Disclosure

◦ No conflicts of interest
◦ We are not endorsing any specific social media platform – just sharing insights and experiences
Who Are We?

- We are involved in academic medicine like you!
- We are using various social media platforms to spread the word about our medicine, training programs and research
- We continue to learn every day on how to better leverage the growing social media landscape
What is Social Media?

- forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)
  - Merriam-Webster
- First known use of the term was 2004
Social network sites worldwide ranked by number of active users (in millions, as of January 2017.)

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Active Users in Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,873</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>1,000</td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td>1,000</td>
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<tr>
<td>Tencent QQ</td>
<td>827</td>
</tr>
<tr>
<td>WeChat</td>
<td>632</td>
</tr>
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<td>QZone</td>
<td>606</td>
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<td>Instagram</td>
<td>550</td>
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<td>Tumblr</td>
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<td>Twitter</td>
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</tr>
<tr>
<td>Baidu Tieba</td>
<td>300</td>
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<tr>
<td>Snapchat</td>
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<tr>
<td>Sina Weibo</td>
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<tr>
<td>LINE</td>
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<td>Telegram</td>
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</tr>
<tr>
<td>WeChat Messenger</td>
<td>99</td>
</tr>
<tr>
<td>KakaoTalk</td>
<td>49</td>
</tr>
</tbody>
</table>

Facebook remains the most popular social media platform

% of online adults who use...

Note: 88% of Americans are currently internet users
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"
PEW Research Center
Chart 9: VISITORS TO THE TOP SOCIAL PLATFORMS BY COUNTRY

% internet users who have visited/used the service in the last month

[Bar chart showing visitors to Facebook, YouTube, Twitter, and Google+ by country]

Pew Demographics

- 7 out of 10 adults
- Most daily to weekly
Social Media and Academic Medicine

- Quickest and most efficient way to share your academic medicine profile and portfolio
- Build a network of people interested in similar academic pursuits - exchange ideas and potentially collaborate
- Recruit patients for studies/build your practice
- Can spread educational and clinical pearls
- Recruit trainees and faculty
- Build your “brand” in academics - reputation nationally and globally
Medical conversations are happening on Twitter, not Facebook

ILTIFAT HUSAIN, MD | SOCIAL MEDIA | JUNE 30, 2013

When Twitter initially launched I was largely skeptical on how it could be utilized in medicine. Initially I thought Facebook was a better option due to the ability to use more than 140 characters. Over time though, it has become clear the medical conversations are happening on Twitter, not Facebook.
DATA-DRIVEN
ENGAGING INNOVATION

Data Driven: Mining ClinicalTrials.gov – Institutions, Funding, and Areas of Focus

Data Driven, a new series that explores our nation’s health agencies’ publicly available data. This data, which is comprised of searchable online databases and files, presents a unique opportunity to analyze information on broad health care topics. We thought it would be interesting to explore data from agencies whose work most closely impacts some trial innovation, namely, the National Institutes

Welcome!
Welcome to the laboratory of Steven Varga, PhD at the University of Iowa Department of Microbiology.

Research in the Lab
The laboratory is affiliated with both the Interdisciplinary Graduate Program in Immunology as well as the Biosciences Multidisciplinary Training Program.

Research in the Lab
Respiratory syncytial virus (RSV) is the most common cause of bronchiolitis and pneumonia in young children worldwide. Research in the Varga laboratory focuses on the contributions of virus-specific T lymphocytes to enhanced disease and immunopathology during virus infection. The Varga team studies the mouse model of RSV infection and the mechanisms by which virus-specific CD8 T cells mediate damage within the infected lung as well as their role in driving systemic illness.

The lab also studies the immune response to the influenza virus and is working on the development of a mouse model for severe acute respiratory syndrome (SARS).
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@lowa_EM

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care, education and research. Service to
humankind. Titrate to life.

📍 Iowa City, IA

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clinical care, education and research.

