

ISN-WCN 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 6.2K posts before, during, and after ISN-WCN 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 ~1.7K posts, and compiled a list of the top most frequent ones.

Top posts

We filtered posts in the top 30% 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 ISN-WCN 2025 takeaways



- **Key hashtags:** At ISN WCN 2025, **#NephJC** and **#Nephpearls** showed educational leadership, while **#NephX**, **#NephTwitter** and **#KidneyHealth** signaled strong professional engagement and awareness; meanwhile, **#CKD**—with notable mentions of **#CKDu**, **#IgAN** and **#aHUS**—gained disease-specific focus.



- **The top discussion theme was Data** at ~17.2% followed by **Congress-related topics** (~12.1%) and **education** (~11.0%). **Clinical trials/studies**, **efficacy** and **team-related discussions** contributed to the dialogue at ~9.2%, ~7.7%, and ~7.4% respectively.



- **Leading Voices:** **Doctors** authored ~89% of posts, far ahead of **education accounts** (~7%) and **advocates** (~4%). There was no recorded engagement from media, nurses, researchers, or companies.



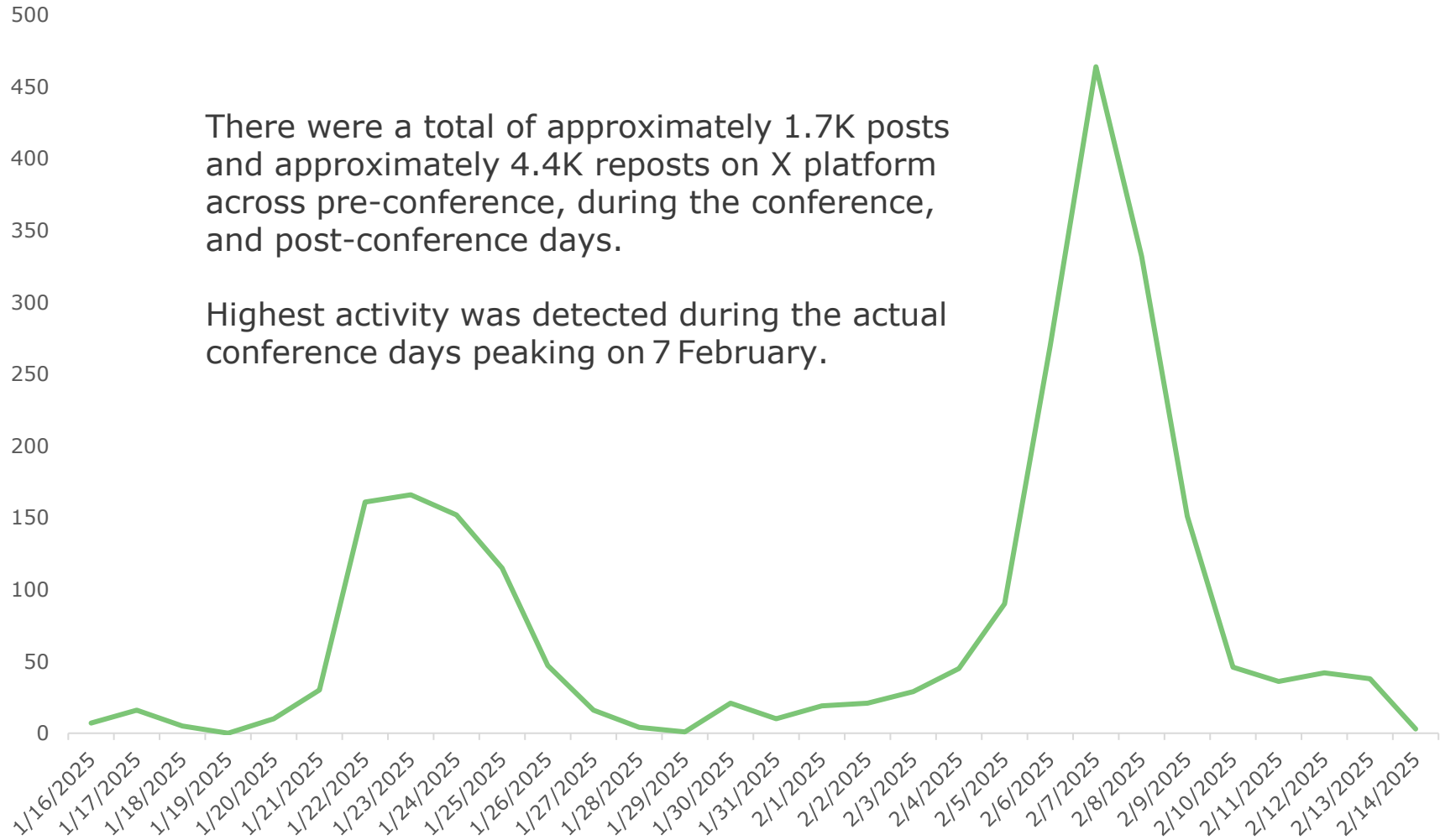
- **Audience sentiment was ~84% positive**, highlighting trial results, AI in diagnostics, mentorship, and global collaboration. **~15% of posts were neutral**, focused on session logistics, institutional mentions, and congress resources, while only **~1% was negative**.



