



## Using Social Media in Support of Medical and Health Care Education

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# Dakota Geriatrics

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HRSA funded GWEP- Geriatrics  
Workforce Enhancement  
Program

# Topics to be covered

## **Background:**

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- 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...

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*(Zoom poll)*



# What is Social Media?

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“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

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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?

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- 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?

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## 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

Sr.	Search Terms	Results of Search		
		Google Scholar	ERIC	PubMed
1	Social media	3,870,000	12,597	16357
2	Learning	5,450,000	426,257	490237
3	Facebook	5,630,000	1,161	2049
4	WhatsApp	51,200	28	113
5	Edmodo	9,760	-	71
6	1 and 2	3,760,000	4,276	1061
7	1 and 2 and 3	991,000	318	98
8	1 and 2 and 4	14,400	12	1061
9	1 and 2 and 5	4,360	7	5
10	1 and 2 and 3 and 4 and 5	4360	0	2

# Social Media for Depts, Organizations

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## **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.





# Medical Complexity

Michelangelo

## Age-Friendly Instagram

EVIDENCE BASED GERIATRIC PEARLS CORRELATED WITH PRE-EXISTING ARTWORK.





Dakota Geriatrics

Published by Hootsuite · October 12 ·

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, create... [See More](#)



# Art and Aging



Age Friendly @Dakota\_GWEP · Oct 5

Laughter therapy significantly reduces loneliness in older adults.  
doi:10.1111/opn.12206



# Twitter Poll



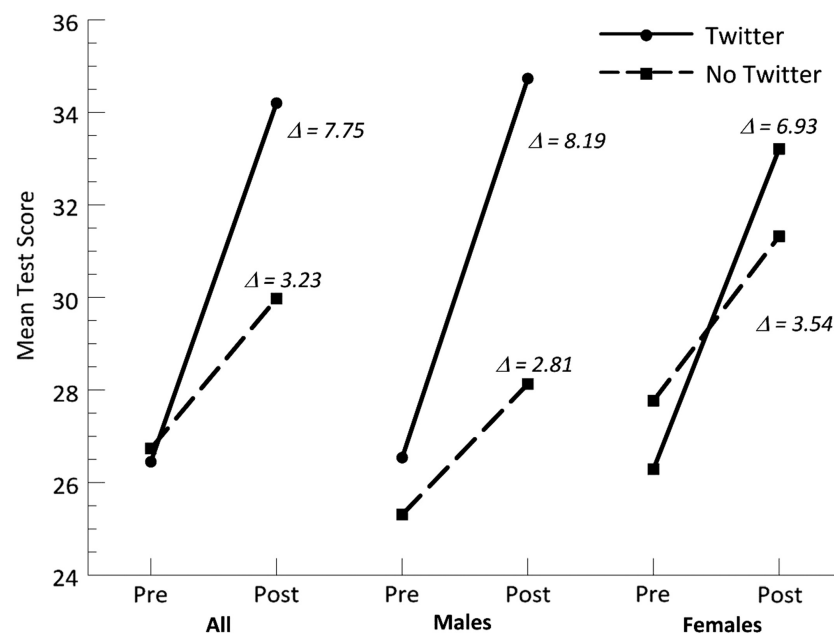
**UNDSMHS Geriatrics** @DNKGranny · Aug 15, 2018

...

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

Visual – spatial testing	0%
Calculations	0%
<b>Object recognition</b>	<b>100%</b>
Attention span	0%

# Integrating Geriatrics Knowledge into a Medical Student Clerkship Using Twitter Poll



# Not all platforms work !

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Kahoots ✖

Qualtrics ✖

Twitter Poll: now expanded to SDSU & UND NP Students



# Twitter Journal Club

### **Nephrology Jrnl Club**

@NephJC

A twice monthly nephrology journal club that meets on Twitter. Hashtag [#NephJC](#)

🌐 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](#).

🔗 [idjournal.club](#) 📅 Joined May 2019

**7** Following **8,026** Followers

## Twitter journal clubs

# Twitter Journal Club



## Geriatric Medicine\_Palliative Care Journal Club

129 Tweets



Edit profile

## Geriatric Medicine\_Palliative Care Journal Club

@GeriatricsJC

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 1<sup>st</sup>, 2020

Monthly Journal Club will open on 1<sup>st</sup> Tuesday, Noon CT and stay active for the week.

**#GerijC**

Rules of engagement:

- Every month, on 1<sup>st</sup> 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.

### Topics of Discussion:

T1: What are the most interesting aspects of the paper?

T2: Were the analytical approaches used in the study appropriate?

