A SOCIAL MEDIA WORKSHOP
For Healthcare Researchers
Thursday, January 16th, 2020
12PM-1PM | MRL 1-441
Lunch will be provided.

Kimon L.H. Ioannides, MD @klhi
Jake Quinton, MD @jakequintonMD
Hafifa Siddiq, PhD RN @drnursehafifa
Objectives

- Be able to construct a personal social media brand
- Be able to use communication conventions of twitter to engage in debate and gain influence
- Be able to avoid major ethical issues with social media use in health care
Why care?

- Control the narrative about *your* work
- Network
- Demonstrate your impact
Agenda

➔ Workshop
   Watch -> Interact -> Engage

➔ Dissecting Influencer Marketing

➔ Ethics

➔ Wrap-up and Next Steps
Workshop: Flip the classroom!

Didactics

Practice
“Regroup” means...

- Devices down
- Quick didactics
- Please eat :-)

I’M THE TEACHER!
Workshop

Watch
Find people on twitter who share your interests.
Jake

Interact
Respond and "re-tweet" without and with a comment.
Kimon

Engage
Hashtag and Engagement Tools.
Hafifa
Lurker Workshop!
.... (Who to Follow on Twitter)

Head to @jakequintonMD for scheduled tweets:
11:45 - our FBL @CHIPTS!
11:50 - follows  @CHIPTS
11:55 - follow my favs?
12:00 - use Symplur for #allthehashtags
Re-Group
Interact

➔ Retweeting

➔ Replying / Responding

➔ Miscellaneous
Twitter User Spectrum

Majority

CONSUMER ONLY
- Mainly Follow
- Read tweets

DISSEMINATOR / SUPPORTER
- Retweet / Like
- Reply

CONTENT CREATOR
- Tweet
- Tweetorial
  Threads
Retweeting

➔ Increases visibility of other tweets

➔ Connects disparate circles

➔ Easy
Retweeting vs Liking

➔ Retweeting more likely to make it on your followers timeline

➔ Liking a tweet *may* make it on followers timeline

◆ Depends on Twitter's algorithmic determination of each follower's preference

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Kimon L.H. Ioannides
@khi

Whenever I (cismale physician) am mistaken for a bedside nurse, my reactions are:
1st: hopeful that this is a sign of progress towards gender equity
2nd: flattered
3rd: eternally grateful for all the things our nursing colleagues do for patients every day

1:45 PM · Jan 15, 2020 · Twitter for Android

View Tweet activity

6 Likes
Retweeting w/Comment

→ Allows you to add your opinion to other content

◆ More likely to produce engagement

→ Classified as own tweet

◆ Enables analytics
Replying to Tweets

Who do you reply to?
◆ Key Opinion Leaders
◆ People you know
◆ Tweets your tagged in
◆ Tweets you have expertise / opinion on

Dr. Glaucomelecken
@DGlaucomelecken

I CANNOT WAIT for my kids to get up at 7:30 on the weekend and make their own breakfast and dress themselves appropriately and get jobs and drive themselves places and not rely on me financially and make all my medical decisions for me

8:11 AM · Jan 12, 2020 · Twitter for iPhone

22 Retweets 1.2K Likes

Sisphus Justice Warrior, Karma Police MD @Anl... · Jan 12
Replies to @DGlaucomelecken
Stop wishing for death already

1 Retweets 6 Likes

Dr. Glaucomelecken @DGlaucomelecken · Jan 12
Not death, just pleasant dementia

2 Retweets 45 Likes
Replies to Trolls

➔ Do you reply to trolls?
   ◆ Can get nasty

◆ May add fuel to fire

◆ Balance of professionalism / confidence

➔ My advice: ignore trolls
Miscellaneous: When to tweet

- Tweet Frequency
  - 3-8 tweets / day

- Best time of day to tweet
  - 9am

- Best day to tweet
  - Tuesday
  - Wednesday
  - Friday
Re-Group
Engage

Hashtag and Engagement Tools:

- Twitter analytics
- Hashtagify.me
- Foller.me
- Google Trends
Miscellaneous: Twitter Analytics

Account home
Vidit Sharma @vidit_sharma_

28 day summary with change over previous period

- **Tweets**: 11 ↑57.1%
- **Tweet impressions**: 7,650 ↑109.7%
- **Profile visits**: 261 ↑87.8%
- **Mentions**: 26 ↑766.7%
- **Followers**: 381

Oct 2019 · 8 days so far...