- **Text analytics:** ISN-WCNCN 2025 spotlighted **CKD** and **kidney care**, prioritized **dialysis** over transplantation, and highlighted **rigorous, globally oriented research** driving **equitable, patient-centric** disease management.



Conference-related social media activity over time





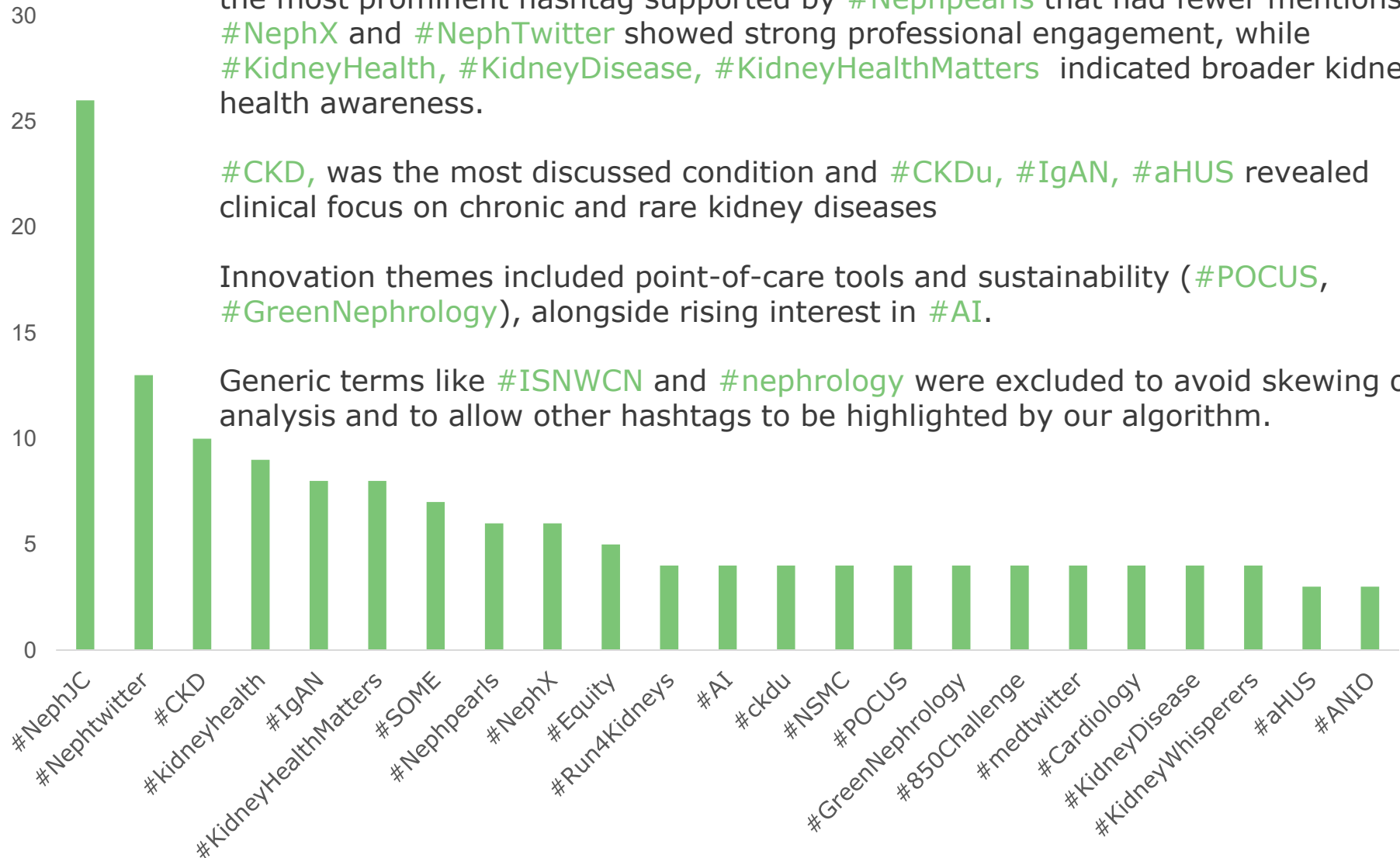
Top hashtags used during ISN-WCN 2025

Discussions emphasized education and knowledge sharing with **#NephJC**, being the most prominent hashtag supported by **#Nephpearls** that had fewer mentions. **#NephX** and **#NephTwitter** showed strong professional engagement, while **#KidneyHealth**, **#KidneyDisease**, **#KidneyHealthMatters** indicated broader kidney health awareness.

#CKD, was the most discussed condition and **#CKDu**, **#IgAN**, **#aHUS** revealed clinical focus on chronic and rare kidney diseases

