EUROPEAN STROKE ORGANISATION

Committee Report 2024
ESO Public Relations and Social Media Committee

Inna Lutsenko

20.01.25

Report of the ESO Committees - Summary

Public Relations and Social Media Committee current members

- **Inna Lutsenko, Austria (Chair)**
- Ahmed Gunkan, Turkey
- Christian Böhme, Austria
- Francesco Arba, Italy
- Thomas Meinel, Switzerland

Report of the ESO Public Relations Committee

Sessions covered at the ESOC 2025 at the Blog Post

During ESOC (21–23 May 2025)

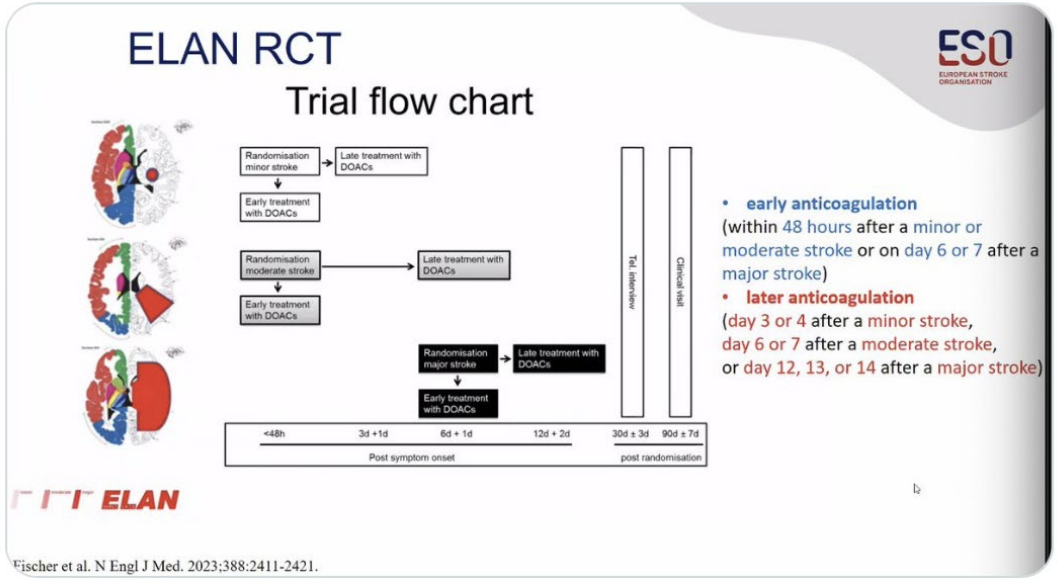
- **Session report ESOC 2025:** Official welcome and large clinical trials — Dr Christian Boehme — 21/05/2025 — https://eso-stroke.org/blog-session-clinical-trial/ European Stroke Organisation
- **Session Report – Stroke Imaging 2025** — Dr Thomas Meinel — 21/05/2025 — https://eso-stroke.org/blog-session-stroke-imaging/ European Stroke Organisation
- **Session Report: Current Concepts in Pre-Hospital Stroke Management** — Thomas Meinel — 22/05/2025 — https://eso-stroke.org/https-eso-stroke-org-blog-session-pre-hospital-stroke/ European Stroke Organisation
- **Session Report: Cerebral Small Vessel Disease** — Dr Francesco Arba — 22/05/2025 — https://eso-stroke.org/https-eso-stroke-org-blog-cerebral-small-vessel-disease/ European Stroke Organisation
- **Session report ESOC 2025: Acute reperfusion treatment** — Christian Boehme, MD, PhD — 22/05/2025 — https://eso-stroke.org/https-eso-stroke-org-blog-session-acute-reperfusion/ European Stroke Organisation
- **Poster Walk Day 1** — Dr Christian Boehme — 22/05/2025 — https://eso-stroke.org/https-eso-stroke-org-blog-poster-walk/ European Stroke Organisation
- **Session Report: Intravenous Thrombolysis in Acute Ischemic Stroke** — Dr Christian Boehme — 23/05/2025 — https://eso-stroke.org/blog-intravenous-thrombolysis/ European Stroke Organisation
- **Poster Walk Day 2** — Bogdan Ciopleias — 23/05/2025 — https://eso-stroke.org/poster-walk-day-1-by-bogdan-ciopleias/ European Stroke Organisation

Tweets shared during ESO Webinars und at ESOC with hashtags

1.000- 5000 views

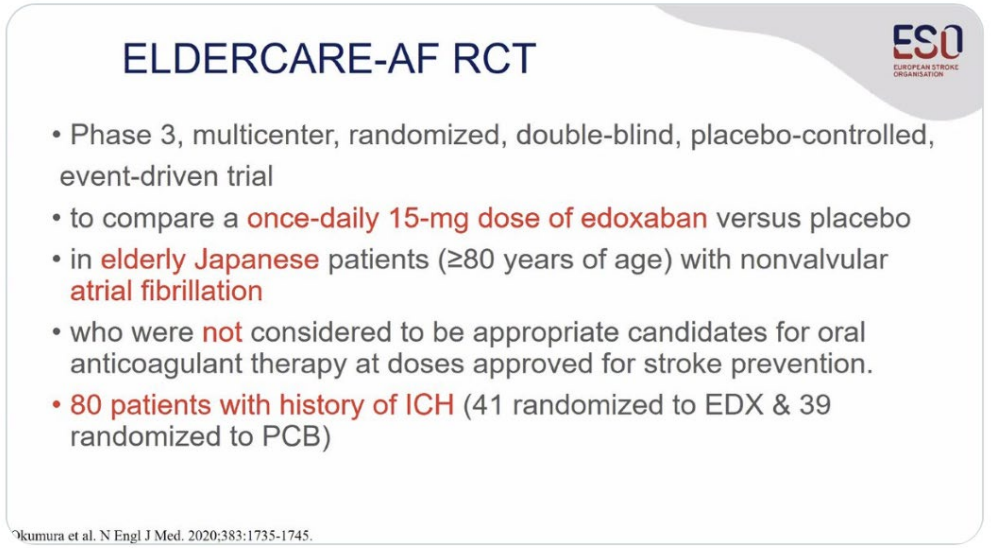
Inna Lutsenko, Dr.med.univ. @inna_lutsenko · Mar 25

Famous @ELAN_Trial where early (within 48 h) and late anticoagulation:
--> day 3 or 4 after a minor stroke
--> or on day 6-7
-> initiating DOAC early may reduce the risk of recurrent strokes without increasing the risk of major bleeding @ESOstroke



Inna Lutsenko, Dr.med.univ. @inna_lutsenko · Mar 25

The Japanese study #ELDERCARE-AFib concluded that low-dose edoxaban reduced the risk of stroke and systemic embolism compared to placebo, with a modest increase in bleeding events @ESOstroke



Summary of ESO SM and PR ativities:

- Multiplied and advertised the ESO activities on Twitter and LinkedIn
- Educational twitter threads based on ESO Guidelines and webinars (Lutsenko)
- Visibility of #ESOC2024 through Twitter (Lutsenko, Meinel)
- ESOC 2024 sessions covered in Blogs
- Tweets covering the educational webinars
- ESO Blologposts (Lutsenko, Meinel)
- Engaging with followers, responding to comments, and fostering a sense of community