



AAS

Association for
Academic Surgery

Using Social Media Effectively

Heather Yeo, MD, MHS

Assistant Professor of Surgery and Healthcare Policy and Research



@heatheryeomd

Disclosures

- I have no relevant financial disclosures.





90% of US adults use the internet daily





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72% use for health info



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36% to research a specific medical condition



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36% to research a specific medical condition

87% of physicians (26-55yo) use social media

What is social media?



What is social media?

SHARE
INFORMATION



What is social media?

SHARE
INFORMATION

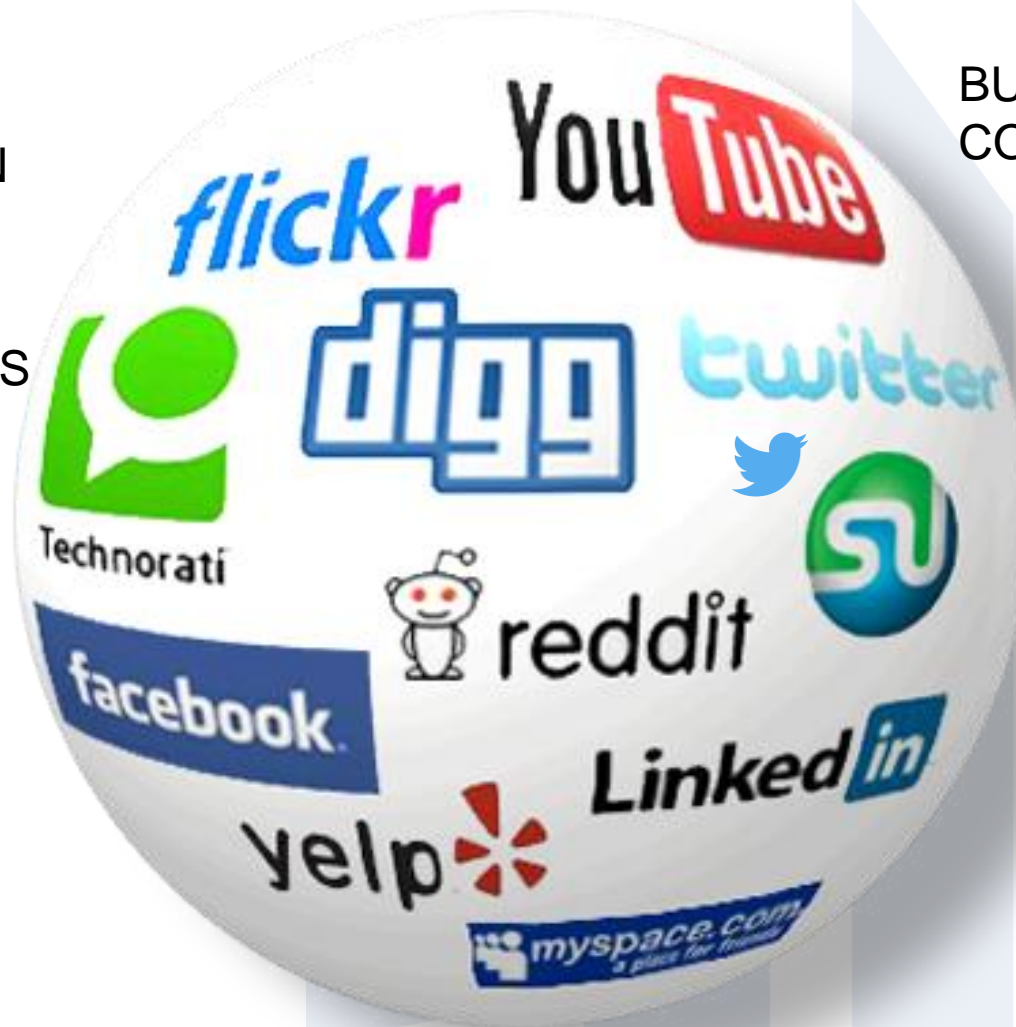
FIND
CONNECTIONS



What is social media?

SHARE
INFORMATION

FIND
CONNECTIONS



BUILD
COLLABORATIONS

What is social media?

SHARE
INFORMATION

FIND
CONNECTIONS



BUILD
COLLABORATIONS

DISSEMINATE
RESEARCH

What is social media?

SHARE
INFORMATION

FIND
CONNECTIONS

ENGAGE IN
ADVOCACY



BUILD
COLLABORATIONS

DISSEMINATE
RESEARCH

What is social media?

