

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



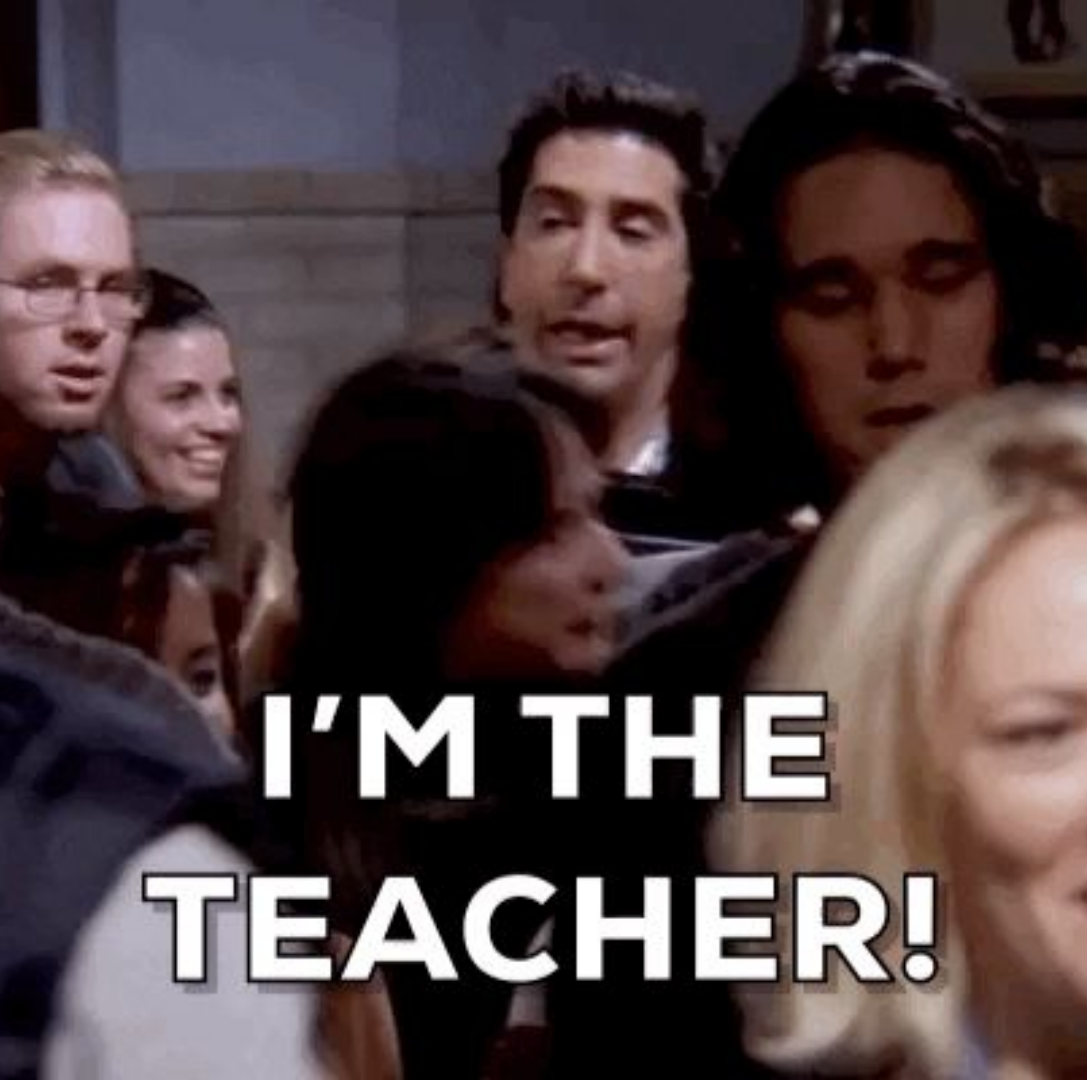
Agenda

- **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 :-)

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

↻ You Retweeted



Tomás Díaz, MD @tomasrdiaz · Sep 30, 2019

This is hella nefarious in multiple ways. From the ER, I see firsthand how our current medical system fails incarcerated patients. End the carceral state. Disrupt capitalism. Provide healthcare for all.