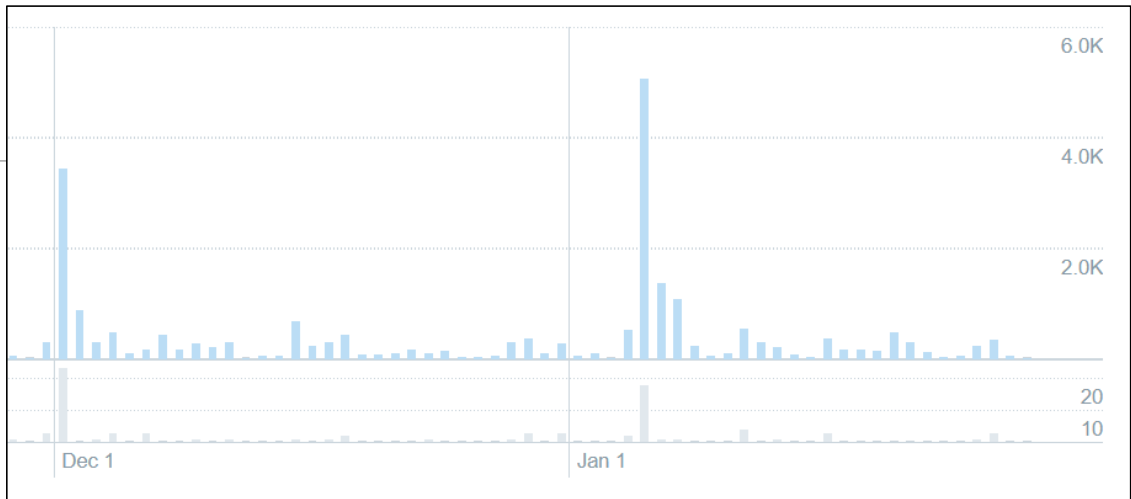
T3: Does the study add new knowledge to established foundations?

T4: What are the weaknesses of the study(design)?

T5: How would you introduce the findings in your practice?

## Pre-defined Structure

# 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



[HOME](#)[PODCAST](#)[HOSTS](#)[CONTACT](#)

*Everything your Doc Wants You To Know*

LATEST EPISODE

Everything your doc wants you to know ... but doesn't have time to tell you.

Podcast  
everythingdoc.com

# Everythingdoc.com

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[EPIISODE 37 - COVID-19 VACCINE Q & A](#)

[EPIISODE 36 - GUT HEALTH](#)

[EPIISODE 35 - COMMON ACHES AND PAINS](#)

[EPIISODE 34 - 4M'S TO DISCUSS WITH YOUR PHYSICIAN](#)

[EPIISODE 33 - GENETIC COUNSELING](#)

[EPIISODE 32 - THE DARK SIDE OF ISOLATION](#)

[EPIISODE 31 - MENTAL HEALTH DURING THE PANDEMIC](#)

[EPIISODE 30 - COVID-19: A MARATHON, NOT A SPRINT](#)



# Use of Twitter at Professional Conferences

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## 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
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# Challenges and Management of Social Media

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

## Share with Us...

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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:


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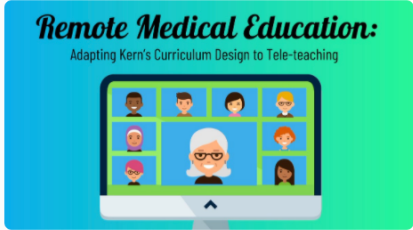
  - Your field, research, and/or professional interests?
  - News, politics, current events?
  - Friends, personal, hobbies, sports?
  - Pop-culture, brands, celebrities (many public figures are very active on Twitter)
  - All of the above?
- Search for accounts that reflect the interests you chose. Start 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 3<sup>rd</sup> 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





My Twee...   ...

smhs\_tlas retweeted


 **Brigham Education Institute** @BrighamBEI  
1 day ago  
Congrats to @harvardmed medical student @JordanTSaid and faculty member Andrea Schwartz for their new paper in @medsciedu!  
"Remote #MedEd: Adapting Kern's Curriculum Design to Tele-teaching"  
@VABostonHC @iamse #MedTwitter  
bit.ly/36j4VFo






**Remote Medical Education:**  
Adapting Kern's Curriculum Design to Tele-teaching





  4  8  ...


smhs\_tlas retweeted

 **Anthony R Artino**



#ASKTLA...   ...


 **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-reso...](https://med.und.edu/education-reso...) 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


#meded ...   ...

 **Mayo Clinic FacDev** @MayoFacDev  
2 days ago  
#MedEd #WomenInMedicine #FacDev #HPE

**MCG Office for Faculty Success**  
@AUG\_OFS  
Not Just Surviving, But Thriving: Overcoming Barriers to Career Advancement for Women Junior Faculty...  
[Read more](#)

   1  ...

Academicsearch2 retweeted

 **My FacDev** @MyFacDev  
Jan 18  
CALL FOR ABSTRACTS for the 6th International IFDHP Conference @AMEE\_Online  
February 5, 2021 is the DEADLINE for innovation & research and workshop abstract submissions.  
Submit abstracts to:

# Tips for Tweeting and Using #Hashtags

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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 #UNDSTMHS



# What Do You Think About Social Media?

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(Zoom Poll)



# Summary

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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