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ENGAGE IN
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BUILD YOUR
PRACTICE



BUILD
COLLABORATIONS

DISSEMINATE
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SHARE YOUR
PASSION

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BUILD YOUR
PRACTICE



BUILD
COLLABORATIONS

DISSEMINATE
RESEARCH

SHARE YOUR
PASSION

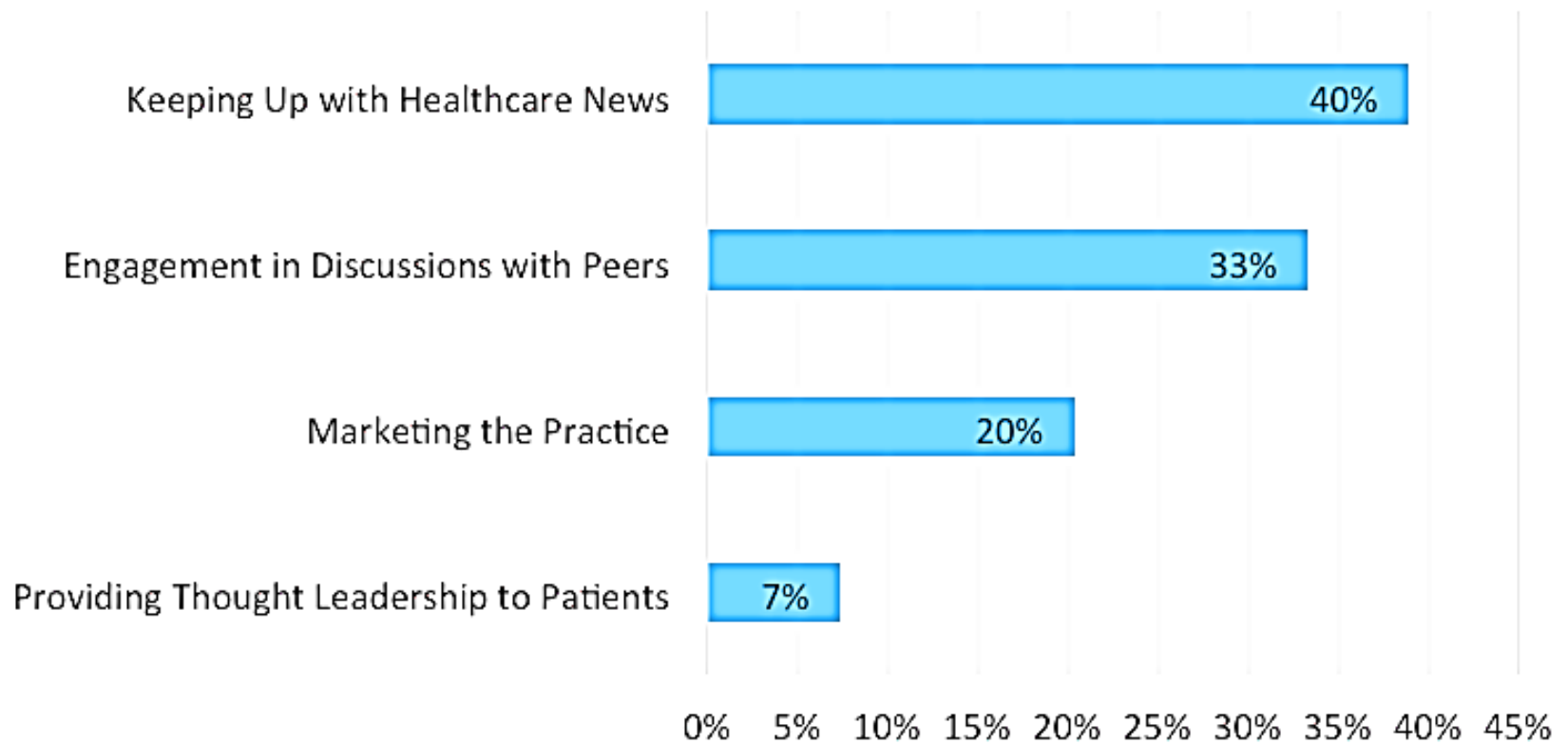
LEARN!

