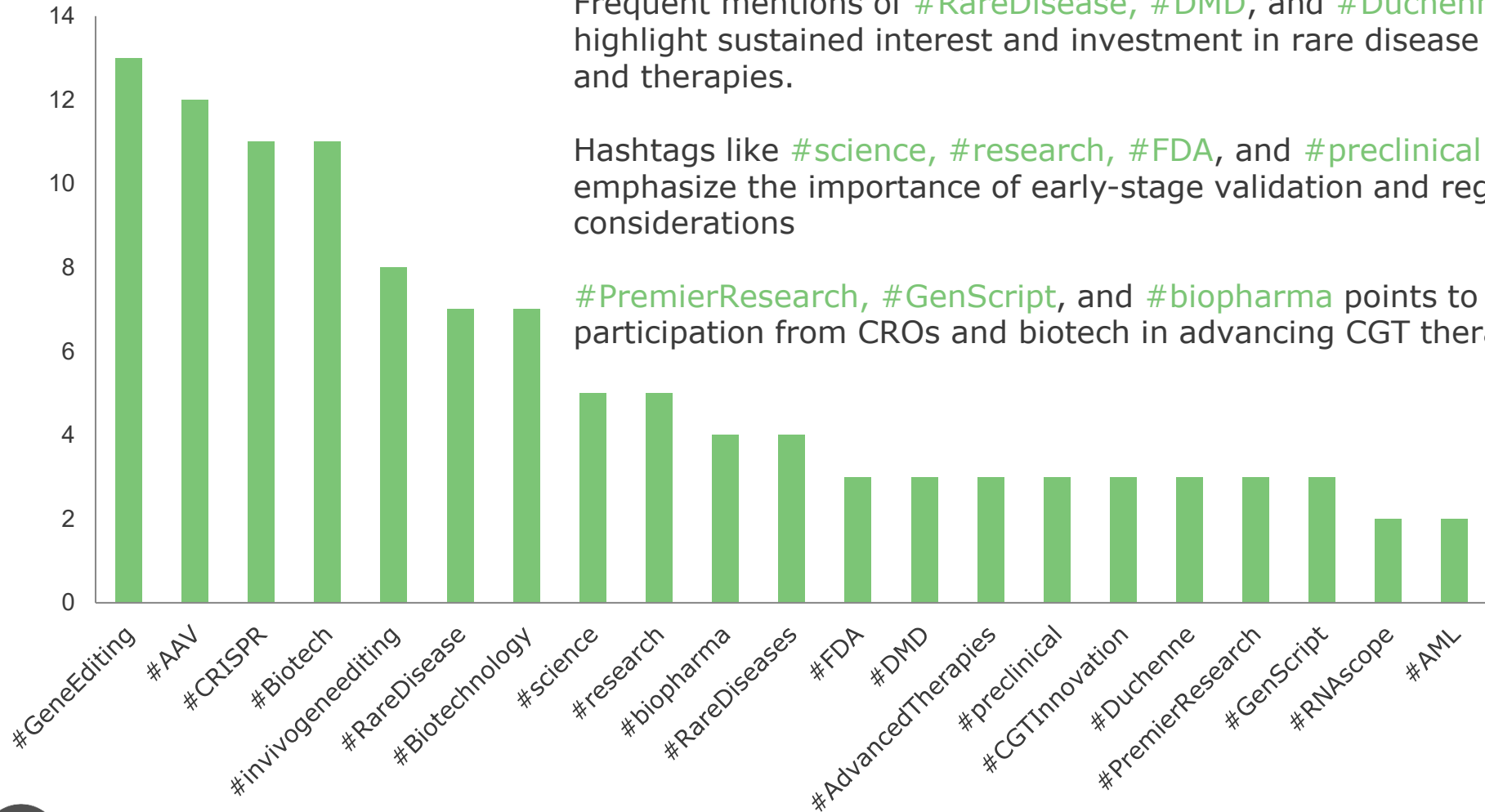
Top hashtags used during ASGCT 2025

Prominent use of **#GeneEditing**, **#AAV**, **#CRISPR**, and **#invivogeneediting** reflects strong focus on cutting-edge gene editing and delivery systems.

