

## ICS Wiki marketing, 15<sup>th</sup> September 2016, Tokyo

**Attendees:** Luis Abranches-Monteiro, Sajjed Rahnamai, Jenniffer Voelkl, Christian Cobreros, Tom Marcelissen, Daniele Minardi

**Apologies:** Beth Shelly (wiki editor in chief), Elisabetta Costantini, Sharon Eustice, Alison Hainsworth, Ester Illiano, Markos Karavitakis, Chendrinada Madhu, Jane Meijlink, Kevin Rademakers, Petros Sountoulidis

**Also in attendance:** Jenny Ellis, Bernard Haylen, Mary Mejahed

LAM welcomed everyone to the meeting, members introduced themselves.

LAM showed the slides provided by BS (wiki editor in chief), please see attached.

LAM confirmed that we would be losing Jane Meijlink, patient advocate for the group. We need to bear this in mind when writing content on wiki. We need to ensure all areas/disciplines/groups are covered in wiki.

### 2. Focus points

- Need to increase content and marketing of wiki. We need to question the ICS definition- is it good/not good? This will create debates on wiki which is fed back to the SSC.
- What is the value of wiki- need to be clear on this, its personal view of members. JE highlighted the issue of access to wiki- you need to become a member to comment on content. This could be why there has been limited interactions on wiki but the hits on the website has been good.
- LAM questioned whether wiki has scientific value to members contributing? E.G. you can't cite wiki in documents or work. SR felt that you could start any discussion/paper with the ICS definition which is linked back to wiki. We could make it compulsory that all wiki definitions start with the ICS official definition.

*Postscript note: BS confirmed this is already the case, please see attached template.*

TM suggested that we could have a list of definitions on the page. TM asked whether it was okay to mix symptoms and signs? LAM thought this would be ok.

*Postscript Note: BS confirmed this should be decided on a case by case basis by the reviewers of the wiki page before publication.*

- SR thinks we need to provide more recognition / reward people for being involved in the wiki e.g. pictures at the annual meeting etc. LAM suggested a page in NAU. Groups discussed linking wiki to NAU and proposed that we could write an editorial review of a wiki page for NAU. BH thought this was a good idea and would discuss with Roger Dmochowski.

**Action: BH to have a meeting with Roger Dmochowski to discuss an editorial review in NAU from the wiki group.**

- JE suggested that new terminology documents are coming out so it would be good to add these to the wiki to assist with the promotion and discussion of these new documents.

*Postscript Note: BS confirmed she has already been in the process of asking for authors on new standard terms papers as they are published.*

BH stated that he will make it clear to all working group chairs that as part of their remit they

will be required to write a summary (based on the core document) for the wiki group then we can create an open discussion of the report.

*Postscript Note: BS advised that last year the committee decided to remove all standard documents from the wiki. BS wasn't sure what adding a summary will do. Currently each page has one term and would like a discussion on this item.*

- JE also suggested that we could approach Urology news to see if this is something that they would be interested in.

**Action: BS to confirm whether Urology News should be approached by the office.**

*Postscript Note: BS requests SR take this task.*

- Group discussed the plan going forward:
  - (1) Promote new content rather than questioning old documents.
  - (2) Links to NAU- editorial in the journal and linked marketing with NAU.
  - (3) Workshop or roundtable in Florence on wiki, suggested title 'ICS Wiki challenging concepts.'

LAM thanked everyone for attending the wiki meeting. We look forward to seeing you all in Florence next year.

**Ends**

## ICS Wiki marketing agenda, 15th September 2016, Tokyo

### Marketing goals

- Increase awareness of the wiki - It appears the unique hits on the site are stable since last year. I wish we could tell who is searching the site. I cannot tell if they are members. I will be getting stats monthly so I can see how the social media campaign is affecting hits. - No real info here.
- Increase awareness of the wiki among ICS members - We need to come up with ideas to increase awareness of wiki among ICS members. Maybe a twitter survey would work - see below
- Increase interaction with the wiki - Posting, ideas, ideal but not necessary per Marcus. In 2015 8 wiki committee members posted on the wiki, this year we only have two posting. Some of that is because authors are asking the ICS office to up load their posts but we still need to get committee members active.

