

## ERA-EDTA Flash / Nephrology News Flash 2019

In 2019, the ERA-EDTA Flash newsletter changed its name to Nephrology News Flash. The newsletter got a brand new logo and is circulated bi-weekly as of 2019.

The lay-out of the newsletter is now more structured with each part giving full visibility to all ERA-EDTA's educational, scientific, institutional, and networking activities. In addition, several Nephrology News Flash issues give special attention to our annual congress, NDT and CKJ hot papers, initiatives for young nephrologists, and our membership benefits.

View all 2019 NNF issues here <https://www.era-edta.org/en/newsletter-press-releases/nephrology-news-flash/>

### Press activity

In 2019, 26 press releases were published, 11 of which were published during ERA-EDTA's annual congress and 15 throughout the year. Most press releases highlight new data published in NDT or CKJ because press coverage might result in more citations of these NDT / CKJ publications resulting in higher impact factors of both ERA-EDTA journals. In addition to these science-driven press releases, releases on special events (e.g. World Kidney Day or World Diabetes Day) were published.

Before publication all press releases are approved by Drs Kate Stevens and Maria Jose Soler. Special thanks goes to both of them for their fantastic support! In October 2019, the topic selection and authorization processes were changed. Professor Ron Gansevoort was selected as the Press Officer who can suggest various topics for press releases. One press release discussed the annual report of the ERA-EDTA Registry concluding that only a small fraction of patients accepted for renal replacement therapy are able to start this treatment with the best available therapy, which is transplantation. This topic, for example, raised the interest of many journalists and was covered, among others, by Medscape. The press release receiving most coverage in 2019, also in the lay media, was titled "High-protein diets may harm your kidneys" based on a publication in NDT. This illustrates that more "general topics" focusing on daily life (lifestyle, diet) are sometimes more attractive than very specific and scientific topics. A special word of thanks goes to Professor Gansevoort for having selected many interesting, "media relevant" studies and for correcting the draft texts.

For the ERA-EDTA congress in Budapest, two comprehensive press packs were developed and two press events were organised. The Opening Press conference was covered by 11 journalists, who also participated in a tour through a dialysis center, where they talked to patients and staff. During the congress, a scientific press conference took place where a selection of the "Late Breaking Clinical Trials" (LBCT) and other milestone papers that were published during the congress were presented by their authors (under embargo, prior to their official presentation in the congress programme) and discussed with 18 international medical journalists who were attending the event. This press conference was organised with the support of Professor Danilo Fliser (Chair of the ERA-EDTA Paper Selection Committee), who also moderated the discussion.

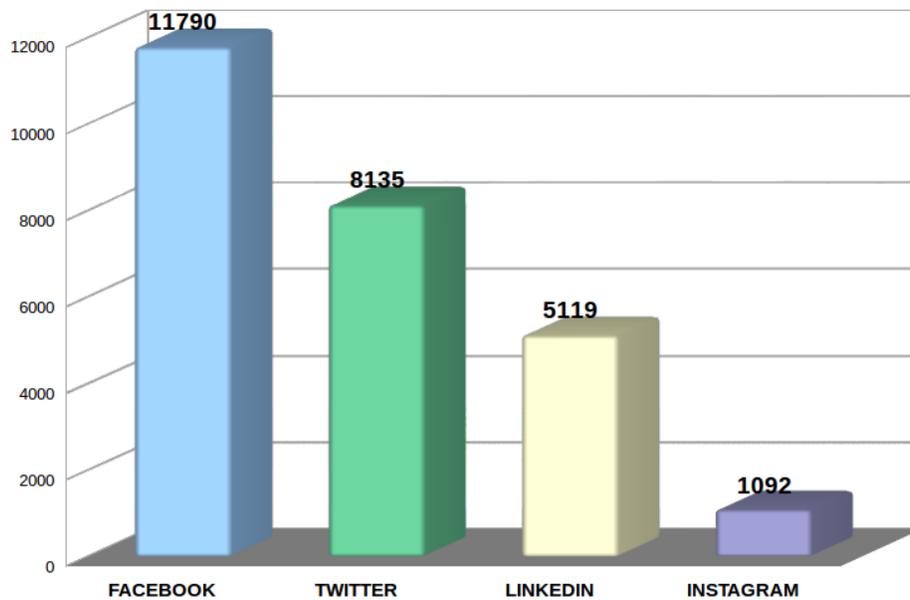
## ERA-EDTA Social Media

The ERA-EDTA has good visibility on Social Media and its number of followers is constantly growing. ERA-EDTA has a profile on most important Social Media platforms such as Facebook, Twitter, LinkedIn, Instagram, and even has a video channel on Vimeo and Youtube.

