Using Social Media in Support of Medical and Health Care Education

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HRSA funded GWEP- Geriatrics Workforce Enhancement Program
Topics to be covered

**Background:**

• Research and rationale: What/Why/How social media is a good platform for educators

**Applications and experience:**

• Ongoing Social Media projects at Dept. Geriatrics
  • Age-Friendly Instagram (+Facebook + Twitter)
  • Twitter Poll for Integrating Geriatrics knowledge
  • Twitter Journal Club
  • Podcast

• Professional conferences

**Management:**

• Challenges and solutions

• Tips for using social media professionally
Tell Us a Few Things...

(Zoom poll)
What is Social Media?

“Social media is interactive digitally-mediated technologies that facilitate the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks”

1. Social media are interactive Web 2.0 Internet-based applications.
2. User-generated content
3. User profiles
4. Social Networking
Focus

There are MANY social media platforms: Twitter, Facebook, Instagram, Youtube, Snapchat, Vine, TikTok, Pinterest, LinkedIn, and many more.

In this session, our primary focus is on Twitter. We will also briefly discuss Facebook and Instagram.

Twitter—Text-based microblogging. Reach millions of users without need to friend or follow. Uses hashtags (#Hashtag)

Instagram—Visual media-based microblogging. Reach millions of users through hashtags and mutual following.

Facebook—Multimedia sharing. Reach like-minded users through the use of topical groups, “ friending,” and following.

Accounts in all three places can be linked.
Why Social Media in Education?

- Interaction and Collaboration
- Student Engagement
- Global exposure
- Accessibility and lower costs
- At your own pace (as opposed to live meetings)
- Pandemic has made life virtual
How?

Social Media for Education

- In the classroom
- Educational marketing
How Social Media is being used in Medical Education?

- Teaching physicians posting board questions on twitter
- #Medtwitter
- Surgery protocols over twitter

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Social Media for Depts, Organizations

Share:
- Recent or ongoing work
- Daily (professional) happenings or thoughts of the day/week
- Relevant research (internal and external to the org)

Announce:
- Achievements
- Upcoming events, conferences, RFPs

Network:
- Set up groups or threads to ask/answer questions and interact
- Participate or host industry-specific virtual chats
- Interact with departments and organizations with similar missions

NOT for personal posting or following friends and off-topic accounts. May require moderation.
Age-Friendly Healthcare

Institute for Healthcare Improvement (IHI) initiative to adapt evidence-based practices and align **What Matters** to the older adult and their family caregivers at every clinical encounter.
Age-Friendly Instagram

EVIDENCE BASED GERIATRIC PEARLS CORRELATED WITH PRE-EXISTING ARTWORK.
Art and Aging

Patients with poor mental health have worse postoperative recoveries. doi:10.1007/s00268-019-04995-z

The authors of this article investigate patients’ preoperative mental and physical health and its association with the quality of their recovery after day surgery, and argue that a serious attempt must be made to assess and document in routine preoperative assessment the mental status of patients undergoing anaesthesia and surgery. This portrait of Doctor Samuel Gross. See More

Age Friendly @Dakota_GWEP · Oct 5
Laughter therapy significantly reduces loneliness in older adults. doi:10.1111/opn.12206
Twitter Poll

45. In addition to evidence of short term memory loss, elderly with early Alz Dx exhibit deficits in which other domain of cognitive assessment?

- Visual – spatial testing: 0%
- Calculations: 0%
- **Object recognition**: 100%
- Attention span: 0%
Integrating Geriatrics Knowledge into a Medical Student Clerkship Using Twitter Poll
Not all platforms work!

Kahoots 

Qualtrics 

Twitter Poll: now expanded to SDSU & UND NP Students
Twitter Journal Club
Twitter journal clubs

Nephrology Jrnl Club
@NephJC
A twice monthly nephrology journal club that meets on Twitter. Hashtag #NephJC
PropertyChanged: twittersphere NephJC.com Joined April 2014
1,196 Following 21.8K Followers

ID Journal Club
@IDJClub
An #IDTwitter journal club, held monthly on first Mondays @ 9 pm ET. Join the discussion using #IDJClub.
PropertyChanged: idjournal.club Joined May 2019
7 Following 8,026 Followers
Geriatric Medicine_Palliative Care Journal Club

1st Tues of every month, starting at 12PM CT, join us for the journal club using #GeriJC
Sponsored by Dakota Geriatrics (GWEP) @Dakota_GWEP

dakotageriatrics.org  Joined October 2020
193 Following   132 Followers
Twitter Journal Club

Geriatric Medicine_Palliative Care Journal Club @Geriatric... · Oct 20
Join in the discussion using #GeriJC.

