workup regardless of the haemoglobin level. Anaemia was defined as haemoglobin <12g/dL, and it was further classified into mild (11.0–11.9g/dL), moderate (8.0–10.9g/dL) and severe (<8.0g/dL) according to the World Health Organization classification. A transferrin saturation (TSAT) level of <20% was regarded as iron-deficiency.

Results There were 223 new case referrals during the study period. Haemoglobin level and Iron profile were available in 93 cases for analysis. Among the 93 cases, anaemia was observed in 37 patients (39.8%) - 14 patients with mild anaemia (15.1%), 16 with moderate anaemia (17.2%) and 7 (7.5%) with severe anaemia. For the 37 patients with anaemia, a low TSAT level (<20%) suggesting iron-deficiency was observed in 30 cases (81.1%). However, a low Mean Corpuscular Volume (MCV) (<82fL) was only seen in 16 (53.3%) out of these 30 cases.

Conclusion Anaemia was common in patients with newly diagnosed gynaecological malignancy, and most of them were due to iron-deficiency. Screening by MCV value to triage anaemic patients for further iron study was not reliable in the setting of oncology patients, as half of the patients would have normal MCV even in the presence of iron deficiency. All gynaecological oncology patients with anaemia should have iron profile checked regardless of the MCV value.

Disclosures All authors declared no conflict of interest.
Results Our query resulted in 741,598 posts (figure 1). Grouping them according to hashtags related to disease site, ovarian cancer was found in 375,072 (50.6%) posts; cervical cancer in 248,707 (33.5%); uterine cancer in 83,670 (11.3%); vulvar cancer in 20,756 (2.8%); vaginal cancer in 11,822 (1.6%); and HPV vaccination in 3,211 (0.4%). The #ovariancancer analysis showed a particular interest in spirituality (positivity, love, praying, and hope). The second most common hashtag was #cervicalcancer, and again its analysis yielded a particular focus on fighting the disease and spreading awareness. Preventive measures related to #hpvvaccination did not raise so much attention. Uterine cancer (#endometrialcancer; #uterinecancer; #wombcancer) ranked 3rd despite being the most prevalent GC in industrialized countries.

Conclusion Instagram could be an effective social media platform for GC awareness. A strong campaign on GC prevention is still lacking on Instagram.

Disclosures None