

ISC 2025 Social Media Report

SOCIAL MEDIA



INSIGHTS



SOCIAL LISTENING



LucidQuest Intelligence
Accelerate your success



**International Stroke
Conference**

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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 3.4K posts before, during, and after ISC 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 ~960 posts, and compiled a list of the top most frequent ones.

Top posts

All the posts were used for our analysis.

Top discussion themes

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



Key ISC 2025 takeaways



- **Key hashtags:** At ISC 2025, #CME and #AI led discussions, while #StrokeCare, #radiology, #EVT, #Neurology, #neurovascular, and #neurointervention also drew attention. Strong engagement came from #MedTwitter, #neurotwitter, and #cardiotwitter.



- **The top discussion themes were** Data and Efficacy at 19.3% and 16.8%, respectively followed by Clinical trials at 12.2%. Themes related to Safety, Education, and Treatment were also notably present, underscoring a strong focus on safety considerations, informed care and therapeutic advancement.



- **Leading Voices:** Doctors led ISC 2025 social media activity with 56% of posts, followed by media 29% and education 6%. Nurse and advocate contributions were minimal at 2% each, with no posts from researchers.



- **Audience sentiment was 88% positive**, celebrating trial results, institutional pride, AI interest, and diversity advocacy. Around 11% were neutral, focusing on trial summaries and event updates. Only ~1% were negative, citing missed sessions or trial skepticism.