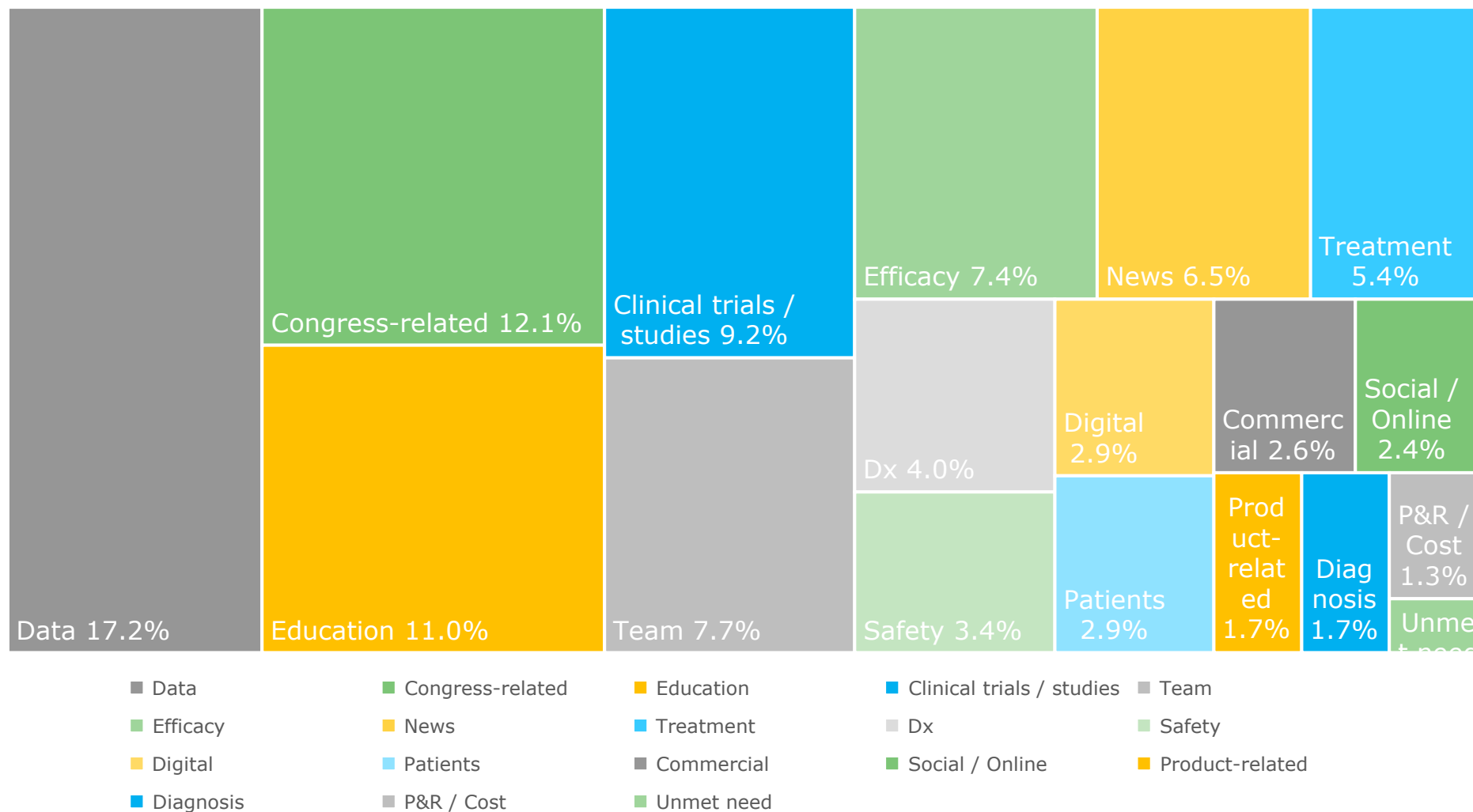
Innovation themes included point-of-care tools and sustainability (**#POCUS**, **#GreenNephrology**), alongside rising interest in **#AI**.

Generic terms like **#ISNWCN** and **#nephrology** were excluded to avoid skewing our analysis and to allow other hashtags to be highlighted by our algorithm.





