



Using Social Media Effectively

Heather Yeo, MD, MHS

Assistant Professor of Surgery and Healthcare Policy and Research

 @heatheryeomd

Disclosures

I am a medical consultant for Survivornet





90% of US adults use the internet daily





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72% use for health info



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72% use for health info

36% to research a specific medical condition



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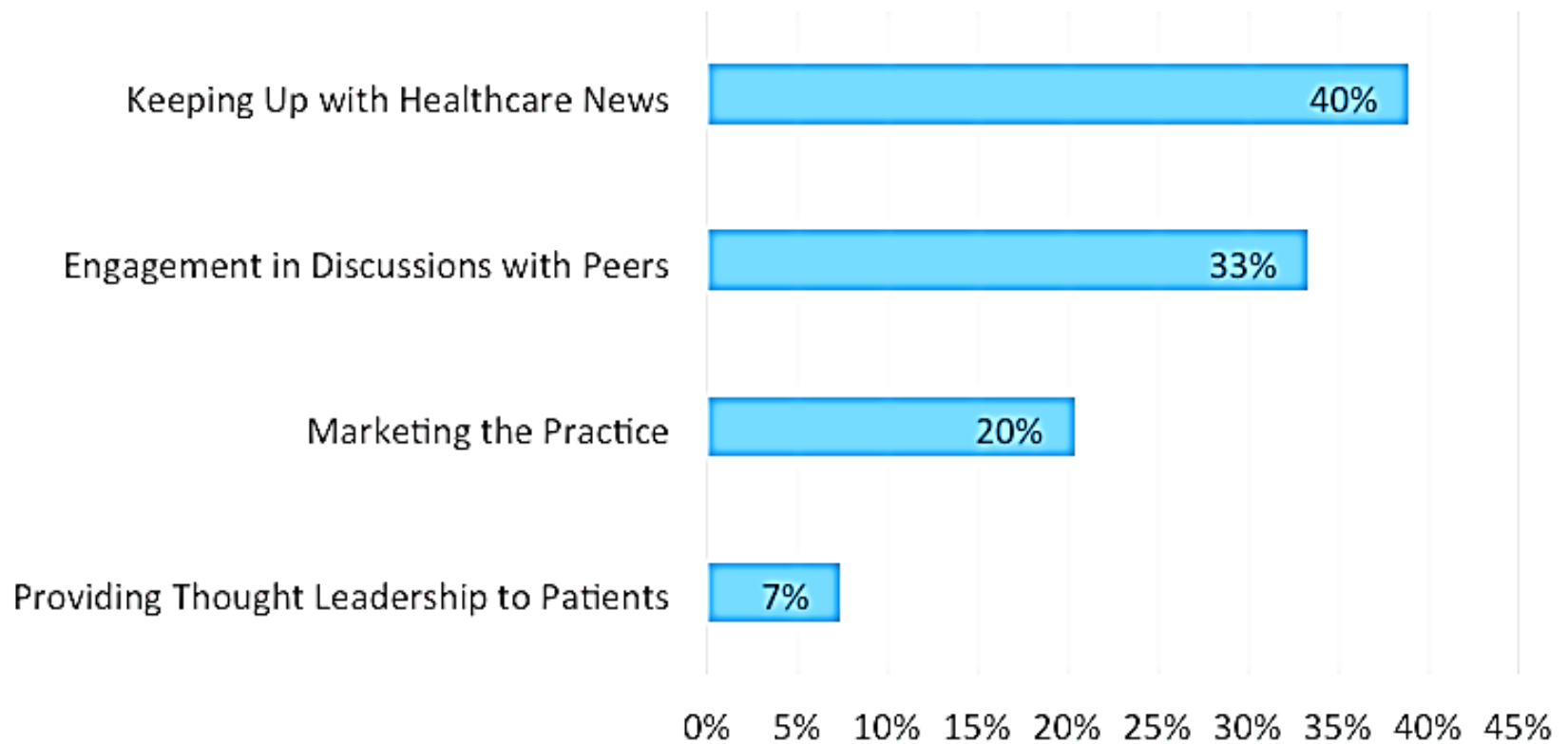
72% use for health info