These Sheriffs Release Sick Inmates to Avoid Paying Their Hospital Bills ...
Inmates suffering heart attacks, on the verge of diabetic comas and
brutalized in jail beatings have been released so sheriffs wouldn't have t...
propublica.org



1



3



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



Kimon L.H. Ioannides
@klhi

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



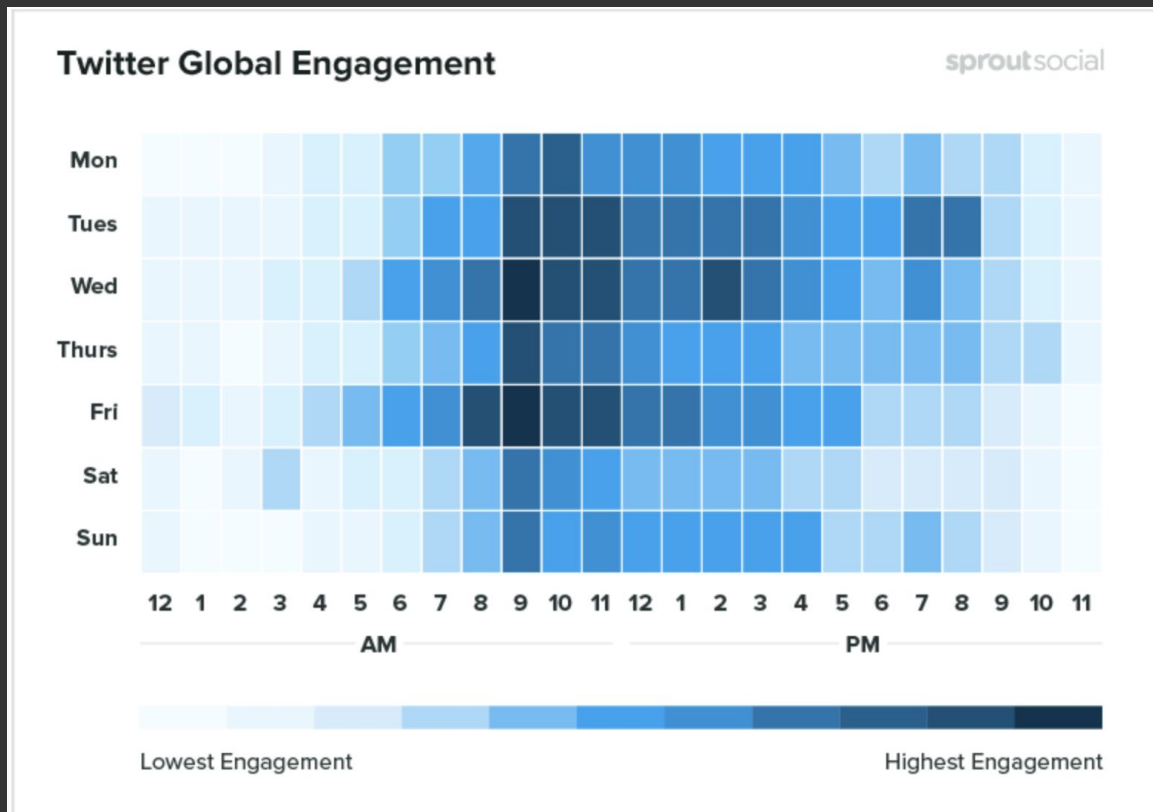
Replying to Trolls

- Do you reply to troll?
 - ◆ 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