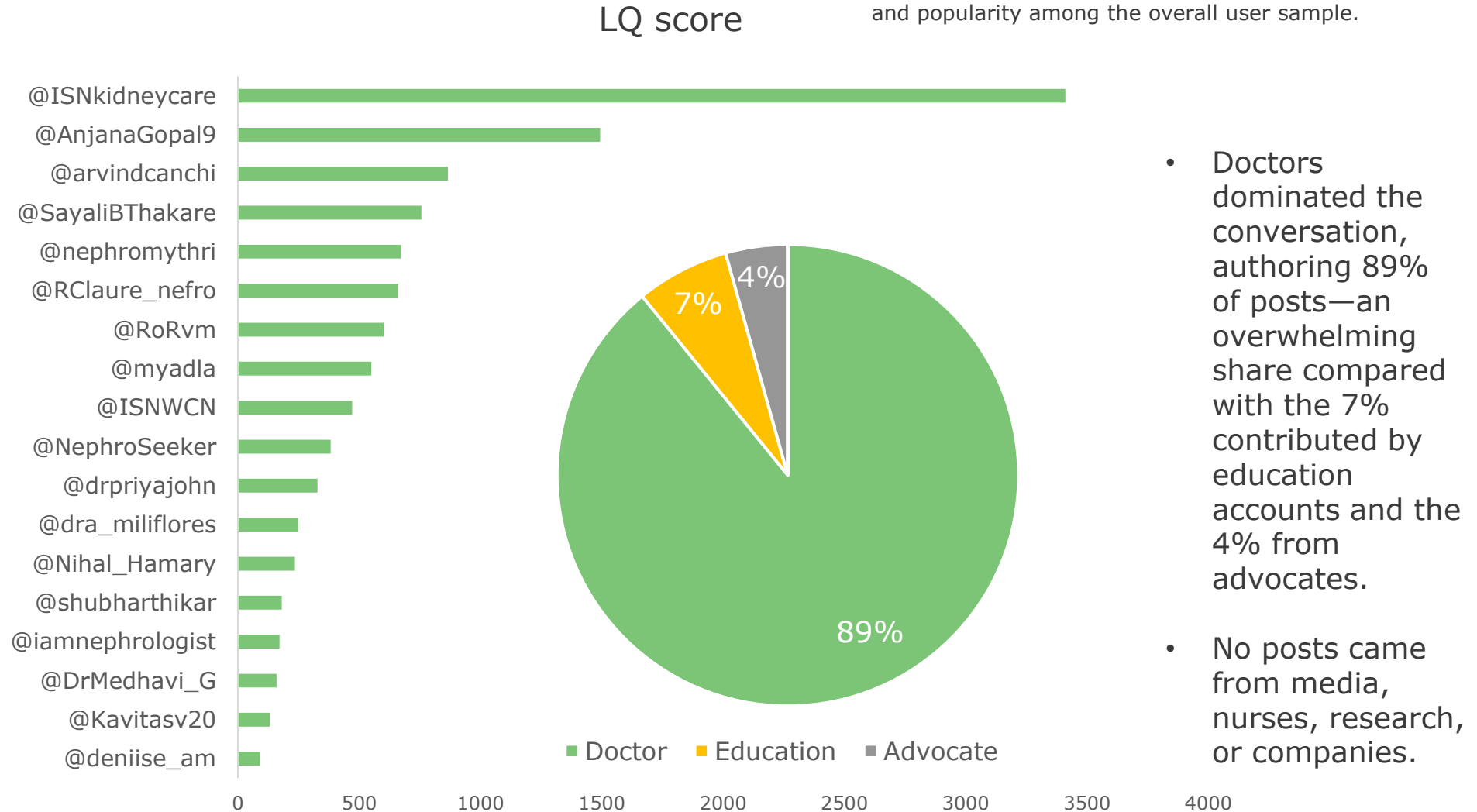
Top discussion themes from top 500 posts





Top “Leading Voices” at ISN-WCN 2025 by LQ score*

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





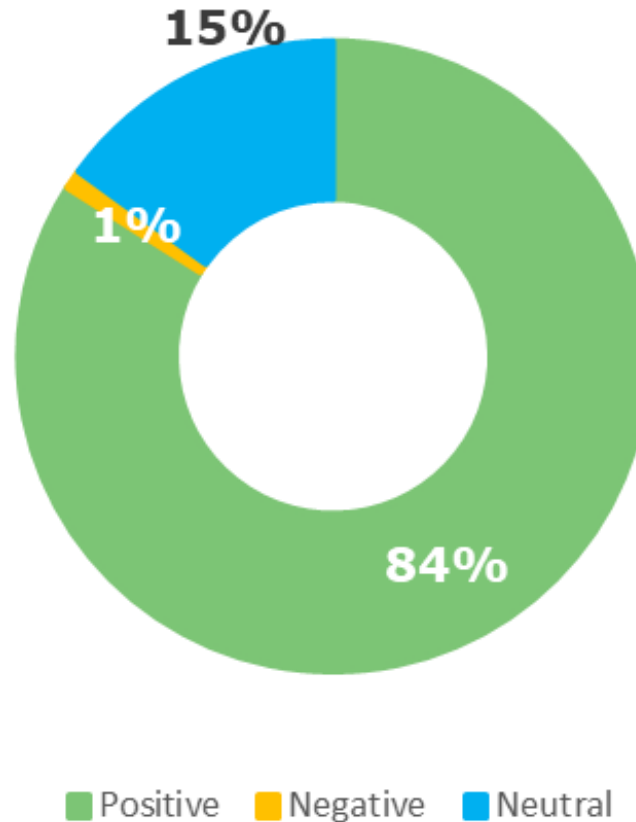
Sentiment analysis of top performing posts

~15% of top performing posts were neutral, covering:

- Factual reporting of study outcomes without emotional language.
- Sharing of session schedules, poster numbers, and institutional representation.
- Promotion of resources, webcasts, and official congress materials.