Pew Data on Social Media

- **68% use Facebook**
- **25% use LinkedIn**
- **28% use Instagram**
- **21% use Twitter**

75% of users use the sites daily

How Physicians Are Using Social Media at Work



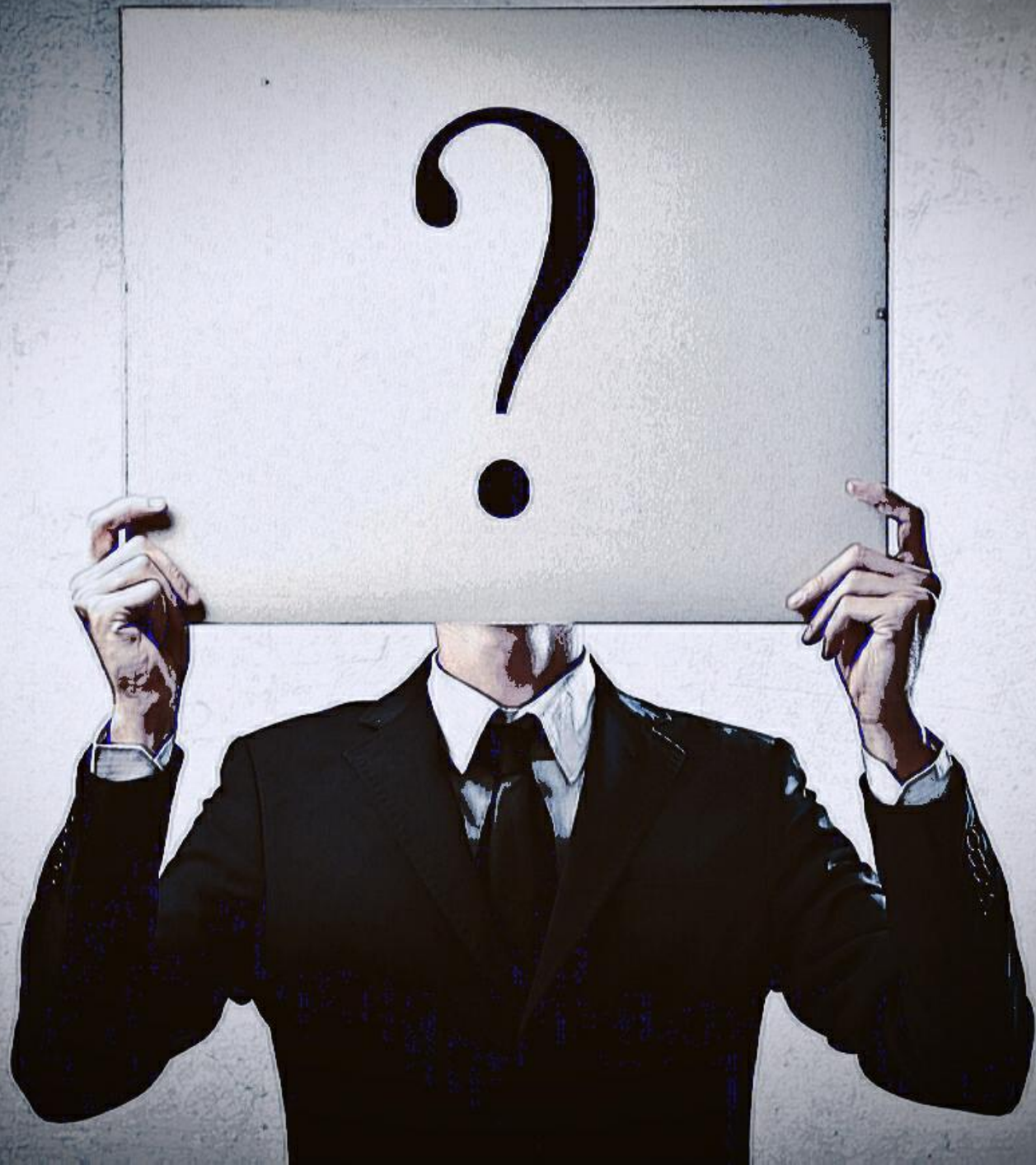
Strategy

Strategy

plan or method

achieve a goal or

organizational ac



Your message must be consistent and support your message

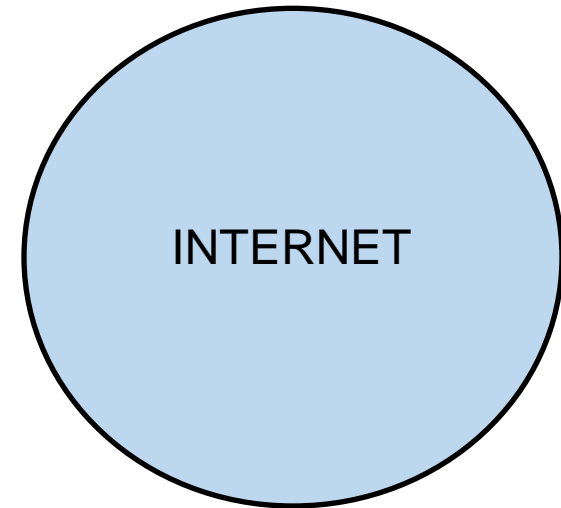
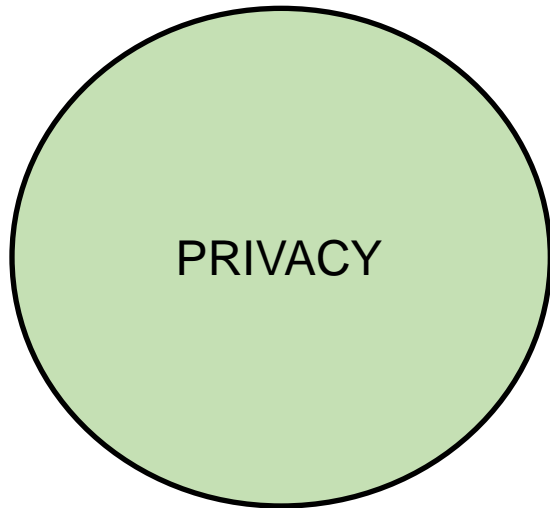


**NOTHING POSTED ON
THE INTERNET IS
PRIVATE. NEVER. NEVER.**

ever. ever.



Venn Diagram of Internet and Privacy

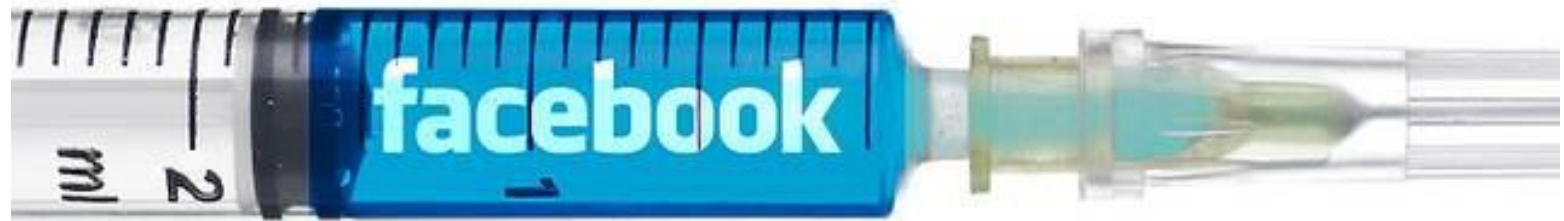


