

ESO PR Committee – Annual Report 2015

Paola Santalucia (Italy), *Chair*
René Handschu (Germany)
Nikolaos Kakaletsis (Greece)
Mahesh Karandikar (India)
Else Charlotte Sandset (Norway)
Florin Scarlatescu (Romania)
Ted Trajcheski (Macedonia)
Milan Vosko (Austria)
Marialuisa Zedde (Italy)

2015 Activities

- Formal group mailings and updatings at least twice per month
- Interactive mailing platform to share ESO communication plans and issues
- Development of strategy and organization of ESO communication via social media:
 - *ESO Twitter* account successfully conducted by Else Charlotte Sandset
 - *ESO Facebook* page activated by Marialuisa Zedde along with the Congrex, not operative yet
 - *ESO LinkedIn* account pending
- Two Newsletters (July and September) and one special edition for the World Stroke Day (October 29) totally dedicated to *Women and Stroke*.
- Planning for interview platform to talk about relevant scientific topics and issues by Florin Scarlatescu. First set of interview on “*the future of stroke care: how much do we need strokology as a distinct medical discipline*” has been published within the first 2016 newsletter (January 2016).

Future plans:

- European Stroke Journal Blog development in collaboration with the Young Stroke Physician Committee.
- Active participation to the ESOC 2016 press conferences along with the Young Stroke Physician Committee in order to edit a daily newsletter to highlight the most important scientific news from the meeting.
- Further implementation of ESO communication strategy via social media.
- Regular ESO Newsletter editing towards an improving communication tool keeping up with the growing society.