

Committee Report 2023

ESO Public Relations and Social Media Committee

Inna Lutsenko

24.01.24

Report of the ESO Committees - Summary

Public Relations and Social Media Committee

- **Inna Lutsenko, Austria (Chair)**
- Thomas Meinel, Switzerland
- Rajiv Advani, Norway
- Joseph Kwan, UK
- Ana Isabel Fumagalli, Argentina
- Francesco Arba, Italy
- Klearchos Psychogios, Greece
- Zdravka Poljakovic, Croatia

Report of the ESO Public Relations Committee

Sessions covered at the ESOC 2023 at the Blog Post

ESOC 2023 SESSION REPORT – DIAGNOSIS / INVESTIGATION OF STROKE ETIOLOGY AND PATHOPHYSIOLOGY	Rajiv Advani
ESOC 2023 SESSION REPORT – HEMODYNAMIC STROKE: WHEN THE TIDE CHALLENGES THE MOON	Rajiv Advani
ESOC 2023 Session Report – ATTENTION to the BEST and BASIC Controversies of Basilar Artery Occlusion	Stela Rutovic
ESOC 2023 Session Report – Organising the Acute Chain of Stroke Care	Zdravka Polakovic
ESOC 2023 Session Report -Neurointervention – Imaging and Reperfusion	Zdravka Polakovic
ESOC 2023 Session Report -Recent Insights in Carotid Arteriopathies	Francesco Arba
ESOC 2023 Session Report – Stroke and the Heart – Important New Findings (Joint Session with ECS)	Thomas Meinel
Diagnosis / Investigation of Stroke Etiology and Pathophysiology	Rajiv Advani
Official Welcome and Large Clinical Trials	Thomas Meinel
New Advances in Cerebral Venous Thrombosis	Zdravka Poljakovic

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ESO Blogs published by ESO SM and PR members

ESO Blog Author	Title of the Blog	Link
Inna Lutsenko	Telestroke Online Workshop „Quality management in telestroke”	https://eso-stroke.org/telestroke-online-workshop-quality-management-in-telestroke/
Inna Lutsenko	PACNS – Clinical perspective and first international multidisciplinary guidelines on it	https://eso-stroke.org/pacns/
Rajiv Advani	SVIN 2023 Highlights	https://eso-stroke.org/svin-2023-highlights/

Tweets related to ESO Webinars

- Tweet thread with the links following PACNS Webinar earned 12000 views and had 21 reshares

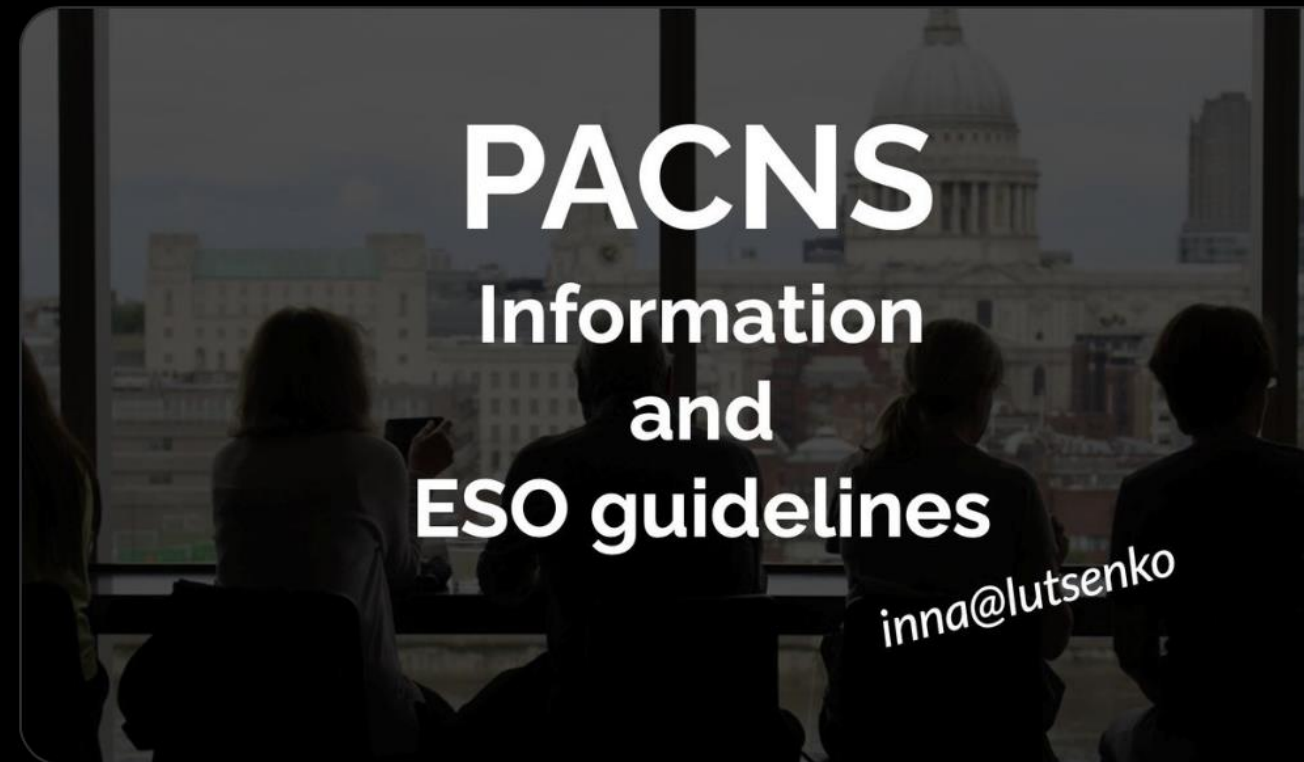
Inna Lutsenko, Dr.med.univ. @inna_lutsenko · Nov 2, 2023

🇺🇸 about PACNS:

SPOILER: with @ESOstroke Guidelines!

- ▶ primary #angiitis of #central #nervous #system
 - ▶ a rare inflammatory disease affecting the brain and spinal cord
 - ▶ without any overt systemic vasculitis or underlying potential cause
- acrjournals.onlinelibrary.wiley.com/doi/abs/10.1002/1111-1784.12345

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48

12K



Thomas Meinel @TotoMynell · Dec 2, 2023

Grateful for the enlightening talk on inflammation before and after 
Thank you @SchreuderFloris for sharing valuable insights and advancing our understanding in this critical area.
[@ESOstroke](#) #GSSW2023



Thomas Meinel @TotoMynell · Dec 1, 2023

Will Whiteley with a great talk on good practice of fast and reliable research during pandemic times [@ESOstroke](#) #ESSW 2023

[@edinburghstroke](#)



Participation at ESO Garmisch Scientific Workshop

Summary of ESO SM and PR activities:

- Multiplied and advertised the ESO activities on Twitter and LinkedIn
- Educational twitter threads based on ESO Guidelines and webinars (Lutsenko)
- visibility of #ESOC2023 through Twitter (Lutsenko, Meinel)
- ESOC 2023 sessions covered in Blogs
- reported from the ESO Garmisch Stroke Science Workshop on Twitter
- ESO Blogposts (Lutsenko, Meinel, Advani)
- 2 ESO webinars are organised by T. Meinel (covert brain infarction, PFO and LAA closure)
- Engaging with followers, responding to comments, and fostering a sense of community
- ESO StrokeMaster and ESO Stroke WinterSchool hosted, advertised (new record of applications)