NEED MEDICAL ADVICE?



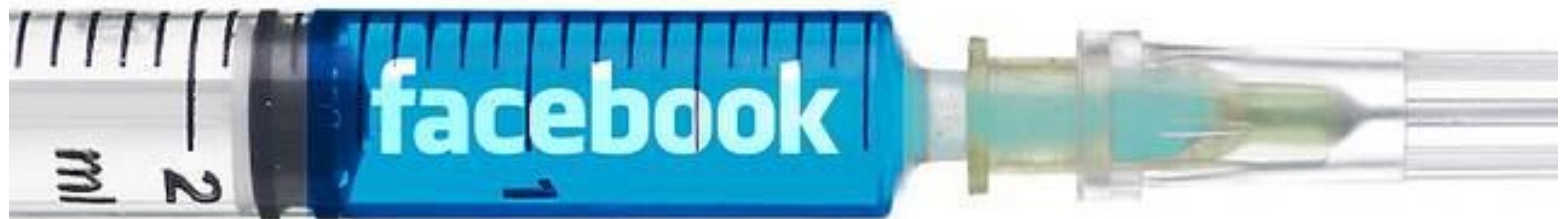
**LOOK YOUR SYMPTOMS UP ON THE
INTERNET FOR AN ACCURATE DIAGNOSIS.**





2 Billion active monthly users

Both organizational/personal accounts









Association of
Women Surgeons
@womensurgeons




- Home
- About
- Reviews
- Photos
- Videos
- Events
- Giveaway
- Posts
- Community
- Instagram


“I hope to learn from the women surgeons who went before me and make the world of surgery a better place for those surgeons who follow.”



 Liked  Following  Share 


[Call Now](#) [Message](#)


 Status  Photo/Video 

 Write something on this Page...

