

Guidelines for designing images and tweeting

Online Poster Session ISOC 2021 Unicam

For #UNICAMISOC2021, the Online Poster Session will have two parts: an asynchronous Twitter session and a Facebook webpage.

The Twitter session will begin at 3.00 **pm EST (Rome)** on **Wednesday September 1st, 2021**, and will continue throughout the day as presenters tweet their posters. Participants are encouraged to post at the time that is most convenient for them, depending on their time zone. All official virtual posters will be retweeted from the local committee

The days after three winning posters will be selected and invited to directly interact with attendees via video chat on the ISOC platform.



Tweet



Serena Gabrielli @SerenaGabriell7 · 5m

Development of heteroleptic zinc(II) compounds of acylpyrazolone ligands with potential anticancer activity
@ISOC2021 @ISOCUnicam @fabiomarchetti

Development of heteroleptic zinc(II) compounds of acylpyrazolone ligands with potential anticancer activity
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Abstract: In recent years several Zn(II) complexes have been found to display anticancer activity with low in vivo toxicity, low side effects, and different cellular targets with respect to the classical metalodrugs. Following previous studies on heteroleptic Zn(II) complexes bearing D,O- and O,N-chelating donor ligands, here we explore new zinc complexes bearing acylpyrazolones, functionalized with hydrophobic groups, and auxiliary N,N-chelating donors. Complexes were prepared in high yield by reacting [Zn(OAc)₂·2H₂O] and the appropriate N² pyridylidene-methanol at room temperature, and their reaction with the chelating N₂O₂-ligands in chloroform was investigated.

Table 1. Cytotoxicity (IC₅₀, μM) of N² pyridylidene and complexes 3-8 following exposure for 48 and 96 h to MCF-7 cells.

Compound	IC ₅₀ 48h	IC ₅₀ 96h
MCF-7	12.4	8.8
1	11.0	10.4
2	4.0	1.1
3	13.6	10.6
4	5.4	4.0
5	13.0	10.4
6	14.4	8.8
7	20.0	10.7
8	14.4	8.8
DMFDO	5.4	1.8

Figure 4. Changes in the cell viability of MCF-7 cells after 24 h of treatment with various concentrations of 2 and 3 (a) and 6 and 8 (b).

Figure 5. Laser scanning confocal microscopy (LSCM) images of cells in the control (no treatment) and after treatment with complexes 3 and 6 at conc. of 10 μM. Cells were stained for apoptotic markers: active caspase-3 (green), p-ERK (red) and nuclei (blue). Scale bar = 20 μm.

Figure 6. Quantitative analysis of apoptotic markers caspase-3 (green bar) and p-ERK (red bar).



What is an online poster session?

Unlike a conventional poster which consists of a single sheet of paper that is several feet wide and tall, the online poster session will take place on Twitter, where participants will tweet their “posters”. A single tweet will include four images along with a brief summary, as shown in the example.

To maximize interaction during the ISOC Poster session, we strongly encourage you to set up a personal or laboratory Twitter account, if you do not have one already. This will ensure that you will be able to interact with other posters in the session as well.

If you do not have access to Twitter, please send your poster to isoc@unicam.it. We will send your poster out as a tweet from **the official @ISOCUnicam**. You are encouraged to include your contact information (email address, etc.) on the poster slides, to facilitate further interaction with anyone interested in your work.

Preparing your images and tweet for posting

To ensure that your images are the correct aspect ratio, we have prepared a powerpoint template that is posted on the conference website. This series of four slides already has the correct aspect ratios and font sizes to accommodate twitter. These slides were used to create the tweet shown above. There are several aspects that must be considered when designing the images and when posting:

- Aspect ratio and legibility of images on twitter (saved as JPEG, TIFF, etc...)
- Number of images that can be contained in a single tweet
- Hashtags for increasing visibility and associating poster with conference

A typical text for your tweet should contain the right hashtags (with # and your poster topic) and tag (@ your co-authors or affiliation additionally to @ISOCUnicam) :

The [#ISOCUnicam](#) must always be included, or the poster will not be retweeted.

To help you prepare your poster, we are providing a PowerPoint template and some additional guidance:

- [Guidelines for designing images and tweeting \(pdf\)](#)
- [Poster template \(ppt file\)](#)
- [Sample poster images \(pdf\)](#)

If you are new to Twitter and would like guidance on how to use it for science communication, we recommend the following website: <https://t4scientists.com/> (no affiliation with ISOC).