Consistent, focused strategy needs to be developed. This is an area I feel very unable to help and will rely on others to take the lead and drive the campaign. I have spoken to a college who is considering joining us later in the year to give more input on this issue.

### Our past strategy has been

- When a new wiki page is added
- The author and committee is asked to develop 3 tweets and a facebook post on the term
- ICS office will
  - with Beth determine if a enews can be sent on the term - mostly related to very popular terms or to advertise a new publication
  - schedule 3 tweets at different time zones within 4 or 5 days of each other
  - post one Facebook post on the term
- Jennifer or the ICS office will post on LinkedIn
- The wiki committee will be asked to add to the discussion and to comment on Facebook or LinkedIn and to repost or retweet
- Twitter needs to be short with a link- due to the character limit.
- Facebook is more flexible so longer titles can be used and more information provided-pictures work well for generating interest.
- You want something to make people stop and want to respond to the post.
- All wiki committee members should be retweeting and sharing social media posts

This strategy has not yielded sufficient activity and I am hopeful the committee can brain storm some new ideas.

# ICS Wiki - Instructions for Authors

Pages must be written in English.

Wiki committee members are available to help with English language when required.

ICS standard terminology is mandatory. When this terminology is being challenged, a clear statement of the reasons for a change is required.

The purpose of the Wiki is to discuss ICS standard terminology and definitions:

- to stimulate debate;
- to allow individuals to provide input to help improve existing terminology and definitions and to help create new terminology and definitions where needed.

It is not intended to be instructional or a guideline.

Choosing a term:

Individual Wiki pages are devoted to terms, conditions, techniques or therapies for which there are existing published ICS standards. Only one term should be discussed per page. If a term is already posted on the Wiki, please provide comment and input on the existing page. We specifically do not want two Wiki pages on the same term since this will inevitably cause confusion.

Wiki authors are requested to email their contribution in a Word document format to the ICS Wiki committee contact person for posting. Wiki committee members may post their own Wiki pages or email them to the editor-in-chief for review before posting.

## Template

- Title:
  - Term, technique or concept
  - Avoid discussing more than one term on one page.
- Author's name and Editor's name if applicable
  - The page can be compiled by several authors. At least one of the authors must be an active ICS member. This page has to be reviewed by a member of the Wiki Editorial Board
- Date of last edit when applicable

## Body of the page:

Use headings below or similar wording.

- Current definition or definitions by an organization with reference to a published paper including any footnotes or explanatory notes in the text.
- Old definition(s) with clear dates and sources. These may be helpful to understand the development process of the current definition
- Perspectives and controversies - this is an important section
  - Reasons for the current term or definition to be challenged or reasons why it should be kept unchanged, including references to any publications on current controversies.
  - Etymological aspects should be considered.
  - If relevant, consider the usage (scientific and common) of these terms and definitions in other languages.

- Pathophysiology or therapy can be included but is not the main purpose of the wiki. Please keep this section short and primarily for clarity and understanding of the term.

### **References:**

- References should include links to any papers published online (see example below)
- Sources other than scientific books or journal articles may be used with proper and clear notations.
- References must be given in the Vancouver style. Within the text, tables and legends, references must be identified by Arabic numerals in parentheses. The final list of references must be numbered consecutively in the order in which they are first mentioned in the text and must include full article titles and page numbers. Journal names must be abbreviated according to the *Index Medicus* style.
- Note the following examples:
  - *Journal article*  
Author Surname Initials. Title of article. Title of journal, abbreviated. Date of Publication: Volume Number(Issue Number): Page Numbers.
  - *Book*  
Author Surname Initials. Title: subtitle. Edition (if not the first). Place of publication: Publisher; Year.
  - *Book chapter*  
Author Surname Initials. Chapter title. In: Editor Surname Initials, editor. Title: subtitle. Edition (if not the first). Place of publication: Publisher; Year. Pages.
  - *Online material*  
Author Surname Initials (if available). Title of Website [Internet]. Place of publication: Publisher; Date of First Publication [Date of last update; cited date]. Available from: URL. A hypertext link can be used to lead the reader to a given site

# Wiki ICS

Report of ICS Wiki September 2016



- Current committee - 17

including patient advocate (although Jane has said she will be stepping down), PT, clinical scientist, and trainees.

