

Multimedia Appendix

3. Promotion timeline of the eHealth 2011 conference

	Date	Activity
Phase		
Setup	10 May	Call-for-Papers (CFP) sent to email lists; set up Twitter account and Face- book page; posted CFP and announced official Twitter hashtag
	12 May	Started to post news messages related to conference's topics on Twitter and Facebook
	20 May	Twitter stream widget added to official website
	27 May	2nd CFP sent to email lists
Active Promotion	1 June	Started to follow people on Twitter
	6 June	Started Twitter promotion (2 tweets per day asking for submissions) Announced CFP deadline on Twitter and by email
	21 June	Announced extended CFP deadline on Twitter and email
	28 June	Sporadically tweeting and retweeting ehealth-related news (during the week)
	13 July	From this date tweets were mainly focussed on conference news (reviewing completed, program online, etc.); retweeting of other news messages was stopped/reduced
	19 July	Started to announce submission deadline for posters and demos
	2 Aug	Announced deadline extension for posters and demos Registration was opened, venue was confirmed
	25 Aug	Started to ask on Twitter for questions to be discussed at the conference panel
	14 Sep	Decided for now to stop asking for questions for the panel due to lack of response, and to ask again nearer to the time of the conference
	28 Sep	Created the Flickr group (later a Flickr gallery) for poster authors to upload images
29 Sep	Sent reminders to register for conference, sporadically retweeting ehealth- related news	
2 Nov		
Last Minute Promotion	13 Nov	Announced the lineup of invited speakers
	15 Nov	Created the live blog
	16-17 Nov	Asked again on Twitter for panel questions; announced live blog
Actual Event	21-23 Nov	Conference (live blogging / tweeting)
Post Event	24 Nov - 5 Dec	Post event communication