

APPROUVÉ

Par MIREAUX , 17:57, 25/03/2021



BMI-21.05

Press release

March 29th, 2021

@Microbiota_Inst, the Institute twitter account dedicated to HCPs

To inform, federate and share. The Microbiota Institute launches a Twitter account 100% dedicated to healthcare professionals. Through its ability to connect millions of people, Twitter is currently the most popular form of social media used for healthcare communication. The Microbiota Institute joins the social media with one goal: raising a qualified community by creating an engaging dynamic around the latest microbiota news.

Building an international HCPs community around microbiota...

Latest scientific publications, experts' interviews, thematic folders, live-tweet of conferences (WGO, ESPGHAN, etc.) ... Healthcare professionals will have access to a wide range of up-to-date scientific content. This new Twitter account (@Microbiota_Inst) is designed aiming to reach the widest community of health professionals who want to be up to date with the latest information on the microbiota field. Health professionals but not only. Thanks to this new communication channel, the Microbiota Institute wants to expand its audience by reaching recognized scholarly societies, healthcare students but also the specialized press, congresses, professional orders...

... And promoting the latest therapeutic advances and the power of microbiota on health

By sharing accurate news about microbiota either from the Institute exclusive website content (digest of research advances for clinical practitioner) or from other HCPs' tweets, the Institute Twitter account aims to be recognized as a useful and trustful partner when it comes to research and clinical practice. Twitter is THE social network to follow in order to know and spread microbiota scientific knowledge. As a recognized international platform on that field, it was legitimate for the Institute to strengthen its presence on this channel.

About the Microbiota Institute

The Biocodex Microbiota Institute is an international scientific institution that aims to foster health through spreading knowledge about the human microbiota. To do so, the Institute addresses both healthcare professionals and the general public to raise their awareness about the central role of this still unknown organ of the body.

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