Geriatric Twitter Journal Club

Starting December 1st, 2020
Monthly Journal Club will open on 1st Tuesday, Noon CT and stay active for the week.
#GeriJC

Rules of engagement:

- Every month, on 1st Tuesday at noon CT, a video synopsis of a chosen article will be posted from the lead fellow. Following the video, the discussion will be open to all for input based on 5 pre-set questions.

- Don’t forget to use #GeriJC in your responses, questions, comments.
Pre-defined Structure

Topics of Discussion:
T1: What are the most interesting aspects of the paper?
T2: Were the analytical approaches used in the study appropriate?
T3: Does the study add new knowledge to established foundations?
T4: What are the weaknesses of the study (design)?
T5: How would you introduce the findings in your practice?
Analytics

28 day summary with change over previous period

- **Tweets**: 34 ↑70.0%
- **Tweet impressions**: 12.6K ↑108.6%
- **Profile visits**: 2,087 ↑20.4%
- **Mentions**: 23 ↑360.0%
- **Followers**: 119 ↑23
Everything your doc wants you to know ... but doesn’t have time to tell you.

Podcast
everythingdoc.com
Everythingdoc.com

EPISODE 37 - COVID-19 VACCINE Q & A
EPISODE 36 - GUT HEALTH
EPISODE 35 - COMMON ACHES AND PAINS
EPISODE 34 - 4M'S TO DISCUSS WITH YOUR PHYSICIAN
EPISODE 33 - GENETIC COUNSELING
EPISODE 32 - THE DARK SIDE OF ISOLATION
EPISODE 31 - MENTAL HEALTH DURING THE PANDEMIC
EPISODE 30 - COVID-19: A MARATHON, NOT A SPRINT
Use of Twitter at Professional Conferences

During the Conference:
• Follow conference Twitter hashtag (often prominently posted)
• Post takeaways, quotes, images from sessions
• Retweet posts of other attendees
• Follow accounts of other attendees

After the Conference:
• Network with contacts made during conference
• Follow and participate in special interest group (SIG) virtual chats
• Save and disseminate most helpful posts from conference hashtag (including posts of other attendees)

If Not Attending the Conference:
• Find conference hashtag online and follow it
• Reply to posters and ask questions
• Retweet or otherwise disseminate most helpful posts
## Challenges and Management of Social Media

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<tr>
<th>Challenge</th>
<th>Management</th>
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<tbody>
<tr>
<td>Too much “noise;” Don’t want to see all this stuff; can’t find what I want</td>
<td>Choose followed accounts wisely. Consider multiple accounts; Curate through use of hashtags, lists, and social media management software.</td>
</tr>
<tr>
<td>No time to read feed; hard to keep up with followed accounts. Seeing the same few posts/accounts too much</td>
<td>Set aside time each day to skim; Sort posts by latest (not Top).</td>
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<td>Forget to post; go long periods without posting; no time to regularly post</td>
<td>Respond or retweet posts when doing your daily skim; Schedule posts; Train your brain.</td>
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<tr>
<td>Can’t seem to attract enough followers</td>
<td>Follow accts that reflect interests AND tweets; Use hashtags; Retweet, like, interact; be patient and consistent.</td>
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<td>Keep mixing up multiple accounts</td>
<td>Train your brain to check which account before posting, liking, retweeting, or interacting; you can also undo/delete.</td>
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<td>Some account is being a jerk, bully, racist, inappropriate, etc. (“trolling”)</td>
<td>Unfollow, block. Report abusive behavior.</td>
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Share with Us...

If you HAVE tried or used social media for professional purposes (Twitter or another tool), what challenges (if any) did you encounter?

Were you able to overcome these challenges?

