

## Background

An initiative of the social media team of the International Society of Nephrology

Unique AV format summarising journal articles

Aim to stimulate interest in the topic

Source: Kidney International (KI) and Kidney International Reports (KIR)

## Methods



Aim

To quantify the impact of the ISN Video abstract series initiative



Metrics

Impressions and engagements on X and Facebook



Period

Nov 2021 - Aug 2025  
Before vs after 1<sup>st</sup> Jan 2023

## Results



92 video abstracts :  
KI 47, KIR 44, DOPPS 1



Impressions

**237745**



Engagements

**7991**



Video views

**39110**



**47146**



**1450**

**21256**



Facebook: X ratio

**Before → After 2023 0.14 → 0.23**

**Conclusion:** Video abstracts continue to be a useful tool for disseminating the results of cutting-edge research. X remains the most used platform for viewing video abstracts.

@ISNEducation Social Media Team

Wijayaratne, et al

Visual abstract by Dilushi Wijayaratne  
X @Dilushiwijay

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