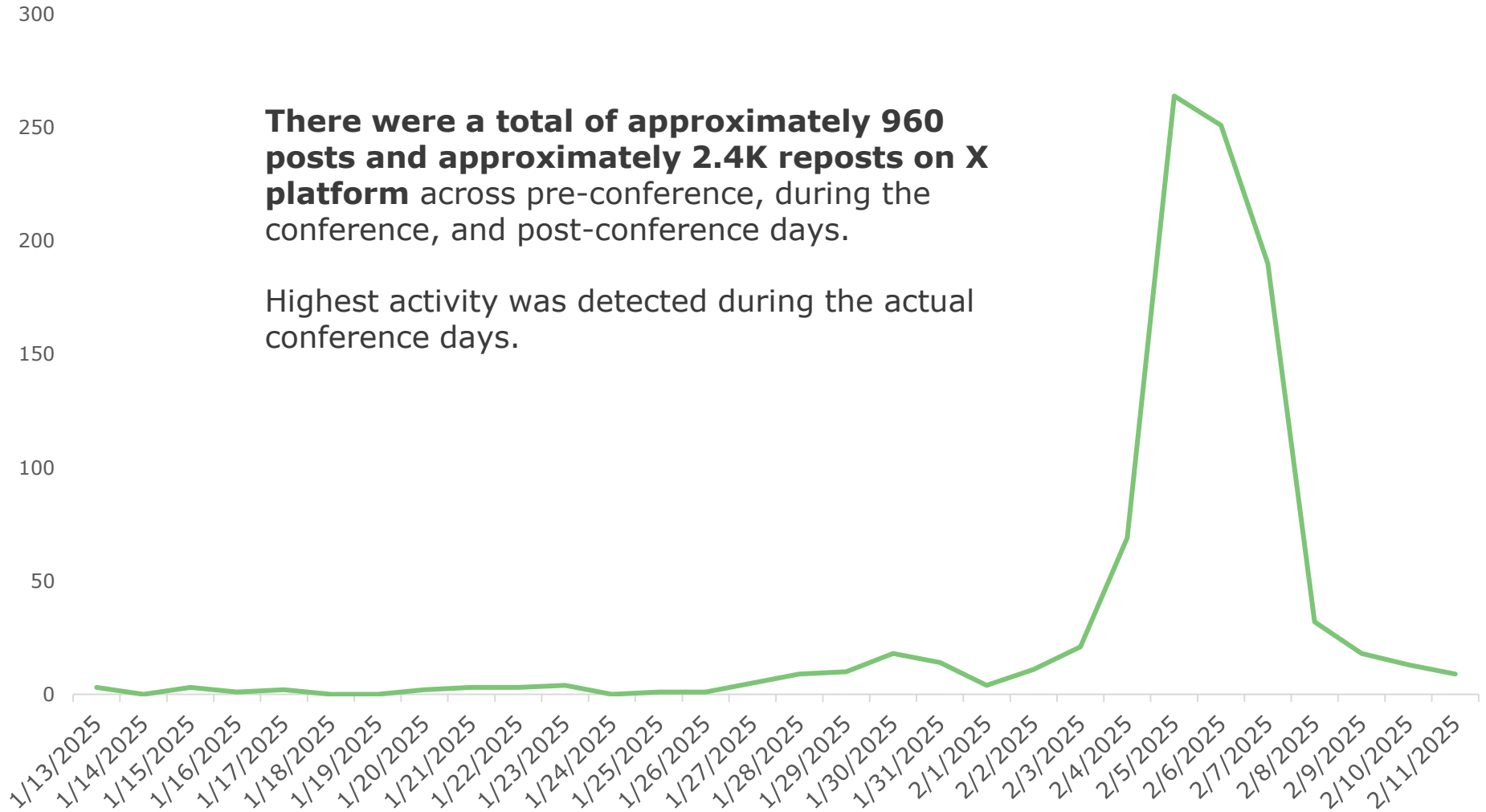


- **Text analytics:** Conversations centered on ischemic, acute ischemic, and MeVO stroke, showcasing EVT, distal thrombectomy, and other advanced cerebrovascular procedures safeguarding brain health, cognition, mental well-being, and patient needs.