Reviews


4.4 ★★★★★ 85 Reviews

 Tell people what you think
★★★★★

 **Florina Grigore**
★★★★★ - November 13, 2016
I truly admire your effort and dedication guys! keep up the good work!

Medical & Health in Chicago, Illinois
4.4 ★★★★★

Community [See All](#)

-  [Invite your friends](#) to like this Page
-  5,810 people like this
-  5,829 people follow this
-  **Stephanie Bonne** and 29 other friends like this or have checked in



LinkedIn

[Healthcare MBA Online - Pursue Your Healthcare MBA Online at GW. Download Free Brochure!](#) Ad ...



Heather Yeo

Assistant Professor of Surgery,
Assistant Professor of Healthcare
Policy and Research at Weill
Cornell Medical College

55

Who's viewed your profile

789

Connections

Manage your network

Access exclusive tools & insights

 Try Premium for Free

Share an article, photo, video or idea

 Write an article

 Image

 Video

Post

Sort by: Top ▾








Valentina Giaccaglia MD, PhD, FWAMS

General Surgeon, Dr. Rami Hamed Center and Mediclinic City Hospital; Associate Fel...
2d · Edited

I'm really humbled to announce that I have been appointed by the WAMS, the World Academy of Medical Sciences, as the Chairperson of the "WAMS Council of the United Arab Emirates" and member of its "Scientific Council". Than ...see more



What people are talking about

- 
Senate passes \$4T tax plan bu...
 6h ago • 2,161 readers
- 
Cortana has a body now
 1h ago • 9,775 readers
- 
The best antidote for a distract...
 2h ago • 1,964 readers
- 
Employees are losing money o...
 7h ago • 17,618 readers
- 
GE to shed \$20B in business, a...
 5h ago • 4,392 readers

Show more ▾

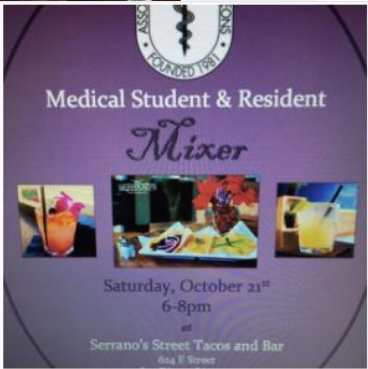
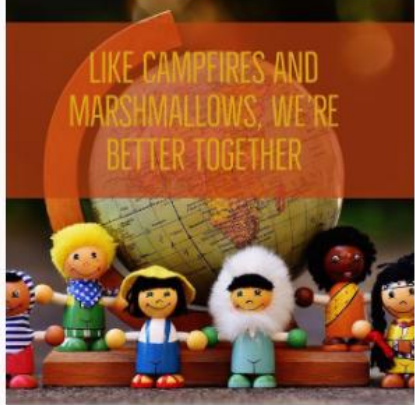
Make a difference


Join Concordia University-Peabody College
Do more with the power of a leader

 LEARN MORE



Instagram

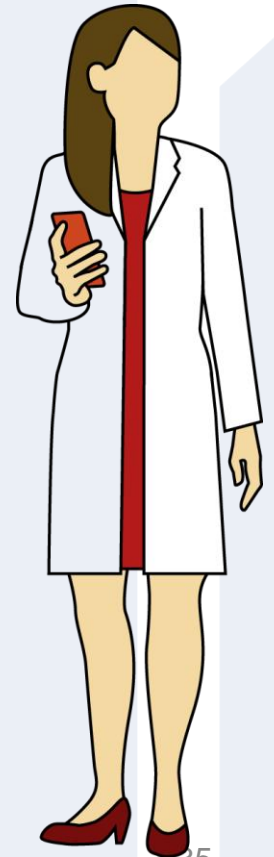


twitter 

Twitter as an example



- Profile Creation
- Posting
- Sharing





Heather Yeo MD

@heatheryeomd

Surgical Oncologist, Colorectal Surgeon,
Health Services Researcher, Tech Savvy
Care of Older Adults

@nyphospital/@WeillCornell tweets are
my own

📍 New York

weillcornell.org/heatheryeo

SEP 2017 SUMMARY

Tweets
23

Tweet impressions
31.8K

Profile visits
1,610

Mentions
47

New followers
74



Tweets
4,997

Following
2,908

Followers
3,140

Likes
11K

Lists
17

Moments
0

Edit profile

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Born on April 11, 1977

322 Photos and videos



Tweets Tweets & replies Media

Pinned Tweet



Heather Yeo MD @heatheryeomd · Feb 9

Cornell University @Cornell

For @WeillCornell surgeon, medicine is synonymous with family
vimeo.com/200868757

1 5 23

You Retweeted



Patricia L Turner MD @pturnermd · 16h

Congratulations, @WiscSurg on your new position as chair at @WiscSurgery!