There are no members ending their terms this year and only one to end term next year.

At this point I hope the current members will be increasing activity in the committee.

- Two focus points

- Increasing content - adding more wiki pages
- Marketing - increasing awareness of wiki among ICS members and increasing interaction on wiki

- Wiki content - the ICS Wiki currently has 26 term pages. This year we did the final clean up - consolidating duplicate pages and shifting all standard papers off the wiki and onto the SSC page.

- New pages
- Jan - PFM pain - updated by Beth
- Feb - feeling of incomplete emptying - Petros
- March - continuous UI - Elisabeth
- June - POP quantification - Martin Huser
- May - Urgency updated - Sajjed
- Aug - dysfunctional voiding - Tom
- Sept - Fecal incontinence - Samantha

- Pages in progress (as of Sept 2)
- Ester - Dysuria
- Alison - anorectal prolapse and incomplete evacuation
- Samantha - post defecatory soiling
- Jennifer - PFM exam
  
- Future pages
- Luis and Kevin - underactive bladder when out
- Conservative management - 3 PTs have expressed an interest in writing pages



- Pages which should be updated - pain pages will be worked on once the pain paper is finalized
- Enuresis
- Pelvic pain syndrome
- Post prostate UI - last updated 2011
- Scrotal pain
- Urethral pain
- There are more standard papers being published and I will continue to solicit for writers and mentors for writers to increase content.

## Marketing

- Sajjed Rahnamai - wiki marketing coordinator
- Jenniffer Voelkl - LinkedIn, Facebook

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post one Facebook post on the term

Jennifer or the ICS office will post on LinkedIn

The wiki committee will be asked to add to the discussion and to comment on Facebook or LinkedIn and to repost or retweet

Twitter needs to be short with a link- due to the character limit.

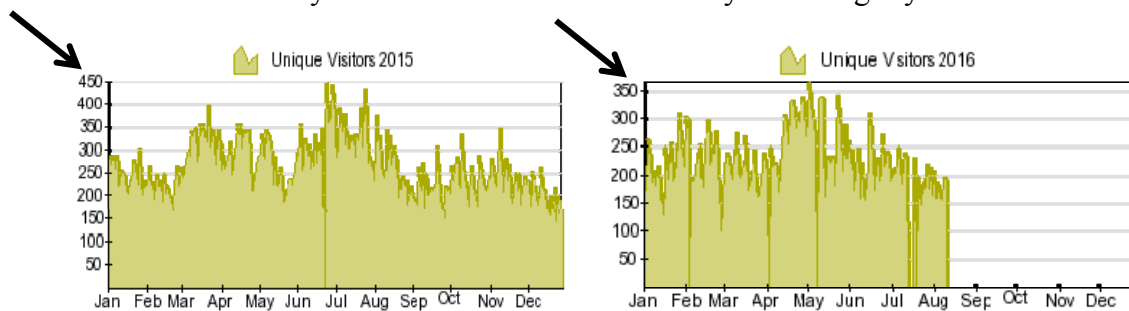
Facebook is more flexible so longer titles can be used and more information provided-pictures work well for generating interest.

You want something to make people stop and want to respond to the post.