📍 Iowa City, IA

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📍 Iowa City/Coralville, Iowa

64 FOLLOWING  60 FOLLOWERS

Azeeemuddin Ahmed
@TheAzeemAhmed

Azeeemuddin Ahmed, MD, MBA is the
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fellowship@uiowa.edu or
319-384-6864 for info!

Seth Trueger @MDaware 11/29/16
most obs use=appropriate, by
@graham_p_martin @bradwrightphd @TheAzeemAhmed @masons301265 @Damian_Roland @AnnalsofEM
annemergmed.com/article/50196---
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Doximity

- Medical Professional Network
- founded 2011
- Medical Advisory Board
- HIPAA Secure Messaging
Sharing Your Resume - Doximity

**Publications & Presentations**

PubMed

**Use of sentinel lymph node biopsy to select patients for local-regional therapy after neoadjuvant chemotherapy.**
Erdahl, L. M., Boughey, J. C.
Curr Breast Cancer Rep 2014 Apr 01

**Use of breast simulators compared with standardized patients in teaching the clinical breast examination to medical students.**
J Surg Educ 2012 Apr 10

**Monocular patching may induce ipsilateral "where" spatial bias.**
Chen, P., Erdahl, L., Barrett, A. M.
Neuropsychologia 2009 Feb 01
ResearchGate

- Professional Network Founded 2008
- Designed for sharing research and collaborating
- Follow and communicate with researchers in your field
- Track your effectiveness
Are these items part of the same project?

- Article: Contralateral Prophylactic Mastectomy: Factors Predictive of Occult Malignancy or High-Risk Lesion and the Impact of MRI and Genetic Testing
- Conference Paper: Comparison of Side-Specific Complications After Contralateral Prophylactic Mastectomy vs Treatment Mastectomy for Unilateral Breast Cancer

Add your experience
Have you worked at Department of Surgery, Mayo Clinic - Rochester?

No  Yes
Blogs

- Highly variable
- Personal vs. Professional
- Comments on or off
- Social Media users want a personal connection
A slightly belated April reading round-up

I’ll start with an apology: I’ve not been on my A-game with keeping up with the blog lately. Lots of life distractions, many of which I’m hopeful will start to settle down soon. It’s not been easy.

So, it is April, and a number of things out there have caught my eye.

The March print edition of JAMASurgery included this systematic review and metaanalysis of causes of attrition in general surgery residency. While I’m reasonably certain we can’t get the rate to zero because there are factors we cannot control, we must do what we can.
Dangers of Social Media

- Bad social media habits can lead to significant ramifications
  - HIPAA violations = fired from your job
  - Profane language, offensive material - can have negative effects
  - Nothing is private
  - The internet never forgets

Michelle Herren
Monkey face and poor ebonic English!!! There! I feel better and am still not racist!!! Just calling it like it is!

Herren claims that she did not think “monkey face” was a racist remark. (FACEBOOK VIA THE DENVER CHANNEL VIA YOUTUBE)
Social Media Tips for Success

- Your profile matters
- Study the platform
- Practice mindfulness
- Remain active
- Be timely
- Stay engaged
- Posts last forever
- Nothing is private
Conclusion

- Social media is now a standard in academic medicine
- Much more efficient use of your time to seek and disseminate information
- Be regular and precise in your postings – going off the grid makes people lose interest
Questions/Comments?

@patrickmarkryan
Patrick Ryan

I'm done learning new things until someone can prove to me that we won't have Google forever.
Discussion Questions

- How do you find time to tweet/post?
- How do you decide what to share?
- Do you use social media for research or to follow journals, institutes, media, etc.?
- What are some of the positive outcomes from your social media efforts?
- Any negative comments or outcomes, and if so, how did you handle those?
References

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- http://www.pewinternet.org/fact-sheet/social-media/
- https://about.twitter.com/company
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- https://www.researchgate.net/login
- http://www.amaliacochranmd.com/
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- https://www.mbcproject.org/