Frequent mentions of **#RareDisease**, **#DMD**, and **#Duchenne** highlight sustained interest and investment in rare disease research and therapies.

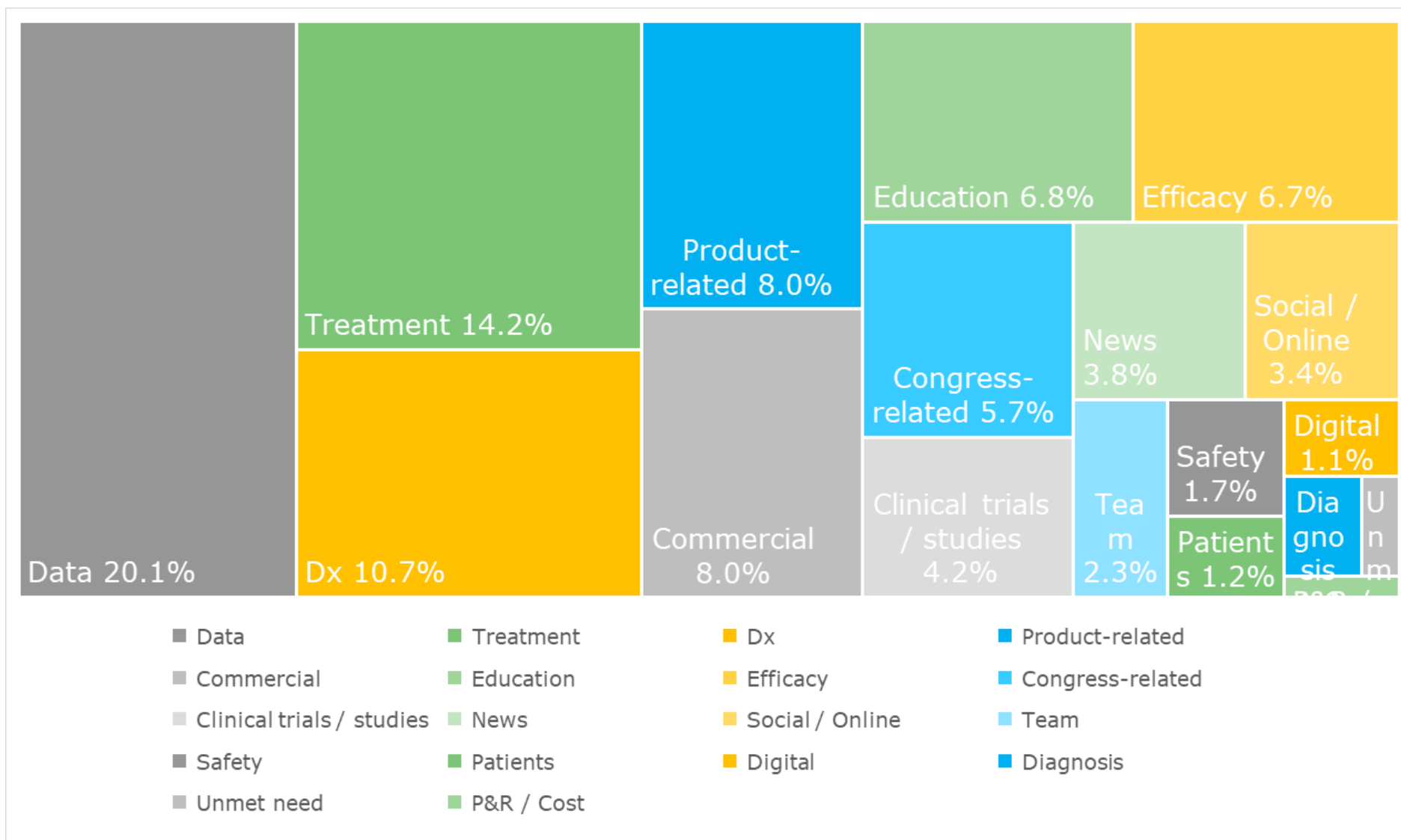
Hashtags like **#science**, **#research**, **#FDA**, and **#preclinical** emphasize the importance of early-stage validation and regulatory considerations

#PremierResearch, **#GenScript**, and **#biopharma** points to active participation from CROs and biotech in advancing CGT therapies.