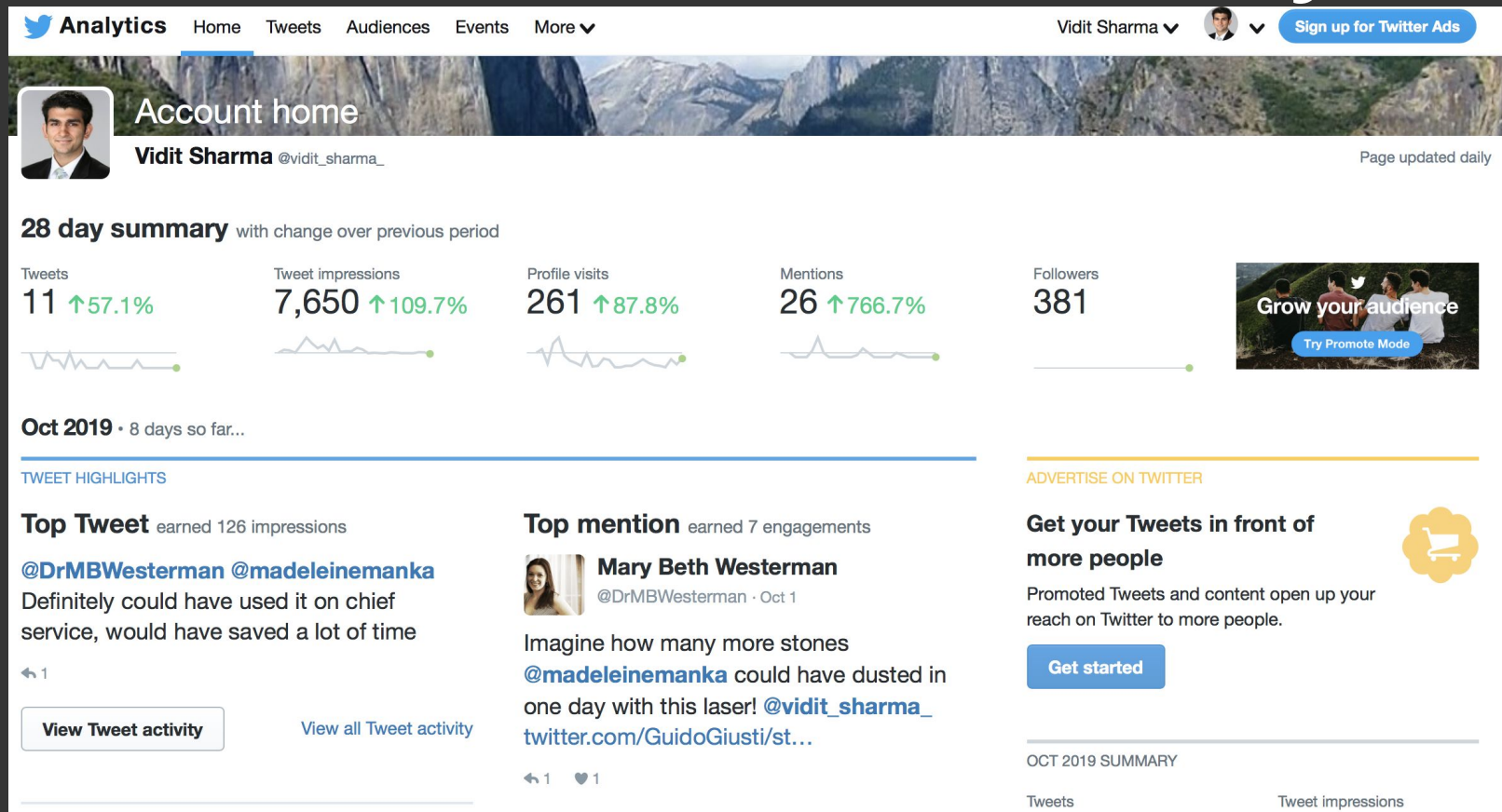




Engage

- Hashtag and Engagement Tools:
 - ◆ Twitter analytics
 - ◆ Hashtagify.me
 - ◆ Foller.me
 - ◆ Google Trends

Miscellaneous: Twitter Analytics



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.

T-Mobile Wi-Fi

11:53 PM

Following

Bonnie Castillo
 @NNUBonnie Follows you

Registered Nurse and Executive Director of @NationalNurses and @Calnurses. Union activist and proud #Latina. #UnionStrong #MedicareForAll
 Oakland, CA medium.com/@NNUBonnie
 Joined August 2015

849 Following 7,228 Followers

Followed by Zahra Billoo, Shaun King, Kia Skrine, PhD, RN, PHN, and 2 others

Tweets

Tweets & replies

Media

Likes

Bonnie Castillo Retweeted

NationalNursesUnited @Natio... · 15h

"The workers united will never be defeated!" 🙌🙌🙌

NNU Pres Jean Ross, RN, joins @UAW workers in Memphis at @GM facility.

Topics, Hashtags & Mentions Things that really matter

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 rns women picket protecting trade rnm 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 alameda fight united medical general speaks corporate activism

TIP Hover a topic to see how many times it has recently been used.

Hashtags

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

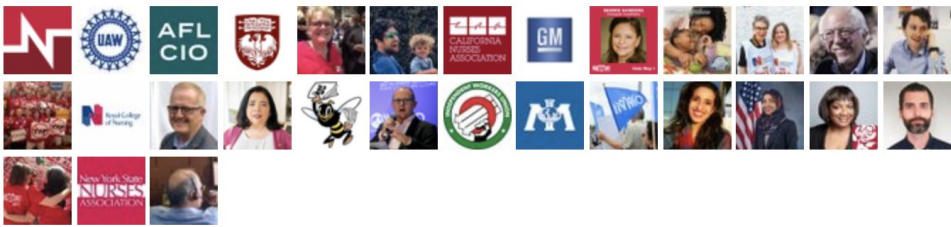
POPULAR HASHTAGS

#nurses #medicareforall #unionstrong #1u #tw19 #safestaffing #globalnurses #rnstrike #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 Things that really matter

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 youre joined weeks **farmacy** **eat** cooking means share eating preorder friend healthy brain help goleman dont recipes sugar omega3 soil sleep

