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## BACKGROUND

**Twitter®** ([www.twitter.com](http://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.

- 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.

### Exclusion criteria

- 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.



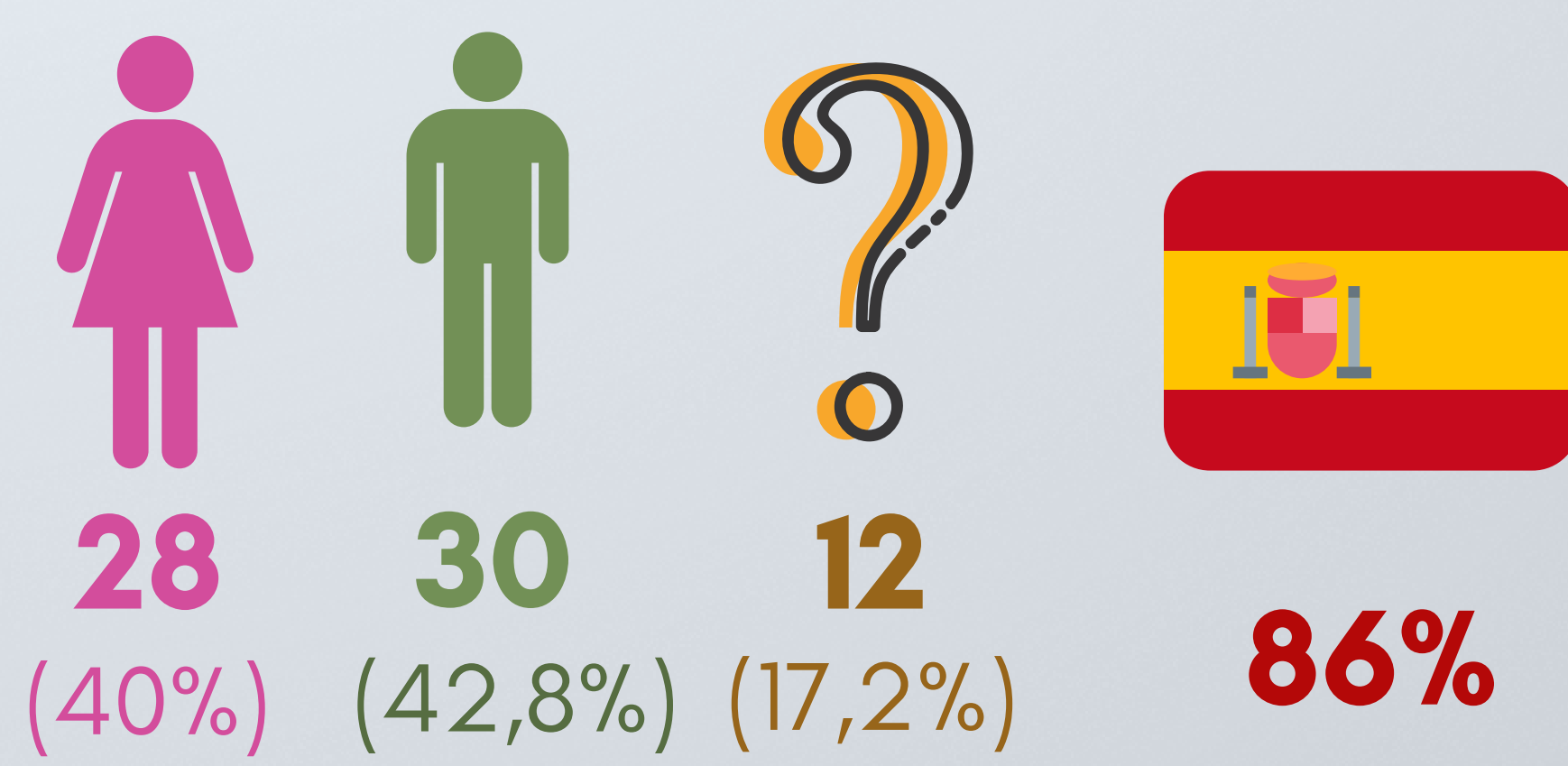
## RESULTS



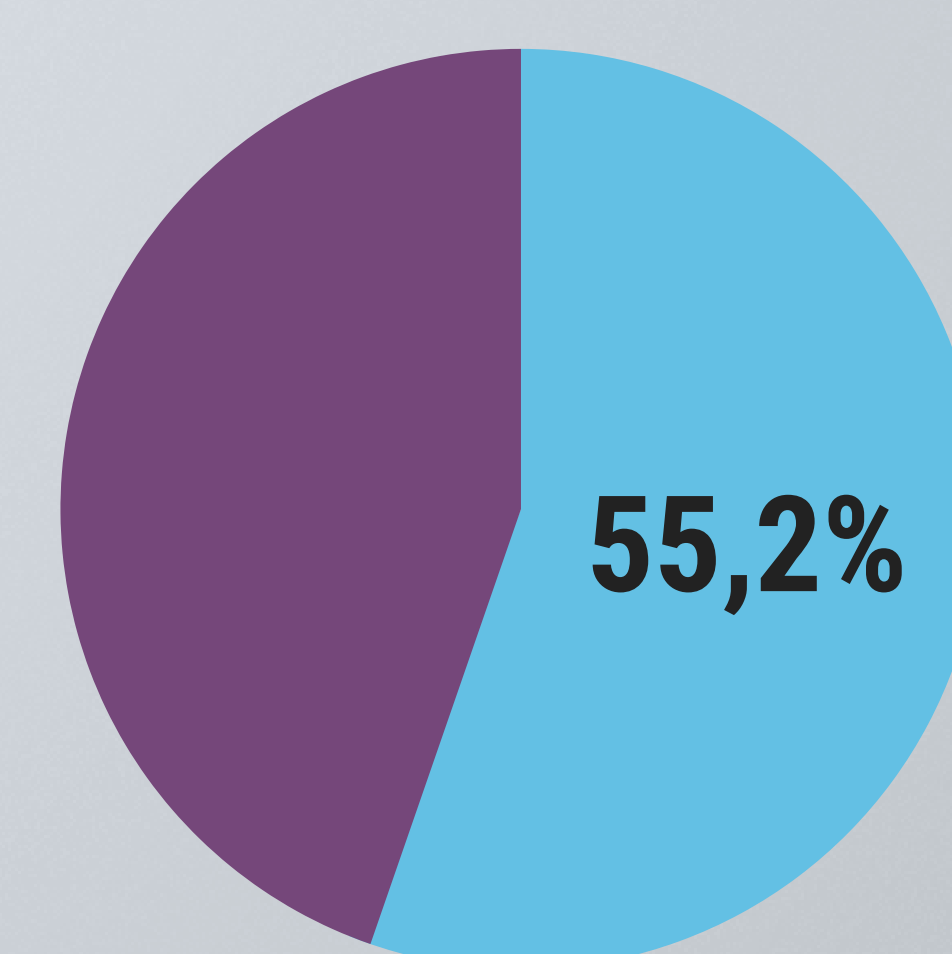
Twitter profiles obtained



Profiles met all criteria

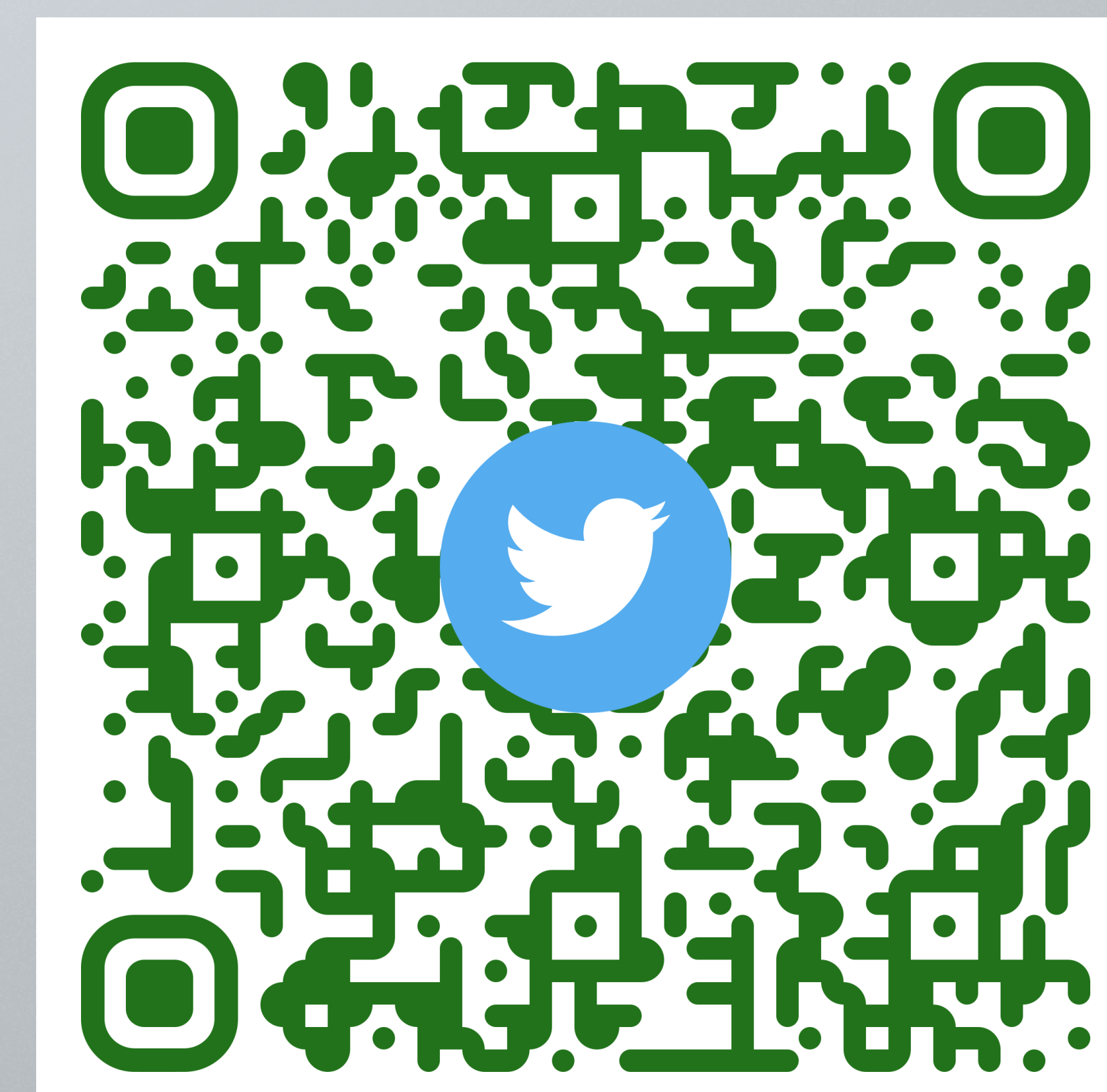


Gender and language distribution



Mean SA score

The list has been published as "Hospital Pharmacy" on <https://twitter.com/Amonterodel/lists/hospital-pharmacy-2018>



## CONCLUSIONS

- This list may help to identify Hospital Pharmacy "influencers" for new HP Twitter users, to follow trending topics related to HP and 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:

[1] «Social Authority: Our Measure of Twitter Influence». Moz, <https://moz.com/blog/social-authority>. Accessed October 15, 2018.