Using Social Media Effectively

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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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72% use for health info
36% to research a specific medical condition
87% of physicians (26-55yo) use social media
What is social media?
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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?

- SHARE INFORMATION
- FIND CONNECTIONS
- ENGAGE IN ADVOCACY
- BUILD YOUR PRACTICE
- BUILD COLLABORATIONS
- DISSEMINATE RESEARCH
What is social media?

- SHARE INFORMATION
- FIND CONNECTIONS
- ENGAGE IN ADVOCACY
- BUILD YOUR PRACTICE
- BUILD COLLABORATIONS
- DISSEMINATE RESEARCH
- SHARE YOUR PASSION
What is social media?
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

- Keeping Up with Healthcare News: 40%
- Engagement in Discussions with Peers: 33%
- Marketing the Practice: 20%
- Providing Thought Leadership to Patients: 7%
Strategy

plan or method to achieve a goal or organizational objective.
Your message must be consistent and support your message.
NOTHING POSTED ON THE INTERNET IS PRIVATE. NEVER. NEVER. ever. ever.
Would you be ok if your grandmother saw it?
Would you be ok if your boss saw it?
Would you be ok if your patient saw it?
Venn Diagram of Internet and Privacy

- PRIVACY
- INTERNET

Everyone is watching you.
NEED MEDICAL ADVICE?

LOOK YOUR SYMPTOMS UP ON THE INTERNET FOR AN ACCURATE DIAGNOSIS.
2 Billion active monthly users

Both organizational/personal accounts
"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."
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". Thank you for this honor!...
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  
@nypshospita/WeillCornell tweets are my own

- New York
- weillcornell.org/heatheryeo

<table>
<thead>
<tr>
<th>SEP 2017 SUMMARY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>23</td>
</tr>
<tr>
<td>Tweet impressions</td>
<td>31.8K</td>
</tr>
<tr>
<td>Profile visits</td>
<td>1,610</td>
</tr>
<tr>
<td>Mentions</td>
<td>47</td>
</tr>
<tr>
<td>New followers</td>
<td>74</td>
</tr>
</tbody>
</table>
Heather Yeo MD
@heatheryeomd
Surgical Oncologist, Colorectal Surgeon, Health Services Researcher, Tech Savvy Care of Older Adults
@nyphospital/@WellCornell tweets are my own

New York
weil.cornell.org/heatheryeo
Joined October 2012
Born on April 11, 1977
322 Photos and videos

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

Pinned Tweet
Heather Yeo MD @heatheryeomd · Feb 9
Cornell University @Cornell
For @WellCornell surgeon, medicine is synonymous with family
vimeo.com/200868757

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

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

Who to follow
Followed by Meredith Barrett and others
Patrick Georgoff @georg-
Follow

Followed by Elsevier Oncology and others
Neeraj Agarwal @neerajai-
Follow

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

3PM 7PM
Picture of you, not your dog, kid or favorite food
Be thoughtful of images you post, they stay around a long time.
Ok, let's tweet!
Compose new Tweet

What's happening?

140

Tweet
An @ tags someone to your tweet and increases visibility.
Here @AcademicSurgery #AASPC17 talking about the benefits of #SocialMedia #surgtweeting #surgicalresearch
An # links to all other # with the same words following and increases visibility.
Insert a photo – more likely to get an impression
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

**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 #surg tweeting #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

Drew Shirley, MD @drawshirleymd · Oct 16
As an introvert, much easier to start the networking ball rolling through social media, then carry over to face-to-face meetings

Melissa P. Taylor MD @mptaylorMD

Replying to @drawshirleymd @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
Social Media provides an opportunity for global networking, idea sharing, and learning.
Chirp! Chirp!

RT @birdnexttome Chirp! Chirp! << LoL #funnybirdnoises

wtf !??
THANK YOU
Thank You

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