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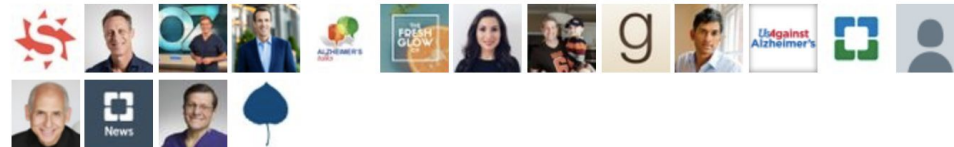
POPULAR HASHTAGS

[#foodthecookbook](#) [#ga](#)

@ Mentions

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

MENTIONS AND @REPLIES MEANS INTERACTIONS



TIP Clicking on a user, will take you to their Foller.me profile. Use Ctrl+Click (or Cmd+Click for Mac users) to open in a new tab.

Ethics

#FAIL



Health pro faces charges after posting patient photo on Facebook

by healthcarebus March 27, 2012 Comments (0)

 Tweet 0  Like 0  Share 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 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.

- 
- Don't post patient information.
 - If it's funny and involves a patient, you probably shouldn't be posting it.

EMCrit Wee – Mind Blowing Cricothyrotomy Video

April 18, 2015 by Scott Weingart

My friend and former resident, performs a life-saving cricothyrotomy on a post-arrest patient.

Filmed by [Reuben Strayer, MD](#) and used with patient consent.

For more on Surgical Airway, come to the [EMCrit Cricothyrotomy Page](#)

[Article on Arch-Bar Separation](#)

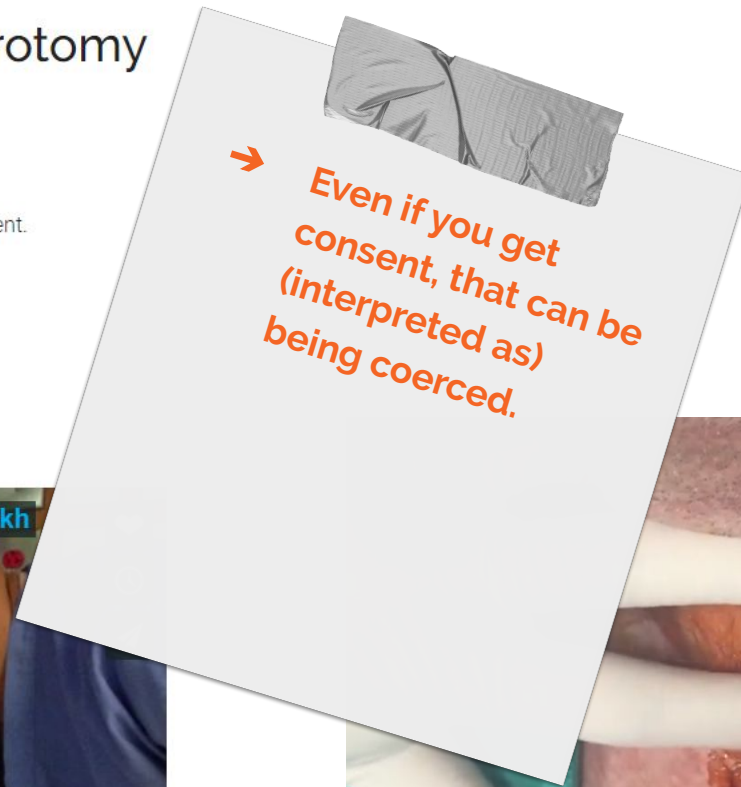


Table 3 Comparison of outcomes from tweeted cases reported in the published literature

Outcomes	Tweeted cases	Published literature
Rate of post-intervention 'substantial endovascular reperfusion'	94%	71.0% ²
Rate of post-intervention NIHSS score ≤ 2	81%	21% ³
Rate of 'first pass effect'	76%	25.1% ⁴
Rate of symptomatic intracerebral hemorrhage	0%	4.4% ³
Rate of type 2 parenchymal hemorrhage	0%	5.1% ³
Rate of mortality	0%	15.3% ³

Ischemic Stroke
Original research



#Fake news: a systematic review of mechanical thrombectomy results among neurointerventional stroke surgeons on Twitter

Andrew Dmytriw¹, Thomas Joseph Sorenson^{2, 3},
Chris⁴, Patrick J Nicholson¹, Christopher Alan
Christopher S Graffeo³, Waleed Brinjikji^{3, 4}

tions ×

Department of Medical Imaging, University of Toronto,
Toronto, Ontario, Canada

→ 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