

The AAO-HNS/F Social Media Story

For the 2012 Annual Meeting & OTO EXPO of the American Academy of Otolaryngology – Head and Neck Surgery (AAO-HNS/F), our newly assembled social media team took a more strategic role preparing for social media use for our annual meeting. Each department assigned a main contributor to the team who was responsible for submitting content. The contributors were staff members who were primarily responsible for distributing their department's message through different vehicles. All content was previously approved by a group of editors to ensure that attendees received the information they were interested in, when they wanted it. We had decided previously based on user data to post our messages to Twitter, Facebook, and to our LinkedIn group. This year we began using a social media management system called HootSuite that allows us to distribute one message to multiple platforms simultaneously. The ability to gather messages in advance and schedule them for release, allowed us to be more responsive to posting updates, schedule changes and meeting information.

Our intent was to quickly communicate our message to attendees, increasing opportunities for member interaction and participation in real-time events. The result was that social media awareness and communication with our members increased greatly during the meeting.

As social media continues to be a significant means of communication in our world today, the Academy's goal is to continue the strong momentum from the annual meeting with our new collaborative structure in place. By engaging our members through newsworthy stories, comments, and action items, we are supporting our strategic plan of forwarding the specialty to members, healthcare professionals, and consumers. Ultimately, we'd like to see more member participation drive these social media outlets to take on a life of their own. The more they engage, the more they become invested in the social media communities around them. It is our hope that we also increase knowledge of the specialty and the resources that our website offers on the latest information within the field.

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Nigerian delegates in national dress at the International Reception.



Vietnamese delegates in national dress at the International Reception.



Delegates examine surgical instruments in the OTO EXPO.

So much to see - an alternative view

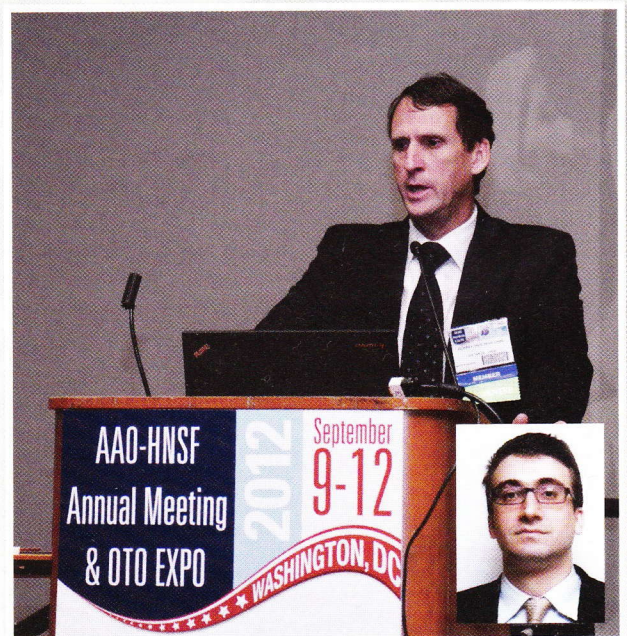
Report by: George Garas MRCS (Eng), ENT SpR, Leicester University Hospitals NHS Trust, Leicester, UK.

Keynote speakers included world renowned Head & Neck – Endocrine Surgery experts such as Professors Gregory Randolph from Harvard and Ralph Tufano from Johns Hopkins who lectured on parathyroid surgery and the surgical management of the neck in thyroid cancer respectively. The meeting covered all aspects of otorhinolaryngology – head & neck surgery but a particular emphasis was placed on endocrine and robotic surgery. A special symposium entitled 'The growing application of da Vinci® TORS in treating head & neck cancer' was chaired by Professors Gregory Weinstein and Bert O'Malley (both from the University of Pennsylvania), the pioneers of transoral robotic surgery. They also moderated several scientific oral presentations on robotic surgery and gave an instructional course on TORS.

The distinguished guest of the American Academy for 2012 was Professor Johan Fagan from the University of Cape Town Medical School, South Africa who was invited to give the Eugene N Myers International Lecture on Head and Neck Cancer.

Next year's meeting will be held in Vancouver, BC, Canada from September 29th to October 2nd, 2013.

Web: [www.entnet.org](http://www.entnet.org)



Prof Johan Fagan gave the Myers lecture on Head & Neck Cancer. Inset: Mr George Garas.