Conference-related social media activity over time





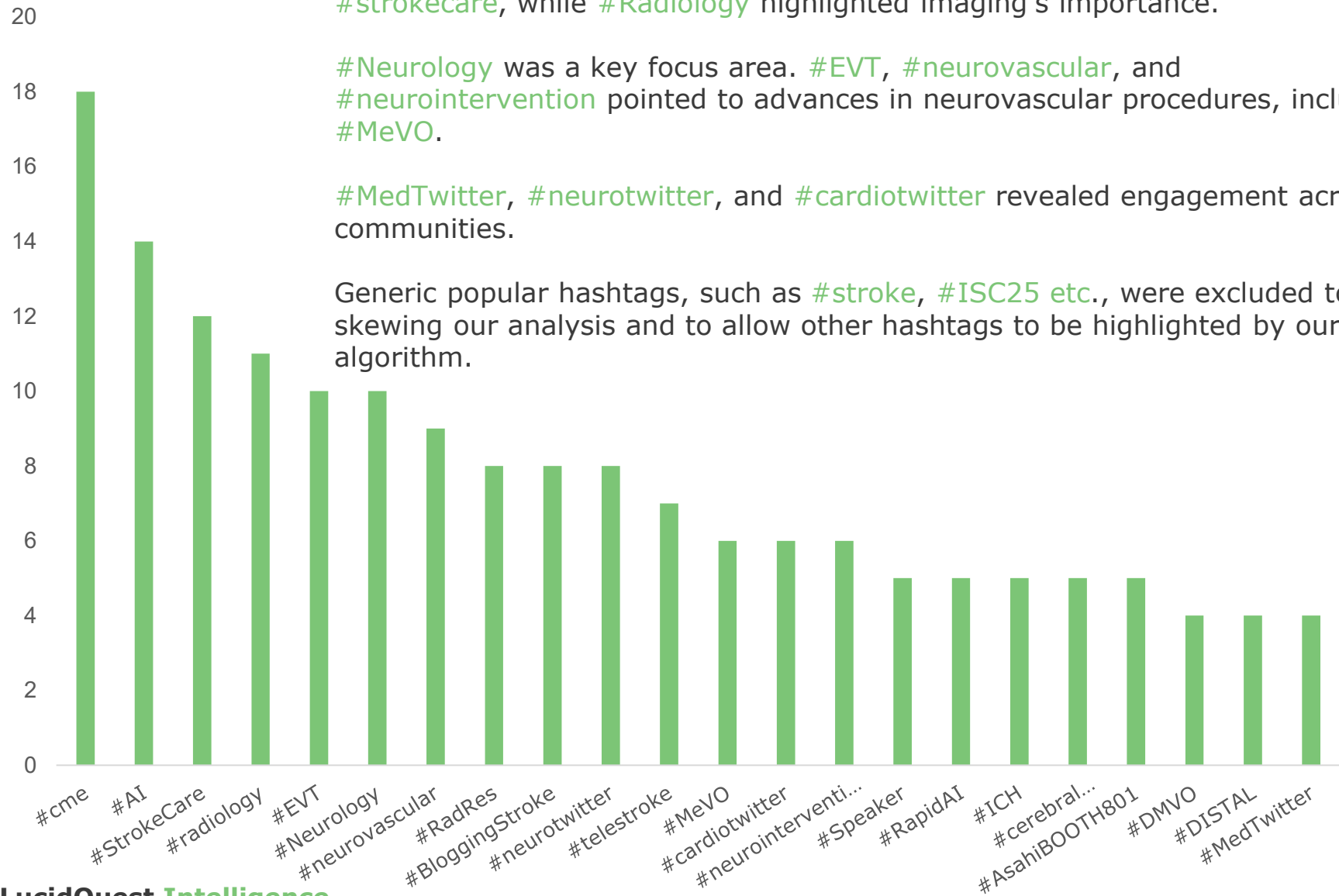
Top hashtags used during ISC 2025

Discussions underscored continuing education (**#CME**) and the role of **#AI**, in **#strokecare**, while **#Radiology** highlighted imaging's importance.