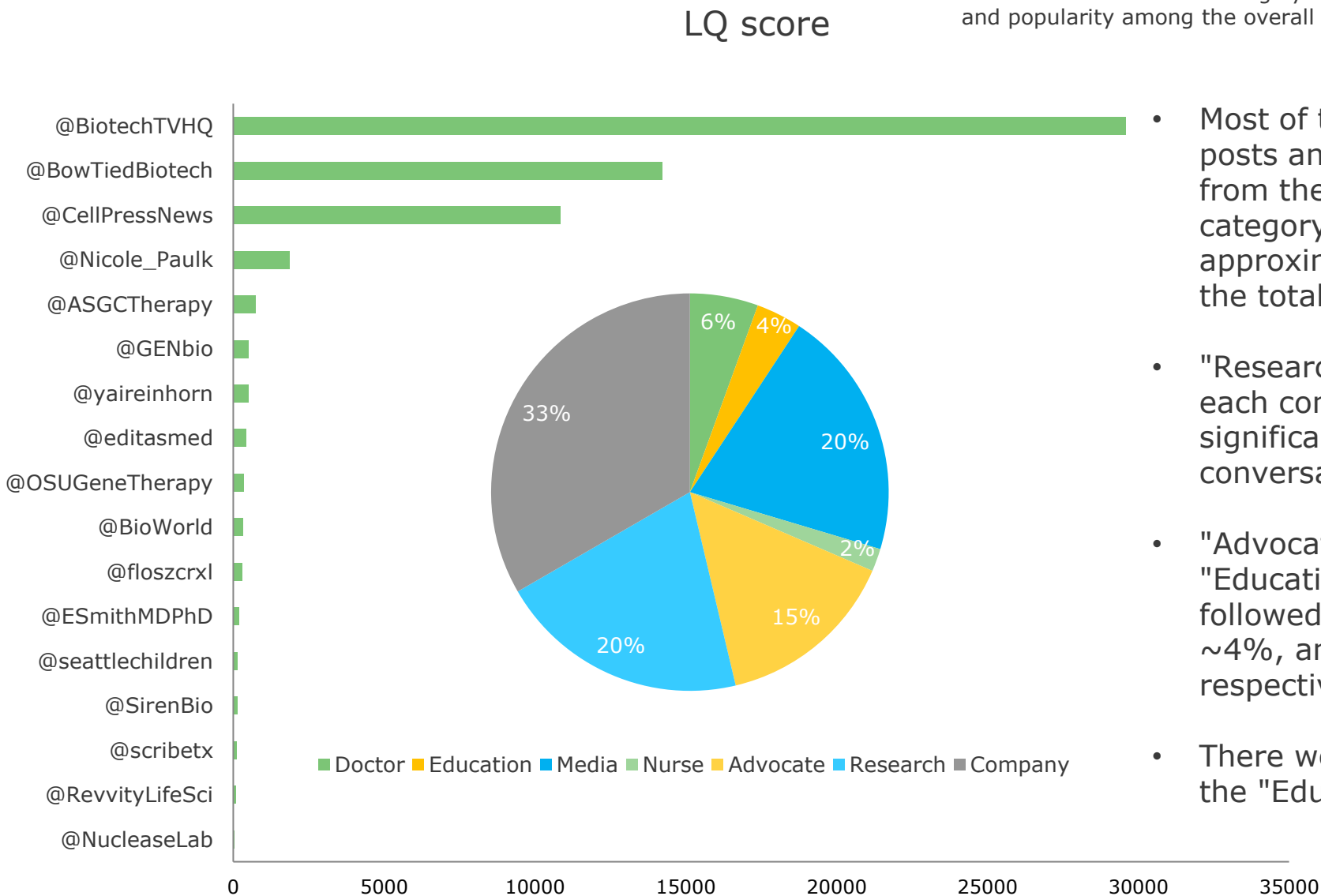
Top discussion themes from all relevant posts