Please share in the chat, or unmute and tell us about it!
Twitter Curation Tips: Find Your ‘People’

• **Disclaimer:** Remember that this is the internet.

• Decide how to curate. Do you want to see and interact with posts about:
  • Your field, research, and/or professional interests?
  • News, politics, current events?
  • Friends, personal, hobbies, sports?
  • Pop-culture, brands, celebrities (many public figures are very active on Twitter)
  • All of the above?

• Search for accounts that reflect the interests you chose. Start with:
  • Individuals and departments from your current school
  • Same for your alma maters
  • Same for professional organizations and journals of interest

• Look at the hashtags used by these accounts.
  • Follow them as part of a list or stream.
  • Use when tweeting about similar subjects. (So that others who follow them see and interact with our tweets)
  • If following multiple interests, organize them using Twitter lists, or a 3rd party management platform like TweetDeck, Hootsuite (You can then view separate “streams” easily)
  • Can also access multiple accounts easily with these platforms
Example: Multiple Streams Organized by Hashtags

- **Brigham Education Institute** @BrighamBEI
  - 1 day ago
  - Congrats to @harvardmed medical student @JordanTSAid and faculty member Andrea Schwartz for their new paper in @medsci4edu!

- **Remote #MedEd** Adapting Kern's Curriculum Design to Tele-teaching
  - @VABostonHC @iamse #MedTwitter
  - bit.ly/36j4VFo

- **UND Teaching, Learning, and Scholarship** @smhs_tlas
  - 1 day ago
  - Dr. Salentiny's Build-A-Rubric hands on virtual session is TODAY at 3:00. Learn how to create your own #rubric an effective, efficient, and versatile assessment tool. Link and details: med.und.edu/education-resource
  - Hope to see you there! #smhsfacdev #myund

- **Becca Bakke** @BeccaBakke
  - 2 days ago
  - We had a similar discussion last week at a #TeachingAcademySMHS meeting with regards to SELFi evals.
  - So hard not to focus on that one negative comment, even if it's unsubstantiated.

- **ProfEmilyOster** @ProfEmilyOster
  - Twitter is like teaching evaluations.
  - Everyone can say they love you and you focus on the one...
Tips for Tweeting and Using #Hashtags

Tweets are 280 characters or less (including spaces). Use them wisely; be concise.

Hashtags = Specially coded keywords used to group similar content. Create one by typing # in front of a word (no space).

Examples:

**NO: 338 characters (too long) and no room for hashtags:**

Today, I am sharing a presentation about the use of twitter in academics and research, specifically in higher education, to interact with other professionals and disseminate medical education and health care education. It is part of a faculty development session at the University of North Dakota School of Medicine and Health Sciences.

**YES: 217 characters; uses hashtags to reach interested audiences; more concise:**

I’m presenting about #AcademicTwitter and #ResearchTwitter use in #HigherEd to interact with other professionals and disseminate #MedEd and #HealthCareEd. This #FacDev session is part of #SMHSFacDev at the #UNDSMHS
What Do You Think About Social Media?

(Zoom Poll)
Summary

Research and rationale: What/Why/How social media is a good platform for educators

Ongoing Social Media projects at Dept. Geriatrics
- Age-Friendly Instagram (Facebook + Twitter)
- Twitter Poll for Integrating Geriatrics knowledge
- Twitter Journal Club
- Podcast

Professional conferences

Tips for using social media professionally, including challenges and solutions
TLAS Announcements

- **Up next:** Word and Excel technical session: March 4 with Dr. Richard Van Eck

- **Full Fac. Dev. schedule** with details and past recordings; online resources here: https://med.und.edu/education-resources/teaching-learning.html

- Examples of hashtags you might like to follow and use in relevant posts:
  - Geriatrics: #thisisgeriatrics #geriJC
  - Medical and Health Care education: #meded #healthcareed
  - Faculty Development: #facdev #asktlas #wearemeded
  - UND: #undproud #myund #undsmhs #smhsfacdev

- Follow us on Twitter!
  - @TLAS_SMHS tweets about medical education, faculty development, instructional design, TLAS events
  - @Dakota_GWEP tweets about geriatrics care and medical education
  - Personal accounts available on request