#Neurology was a key focus area. **#EVT**, **#neurovascular**, and **#neurointervention** pointed to advances in neurovascular procedures, including **#MeVO**.

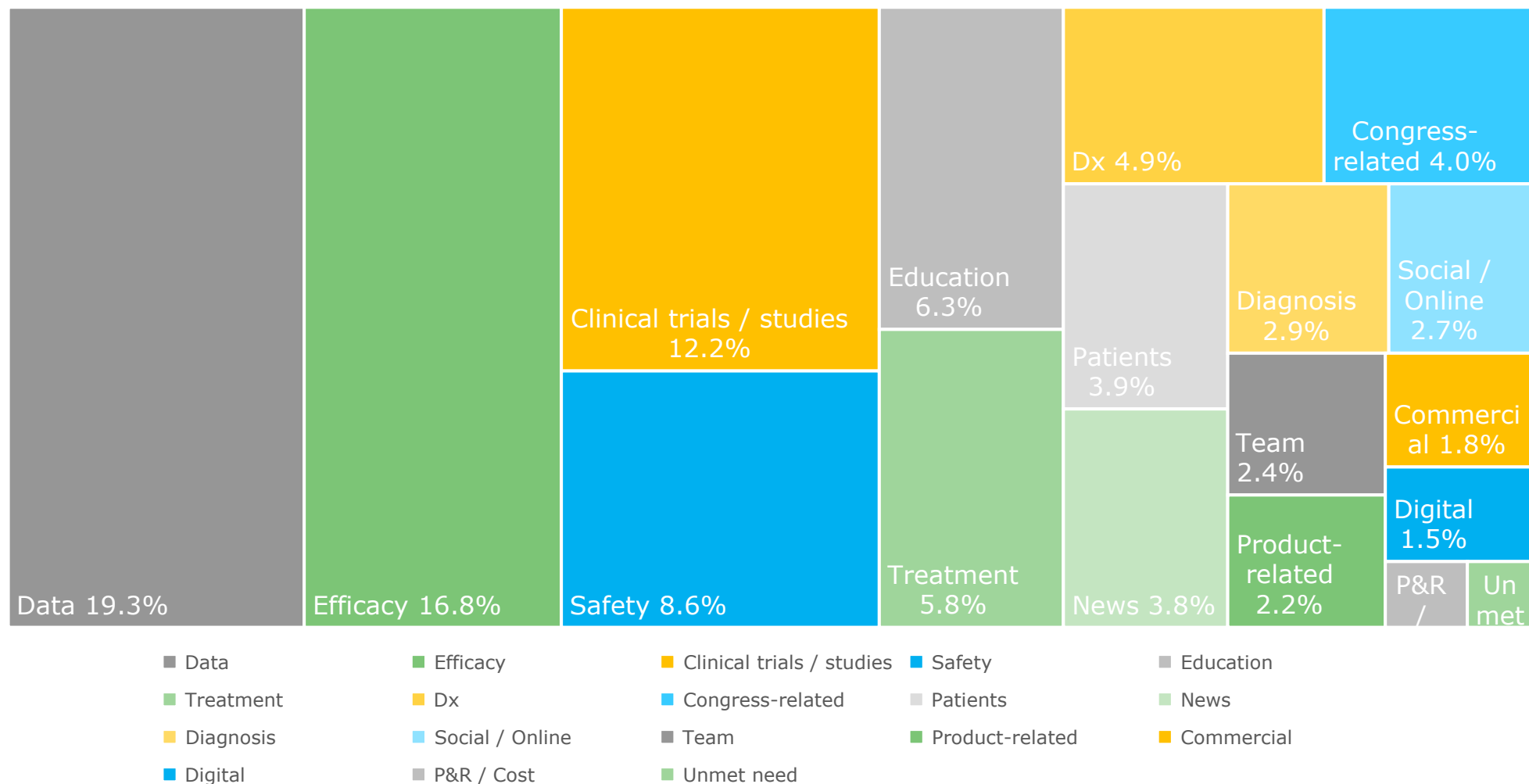
#MedTwitter, **#neurotwitter**, and **#cardiotwitter** revealed engagement across communities.