Top "Leading Voices" at ASGCT 2025 by LQ score*

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



- Most of the social media posts analyzed originated from the "Company" category, accounting for approximately ~33% of the total.
- "Research" and "Media" each contributed ~20%, significantly shaping the conversation.
- "Advocate," "Doctor," "Education," and "Nurse" followed at ~15%, ~6%, ~4%, and ~2%, respectively.
- There were no posts from the "Education" category.



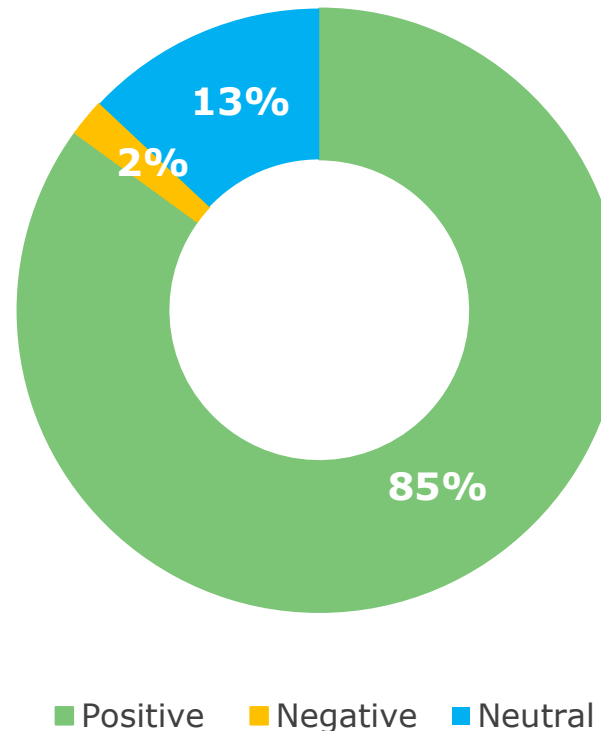
Sentiment analysis of top performing posts

Neutral Sentiment – 13%: Informational or promotional posts with minimal evaluative language

- Booth announcements & logistics
- Poster titles & scheduling
- Links to Research / Presentations without commentary

Negative Sentiment – 2%: Limited to structural or systemic critique:

- Equity in attendance: concern over challenges faced by early-career mothers



Positive Sentiment – 85%: The majority of posts reflected enthusiasm, pride, and excitement:

- Scientific advances: CRISPR, base/prime editing, AI-guided capsids, in vivo and bespoke editing
- Conference experience: Presidential Symposium praise, poster highlights, and speaker enthusiasm
- Collaborations & recognition: Lab pride, team successes, and appreciation of networking opportunities
- Momentum in the field: Optimistic framing of progress in rare diseases and delivery platforms

Word cloud analysis of top performing posts

Therapeutic Innovation and Pipeline Advancement

Discussions focused on **CRISPR, editing, vector tech, delivery** and **precision medicine** with strong interest in **preclinical to late-stage trials** driving therapeutic development and clinical translation.

Manufacturing, Delivery, and Enabling Technologies

Terms like **AAV**, **GMP**, **capsids**, **lentiviral**, **manufacturing** and **engineering** highlighted attention to scalability, precision delivery, and platform optimization for streamlined production.



Patient-Centric Approaches and Clinical Relevance

Themes emphasized **patients, efficacy, safety**, and outcomes, with focus on **rare, neurological**, and **CNS** disorders, reinforcing a data-driven approach for high-need populations.

Scientific Exchange, Community Building, and Collaboration

Frequent references to **sessions, symposia, booth**, and collaborative programs underscored active knowledge sharing, cross-functional expert engagement, and broad science communication.



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 June 2025, 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
INTELLIGENCE AND IoE



GENE & CELL THERAPY



VACCINES & INFECTIOUS
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