Rebecca Minter Named Surgery Chair

The University of Wisconsin School of Medicine and Public Health in

Your Tweet activity

Your Tweets earned **3,904 impressions**
over the last 24 hours



View your top Tweets

Who to follow · Refresh · View all

Followed by Meredith Barrett and others



Patrick Georgoff @georgoff

Follow

Followed by Elsevier Oncology and others



Neeraj Agarwal @neerajai...

Follow

Followed by Jaime D. Lewis and others



angelena crown @angele...

Follow

Picture of you,
not your dog, kid
or favorite food



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Be thoughtful of
images you post,
they stay around
a long time



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- Followed by Jaime D. Lewis and others
 angelena crown @angele... Follow



Ok, lets tweet!



Tweets 4,997 Following 2,908 Followers 3,140 Likes 11K Lists 17 Moments 0

Edit profile

Heather Yeo MD

@heatheryeomd

Surgical Oncologist, Colorectal Surgeon, Health Services Researcher, Tech Savvy Care of Older Adults @nyhospital/@WeillCornell tweets are my own

New York

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Tweets Tweets & replies Media

Pinned Tweet



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Surgical Oncologist, Colorectal Surgeon, Health Services Researcher, Tech Savvy Care of Older Adults @nyphospital/@WeillCornell tweets are my own

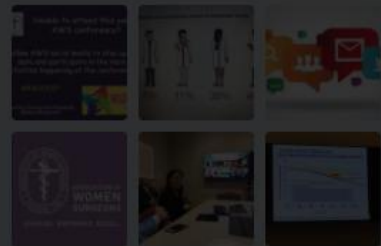
New York

weillcornell.org/heatheryeo

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Compose new Tweet ✕

What's happening?

140 **Tweet**

Tweets Tweets & replies Media

Pinned Tweet

Heather Yeo MD @heatheryeomd · Feb 9

Cornell University @Cornell
For @WeillCornell surgeon, medicine is synonymous with family vimeo.com/200866757

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angelena crown @angele... ✕
Follow



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@nyphoto@a/WeillCornell tweets are my own
New York
weillcornell.org/heatheryeo
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Compose new Tweet [X]

Here at [@AcademicSu](#)

AssocAcademicSurgery @AcademicSurqery 121 **Tweet**

AcademicSuccessTutor @academicLA

Ute Support Services @AcademicsUtah

TRSM AcademicSuccess @TRSM_ASC

Academic Summer @Academicsummer

AcademicSuccessCtr @tritonasc

You Retweeted
Patricia L Turner MD @ptlturnermd · 17h
Congratulations. @WisSurg on your new position as chair at @WisSurgery!



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Follow
 - Followed by Jaime D. Lewis and others
angelena crown @angele...
Follow

An @ tags someone to your tweet and increases visibility

Compose new Tweet

Here at @AcademicSu

- AssocAcademicSurgery @AcademicSurgery
- AcademicSuccessTutor @academicLA
- Ute Support Services @AcademicsUtah
- TRSM AcademicSuccess @TRSM_ASC
- Academic Summer @Academicsummer
- AcademicSuccessCtr @tritonasc

Heather Yeo MD

@heatheryeoMD

Surgical Oncologist, Colorectal Surgeon, Health Services Researcher, Tech Savvy Care of Older Adults

My photos/videos on Weill Cornell tweets are my own

New York

weillcornell.org/heatheryeo

Joined October 2012

Born on April 11, 1977

322 Photos and videos



You Retweeted



Patricia L Turner MD @ptamemd · 17h

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Your Tweet activity

Your Tweets earned 3,904 impressions over the last 24 hours



View your top Tweets

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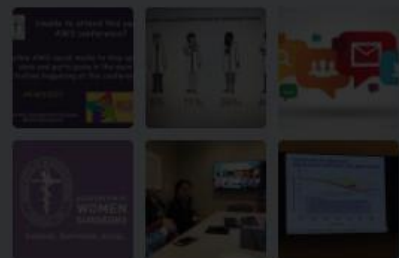
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Compose new Tweet



Here @AcademicSurgery #AASFC17 talking about the benefits of #SocialMedia #surgtweeting #surgicalresearch



33

Tweet

Edit profile

Tweets Tweets & replies Media

Pinned Tweet



Heather Yeo MD @heatheryeomd · Feb 9

Cornell University @Cornell

For @WeillCornell surgeon, medicine is synonymous with family vimeo.com/200868757

1 5 23

You Retweeted



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Congratulations, @WiscSurg on your new position as chair at @WiscSurgery!