Generic popular hashtags, such as **#stroke**, **#ISC25** etc., were excluded to avoid skewing our analysis and to allow other hashtags to be highlighted by our algorithm.





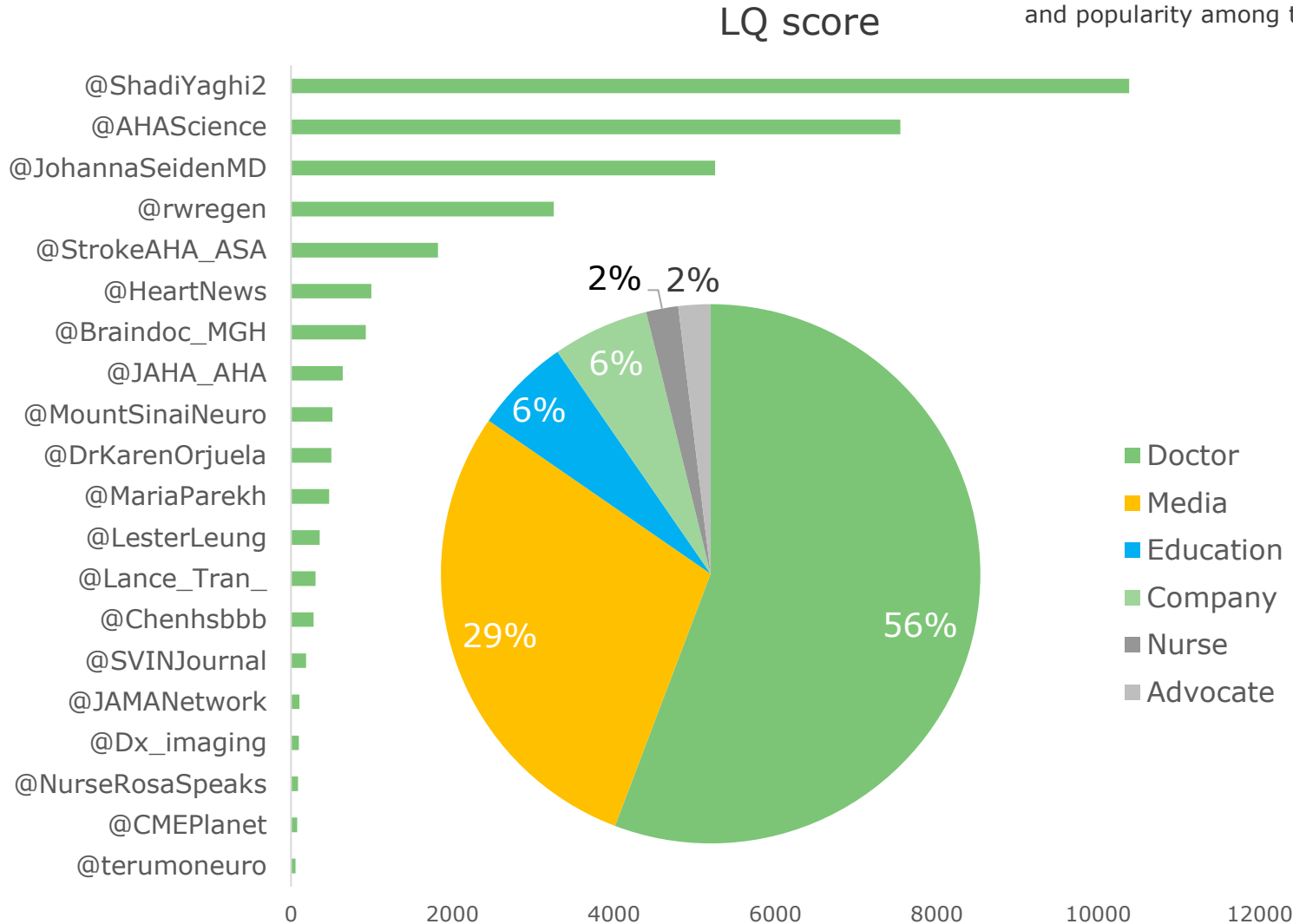
Top discussion themes from all posts





Top “Leading Voices” at ISC 2025 by LQ score*

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



- Doctors and media dominated the conversation, accounting for 56% and 29% of posts, respectively.

- Education and company-related accounts each contributed 6%.

- Nurses and advocates made up just 2% each, while the researcher category was entirely absent.



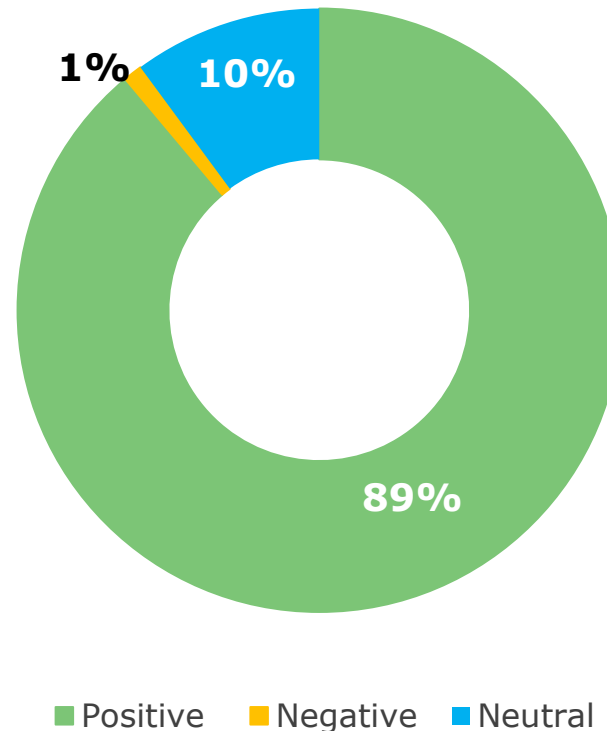
Sentiment analysis of all the posts

~10% of top performing posts were neutral, covering:

- Trial summaries (LAMP, C3FIT, DISTAL)
- Video links and publication updates
- Conference schedules and speaker posts
- Health stats and prevention awareness

~1% of top performing posts were negative, covering:

- Regrets over missing sessions
- Skepticism over trial power or early termination (THEIA, LAMP)



~89% of top performing posts at ISC 2025 reported a positive experience, highlighting:

- Excitement about presenting and attending sessions
- Pride in representing institutions
- Praise for trial results (ANGEL-TNK, PEARL, PRESTIGE-AF)
- Recognition of mentors, colleagues, and awardees
- Diversity and equity advocacy
- Interest in AI/ML and new treatment windows
- Joy in networking and reunions

Word cloud analysis of all the posts

Clinical Priorities

'Ischemic stroke', 'acute ischemic stroke', 'MeVO stroke', and 'ICH' (Intracerebral Hemorrhage) were central to ISC 2025 discussions.

Stroke Management and Interventions

Terms like **'evt'**, **'cerebrovascular'**, **'distal'**, and **'thrombectomy'** reflected a procedural focus specifically, advanced endovascular techniques.



Neurology and Cognition

Words like **'brain'**, **'neurology'**, **'cognitive'**, and **'cerebral'** indicated stroke science's shift from a purely vascular focus to a comprehensive discipline committed to safeguarding cognition and mental health.

Patient-centric stroke care.

Discussions around
'patients', **'outcomes'**
and **'risk'** reduction
showed focus on
'patient'-centric stroke
care.



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 above 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



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