

The Brain Tumor Social Media (#BTSM) Twitter [hashtag](#) was founded in February 2012 as a disease-specific hashtag for patients with a [brain tumor](#).

To understand #BTSM's role as a patient support system, Feliciano et al. described user descriptors, growth, interaction, and content sharing.

They analyzed all tweets containing #BTSM from 2012 to 2018 using the Symplur Signals platform to obtain data and to describe Symplur-defined user categories, tweet content, and trends in use over time. They created a network plot with all publicly available retweets involving #BTSM in 2018 to visualize key stakeholders and their connections to other users.

From 2012 to 2018, 59,764 unique users participated in #BTSM, amassing 298,904 tweets. The yearly volume of #BTSM tweets increased by 264.57% from 16,394 in 2012 to 43,373 in 2018 with #BTSM constantly trending in the top 15 list of disease hashtags, as well the top 15 list of tweet chats. Patient advocates generated the most #BTSM tweets (33.13%), while advocacy groups, caregivers, doctors, and researchers generated 7.01%, 4.63%, 3.86%, and 3.37%, respectively. Physician use, although still low, has increased over time. The 2018 network plot of retweets including #BTSM identifies a number of key stakeholders from the patient advocate, patient organization, and medical researcher domains and reveals the extent of their reach to other users.

From its start in 2012, #BTSM has grown exponentially over time. They believe its growth suggests its potential as a global source of brain tumor information on Twitter for patients, advocates, patient organizations as well as health care professionals and researchers <sup>1)</sup>.

<sup>1)</sup>

Feliciano JT, Salmi L, Blotner C, Hayden A, Nduom EK, Kwan BM, Katz MS, Claus EB. Brain Tumor Discussions on Twitter (#BTSM): Social Network Analysis. J Med Internet Res. 2020 Oct 8;22(10):e22005. doi: 10.2196/22005. PMID: 33030435.

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