**Tweet highlights**

**Top Tweet** earned 126 impressions
@DrMBWesterman @madeleinemanka
Definitely could have used it on chief service, would have saved a lot of time

**Top mention** earned 7 engagements
Mary Beth Westerman @DrMBWesterman · Oct 1
Imagine how many more stones @madeleinemanka could have dusted in one day with this laser! @vidit_sharma_twitter.com/GuidoGiusti/st...

Get your Tweets in front of more people
Promoted Tweets and content open up your reach on Twitter to more people.

View all Tweet activity

OCT 2019 SUMMARY

<table>
<thead>
<tr>
<th>Tweets</th>
<th>Tweet impressions</th>
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**ADVERTISE ON TWITTER**
**Dissecting Influencer Marketing**

**Purpose:** To understand health influencers’ communication strategies on Twitter.

**Methods:** We conducted a “case study content analysis” of publicly available Twitter accounts of a purposive convenience sample of health influencers (N=3). Data was analyzed using Foller.me.

**Findings:** Three topic categories emerged from the data: health-related topics, most used hashtags and mentions.

**Conclusion:** Publicly available information about Twitter profiles of major health influencers, allows up-and-coming-influencers to utilize effective Twitter marketing strategies.
Topics, Hashtags & Mentions

Topics
The topics section shows the overall words usage on Twitter in form of a tag cloud. The more a certain word is used, the larger it is in the cloud.

# Hashtags
Tagging is not essential to Twitter, but can definitely grow your reach.

@ Mentions
This section shows the user profiles that @DrBurkeHarris has interacted with.
Topics, Hashtags & Mentions

Topics
The topics section shows the overall words usage on Twitter in form of a tag cloud. The more a certain word is used, the larger it is in the cloud.

WHAT THIS IS ALL ABOUT
hospital protect union people experience nurse ms women picket protecting trade mnn strong movement dont film build president regional center hear nnu fighting work patients history contract solidarity wanted proud win private thing tonight care activists workers art global labor support nurses country world power national join health strike chicago stand registered stop alarmed fight united medical general speaks corporate activism

# Hashtags
Tagging is not essential to Twitter, but can definitely grow your reach.

POPULAR HASHTAGS
#nurses #medicareforall #unionstrong #1u #tw19 #safestaffing #globalnurses #nstrike #solidarity #hurricanes #lab19to #riseupoctober8 #tw19on #healthcare #nhs #safestaffingsaveslives #hr1309 #hurricanedorian #nurse #tw19the

@ Mentions
This section shows the user profiles that @NNUBonnie has interacted with.

MENTIONS AND @REPLIES MEANS INTERACTIONS
Topics, Hashtags & Mentions

Topics
The topics section shows the overall words usage on Twitter in form of a tag cloud. The more a certain word is used, the larger it is in the cloud.

WHAT THIS IS ALL ABOUT
create study bodies function calories biggest time powerful exercise gut real cookbook favorite nutritional meditation medicine meat home food doctors lack affects fat guest heck huge look dan health cook fats world stress people foods watch contain philosophy loss broken you're joined weeks farmacy eat cooking means share eating preorder friend healthy brain help goleman dont recipes sugar omega3 soil sleep

# Hashtags
Tagging is not essential to Twitter, but can definitely grow your reach.

POPULAR HASHTAGS
#foodthecookbook #ga

@ Mentions
This section shows the user profiles that @drmarkhyman has interacted with.

MENTIONS AND @REPLIES MEANS INTERACTIONS
Clicking on a user, will take you to their Follower.me profile. Use Ctrl+Click (or Cmd+Click for Mac users) to open in a new tab.
Ethics

Tip
Don't wait till the end of the presentation to give the bottom line. Reveal your product or idea (in this case a translation app) up front.

#FAIL
Health pro faces charges after posting patient photo on Facebook

by healthcarebus  March 27, 2012  Comments (0)

Apparently some employees need a reminder: Don’t post photos of your patients.

Helian Williams, a former nursing assistant at CareOne, a nursing home in New Jersey, missed that part of her HIPAA training.

Williams and a friend are charged with third-degree invasion of privacy and the case that takes tastelessness to a new low. Prosecutors claim that Williams posted a photo of one of her elderly patients and sent the picture to her friend Michele Walker, who posted it on her Facebook page.

Williams has since been fired.
Even if you get consent, that can be (interpreted as) being coerced.
The plural of anecdote is not data. What you read (and post) is going to be biased. Be mindful of that.
Wrap-up:

- **Next steps:**
  - Other platforms
  - Building an audience

- **Great resource:**
  - “Why is my physician on twitter” article from OHSU