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

- Very limited critical commentary, logistical frustration, overlapping sessions etc.



~84% of top performing posts at ISN-WCN 2025 reported a positive experience, highlighting:

- Enthusiastic engagement-attendees shared photos, presentations, and met mentors.
- Celebrated mentorship, early-career awards, and diverse participation.
- Impactful sessions-novel trials, AI in diagnostics, DEI topics.
- Emotional tributes to mentors and personal growth reflections.
- Excitement over milestones and global collaboration.

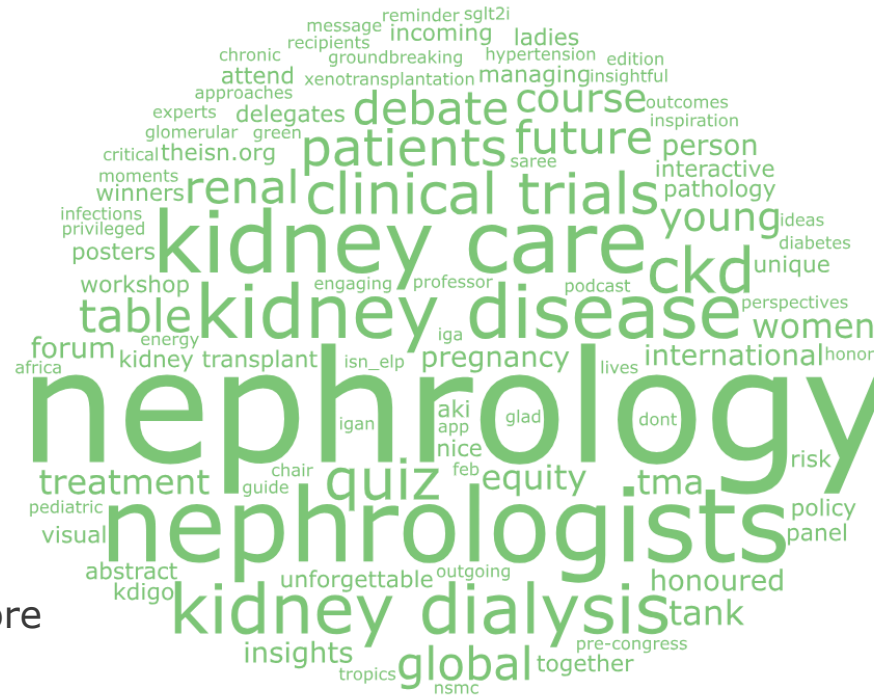
Word cloud analysis of top performing posts

Clinical Priorities

“Nephrology”, “kidney disease, and “kidney care” were central to ICN-WCN 2025 discussions. **“CKD”**, highlighted a focus on foundational nephrology topics.

Renal Care Spotlight: Dialysis Prevails

With “**kidney dialysis**” appearing significantly more often than “**kidney transplant**”, the analysis indicated that resources and attention favored immediate renal-replacement therapy over curative transplantation.



Equity & Access in Kidney Care

Terms like **"patients"**, **"global"**, and **"equity"** emphasize the focus on addressing health disparities in kidney disease management.

Evidence-Driven Research

Terms like **“clinical trials”**, **“abstract”**, **“insights”**, reflected a clear commitment to rigorous, data-backed research focused on producing trustworthy results that can translate into improved patient care and informed decision-making.



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



COMPETITIVE STRATEGY
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