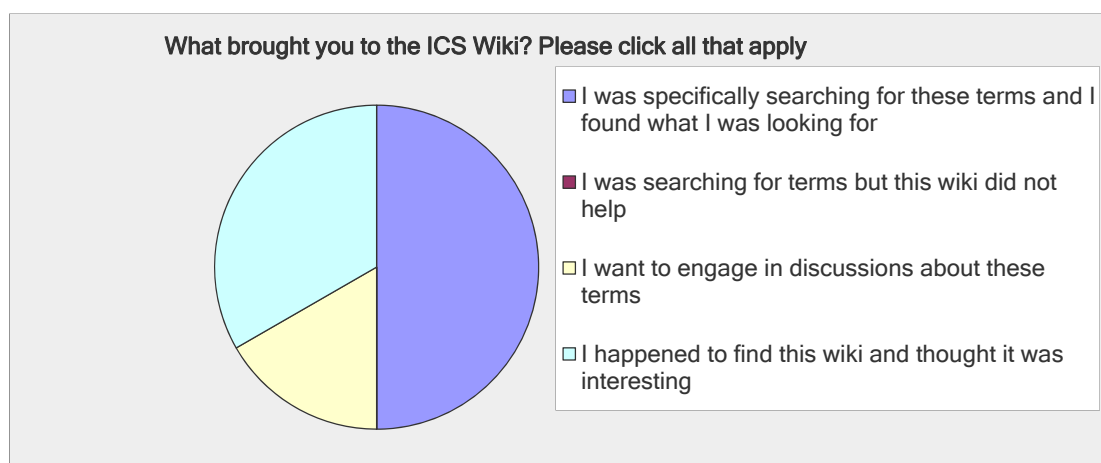
All wiki committee members should be retweeting and sharing social media posts

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- Overall the activity of the wiki has remained steady if not slightly less in 2016



## 6 responses to survey on wiki home page



## Tweet Activity

ICS @jcsoffice  
 #POP #quantification- join the discussion on  
 #ICSWiki <http://ow.ly/4wrb3012lka> @Dr\_SRah



Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

Impressions	273
Total engagements	10
Retweets	4
Link clicks	4
Likes	1
Hashtag clicks	1

## Tweet Activity

ICS @jcsoffice  
 #urinary #urgency- join the discussion on #ICSWiki  
<http://ow.ly/zB3P301coWu> @Dr\_SRah



Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

Impressions	493
Total engagements	17
Link clicks	6
Detail expands	4
Retweets	3
Likes	2
Hashtag clicks	1
Profile clicks	1

**International Continence Society (ICS)**  
Published by Hootsuite [?] · June 16 at 1:55pm · 🌐

#urinary #urgency- join the discussion on #ICSWiki  
<http://ow.ly/zB3P301coWu>



1,510 people reached

Like Comment Share

Meg Fleming McDonnell

**International Continence Society (ICS)**  
Published by Hootsuite [?] · June 15 at 2:40pm · 🌐

POP-Q does not add any clinical relevance to the description of physical examination. Do you agree? [ow.ly/4wrb3012lka](http://ow.ly/4wrb3012lka) #ICSWiki



1,236 people reached

Boost Post

Like Comment Share

Jose Tadeu Carvalho Martins, Marcio Averbek and 2 others

2 shares

Write a comment...

**ICS**  
@icsoffice  
The International Continence Society (ICS) is a membership society for medical professionals concerned with incontinence.  
Bristol, UK  
icsoffice.org  
Joined December 2009  
161 Photos and videos

TWEETS 1,912 FOLLOWING 199 FOLLOWERS 1,634 LIKES 103 LISTS 2

Tweets Tweets & replies Photos & videos

ICS @icsoffice · 18 hrs  
Will you change your practice for handling Clinical Photographs Responsibly after reading our article?

67% Yes  
33% No  
3 votes · 5 hours left

ICS @icsoffice · 20 hrs  
Read the latest PCC article on how to handle clinical photographs responsibly  
[ow.ly/UXOYJ](http://ow.ly/UXOYJ)

ICS @icsoffice · 23 hrs  
If asked, would you know off hand your institutional policy on taking patient photos in the clinical setting?

33% Yes  
67% No  
3 votes · 2 hours left

Twitter survey possible through ICS office



- Thanks to Luis and Sajjed for leading the meeting
- I look forward to an active and exciting time in wiki creation

Beth

- [beth@bethshelly.com](mailto:beth@bethshelly.com)
- @bethshellypt