Your Tweet activity

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View your top Tweets

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Christopher Hutchinson @C...

An # links to all other # with the same words following and increases visibility

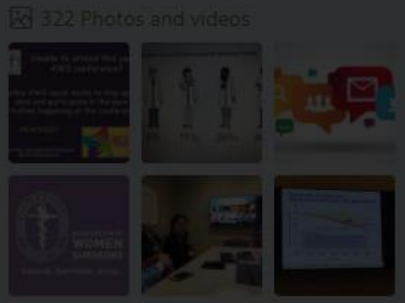
Compose new Tweet

Here @AcademicSurgery #AASFC17 talking about the benefits of #SocialMedia #surgtweeting #surgicalresearch

33 Tweet



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Tweets Tweets & replies Media

- Pinned Tweet
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Cornell University @Cornell
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 vimeo.com/200868757
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Neeraj Agarwal @neerajai...
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 - Followed by Kenneth Ziegler, MD and others
Christoph Hutchinson @C...
 Follow



Compose new Tweet [X]

Here @AcademicSurgery #AASFC17 talking about the benefits of #SocialMedia #surgtweeting #surgicalresearch

[Image icon] [GIF] [List icon] [Location icon] 33 **Tweet**

Insert a photo – more likely to get an impression

Heather Yeomans MD @heatheryeomd

Surgical Oncology Health Services Care of Older Adults @nyhospital/ @my own

New York

weillcornell.org/heatheryeomd

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322 Photos and videos

Tweets Tweets & replies Media

Patricia L Turner MD @ptumermd · Feb 9

University @Cornell

Cornell surgeon, medicine is synonymous with family

200868757

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You Retweeted

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Congratulations. @WiscSurg on your new position as chair at @WiscSurgery!

Your Tweet activity

Your Tweets earned **3,923 impressions** over the last 24 hours

7PM 7PM

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- Followed by Elsevier Oncology and others
- Neeraj Agarwal** @neerajai... Follow
- Followed by Kenneth Ziegler, MD and others
- Christoph Hutchinson** @C... Follow

Two days ago...

YOUR TWEETS

During this 28 day period, you earned **3.1K impressions** per day.



Tweet activity



Heather Yeo MD @heatheryeomd

Ok #surgtweeting #surgeons working on my talk 4 @AcademicSurgery #fallcourses tell me how you use social media to market yourself/research?
pic.twitter.com/SK82dRnLGX

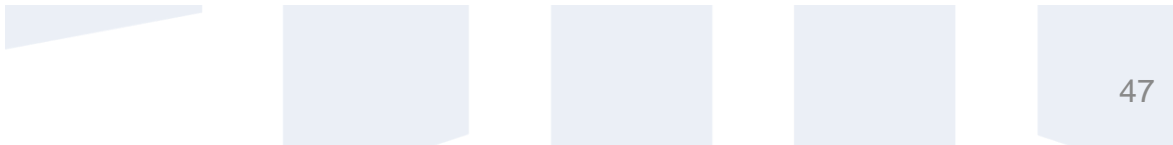


Reach a bigger audience

Get more engagements by promoting this Tweet!

[Get started](#)

| | |
|-------------------|--------|
| Impressions | 14,352 |
| Total engagements | 281 |
| Detail expands | 90 |
| Profile clicks | 62 |
| Likes | 51 |
| Media engagements | 29 |
| Retweets | 22 |
| Replies | 17 |
| Hashtag clicks | 7 |
| Link clicks | 2 |
| Follows | 1 |





Heather Yeo MD @heatheryeomd · Oct 16

Ok #surgtweeting #surgeons working on my talk 4 @AcademicSurgery #fallcourses tell me how you use social media to market yourself/research?



Justin B. Dimick, Julie A Sosa, Michigan Surgery and 7 others

17 22 51



Drew Shirley, MD @drewshirleymd · Oct 16

As an introvert, much easier to start the networking ball rolling through social media, then carry over to face-to-face meetings

2 5 28



Melissa P Taylor MD

@mptaylorMD

Following

Replying to @drewshirleymd @heatheryeomd and 11 others

Great resource for identifying mentors that may have a lot more in common and you would otherwise never meet!