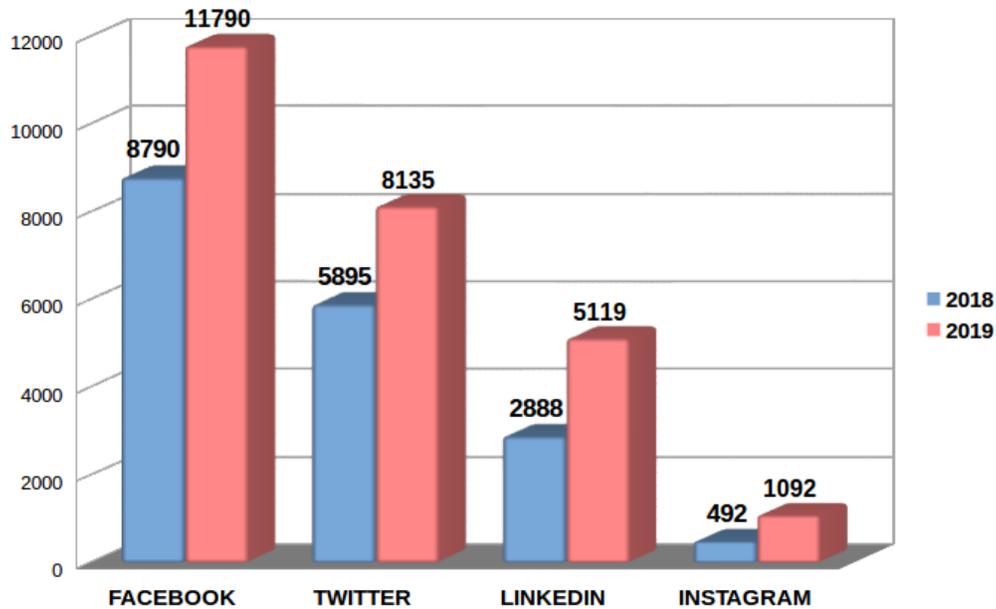
The ERA-EDTA profile on Google+ was closed in April 2019.

We also have individual Twitter profiles for the ERA-EDTA Registry, the Young Nephrologists' Platform (YNP), and our official journals NDT and CKJ.

In 2019, the number of ERA-EDTA followers on Social Media consistently grew and at the end of the year the following numbers were reached:



The following graph shows the growth of the number of followers in 2019:



In order to increase ERA-EDTA’s presence on Social Media, it was decided to officially form a Social Media Team. The chair of this team is the ECC (Electronic Communication Committee Chair) who nominates a Social Media Team leader. The Social Media Team members have been selected through an open call. The Social Media Team now counts 18 members, including the chair and team leader. The Social Media Team promotes several scientific presentations during the annual congress and shares educational and scientific news, posts, and tweets throughout the year.

During the 56th ERA-EDTA congress in Budapest, the Social Media Team tweeted the majority of the scientific sessions on the ERA-EDTA profile using the official congress hashtag #ERAEDTA19. This specific Twitter activity showed very good results and the total number of tweets using the official hashtag was very high.

## The Numbers

14.698M Impressions

9,708 Tweets

1,220 Participants

48 Avg Tweets/Hour

8 Avg Tweets/Participant

The “#ERAEDTA19” was nominated as one of the best 2018 hashtags. During the virtual congress 2020, Twitter will also intensively be used to promote the event.

**ERA-EDTA website ([www.era-edta.org/en](http://www.era-edta.org/en))**

The ERA-EDTA website was completely redesigned in the first part of 2019 and the new website was officially launched during the 56<sup>th</sup> ERA-EDTA congress in Budapest. The new ERA-EDTA website groups all other individual ERA-EDTA websites. This inclusion process started in 2019 with the congress and NDT-Educational websites being the first to be integrated in the new, general ERA-EDTA website. The website will be finished in 2020 once the ERBP and Registry websites are also added. In addition, starting 2020, the ERA-EDTA website includes a new Virtual Meeting section where live streaming/webcasts of our annual congresses and other small events are published.

Throughout 2019 the ERA-EDTA website had **more than 400,000 page views by 92,000 users** from all over the world.