6:18 PM - 18 Oct 2017

4 Retweets 6 Likes



4 6



Tweet your reply

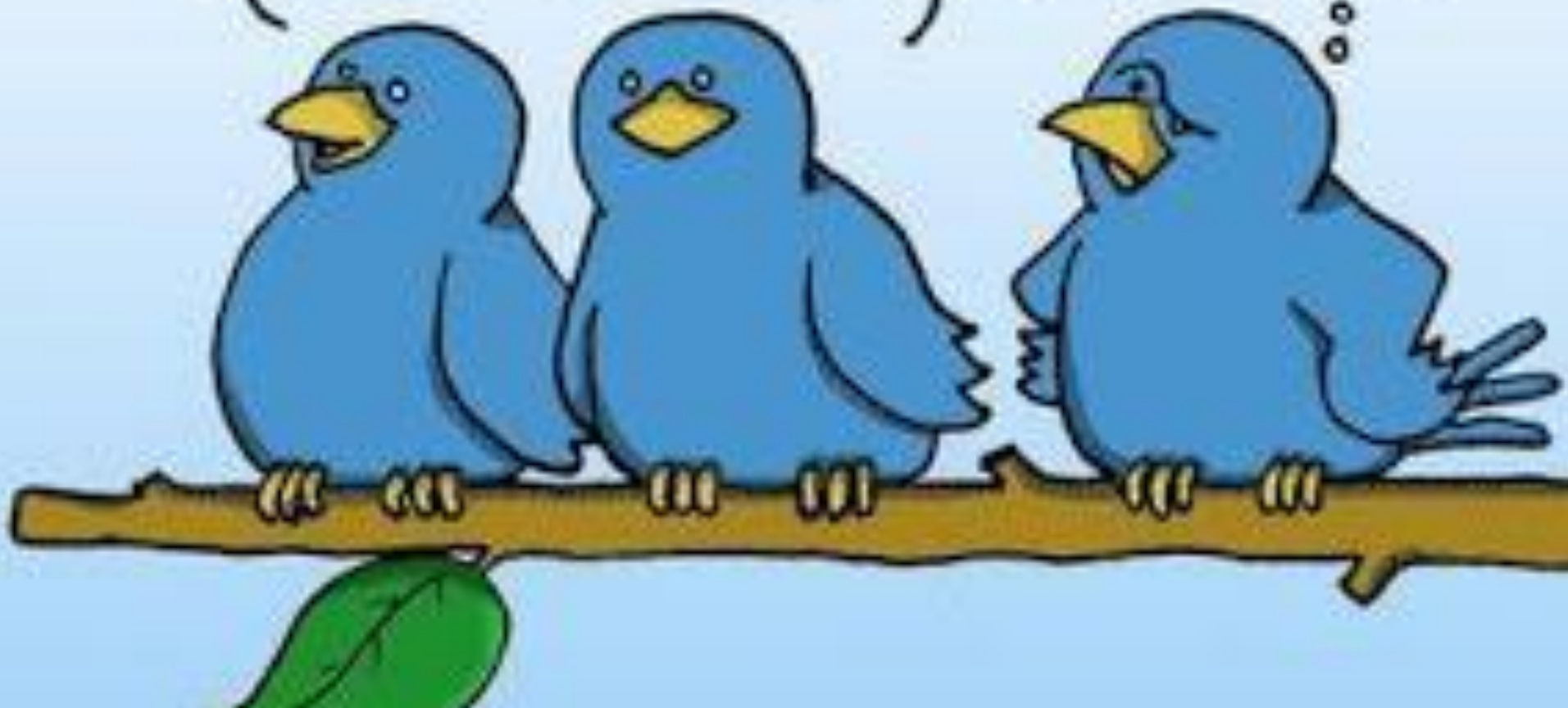
Social Media provides an opportunity for global networking, idea sharing, and learning.



Chirp!
Chirp!

RT @birdnextome
chirp! chirp! << LOL
#funnybirdnoises

wtf!??



THANK YOU

edit: Flickr.com/st314n/



Google™

the droids we're looking for

Google Search

I'm Feeling

[Advertising Programs](#) - [Business Solutions](#) - [About](#)

Thank You

- Lindsey Gade
- Matt Symer
- Jon Abelson
- Victoria Jimenez