36% to research a specific medical condition

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

***2/3 of Americans get their news
on social media.***

How Physicians Are Using Social Media at Work



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

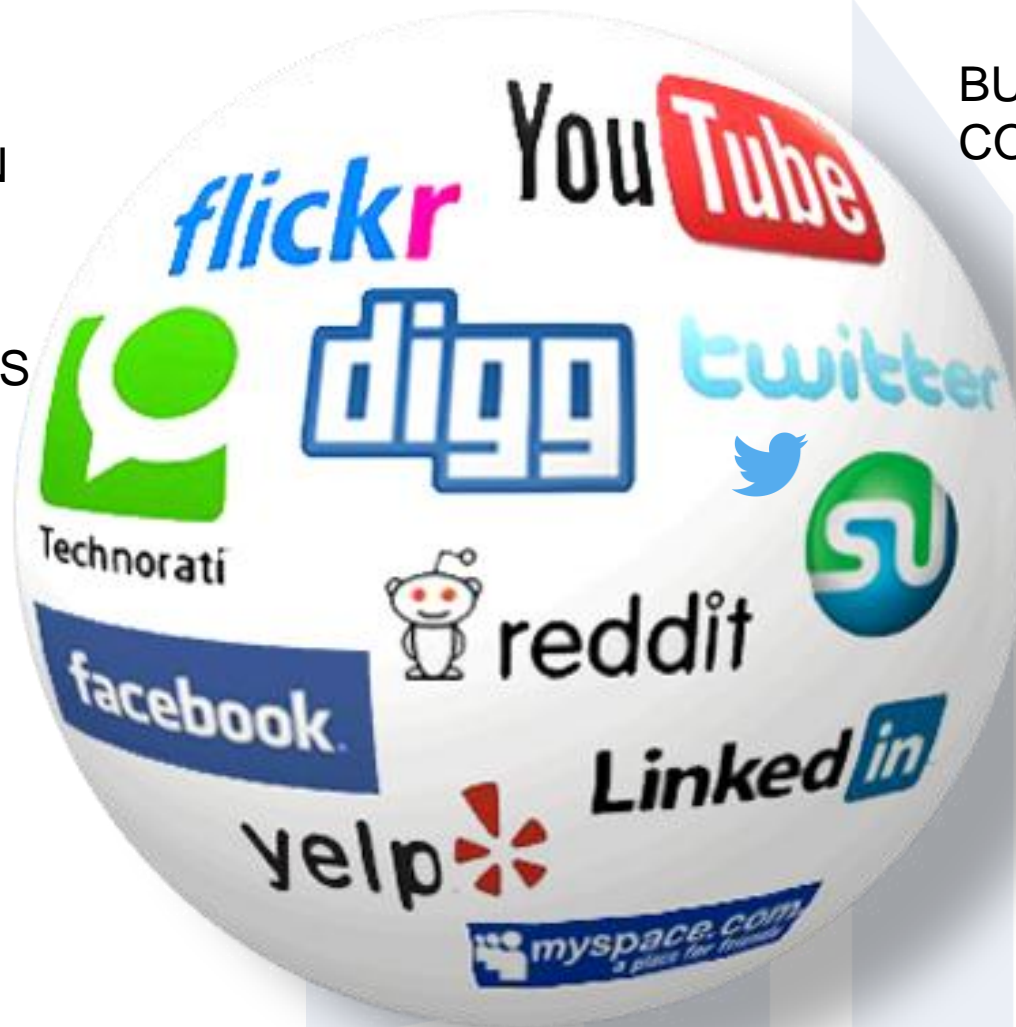


BUILD
COLLABORATIONS

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
ADVOCACY

BUILD YOUR
PRACTICE



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COLLABORATIONS

DISSEMINATE
RESEARCH

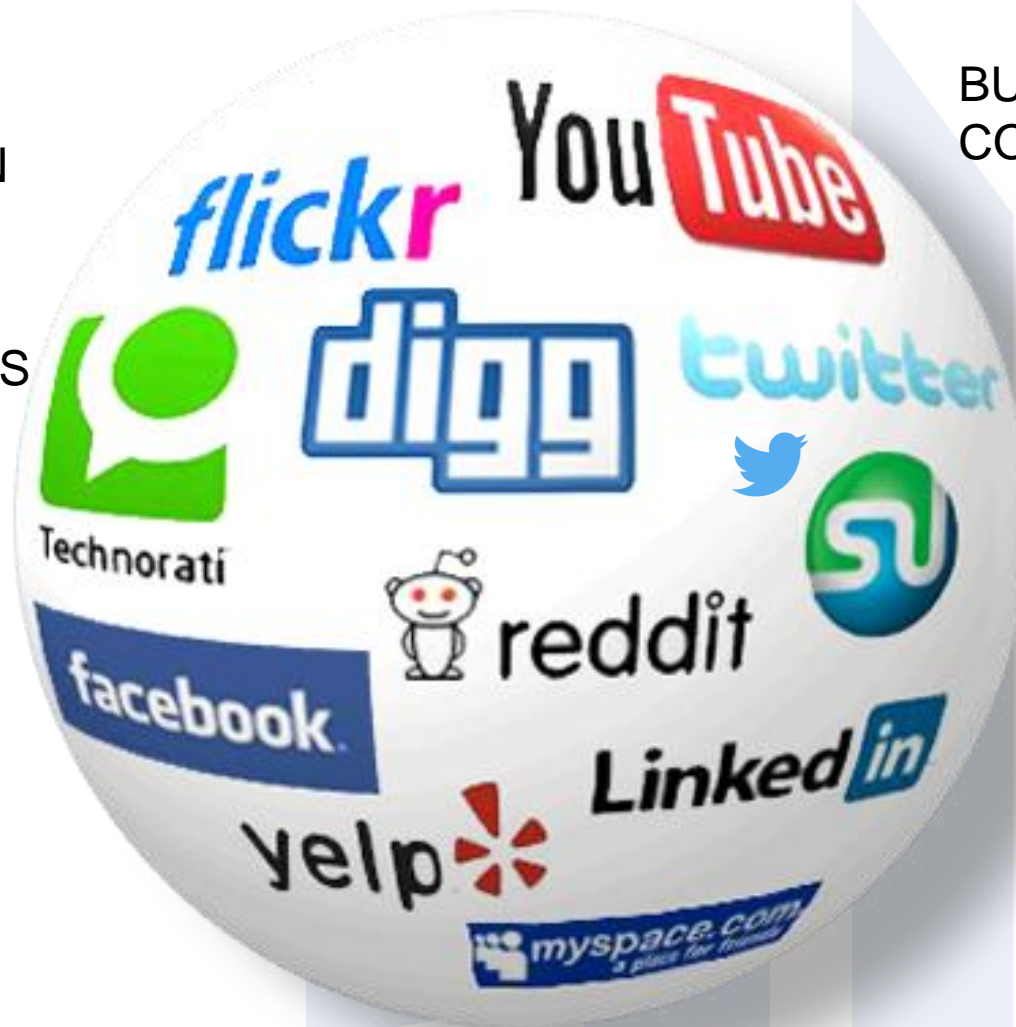
What is social media?

SHARE
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FIND
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ENGAGE IN
ADVOCACY

BUILD YOUR
PRACTICE



BUILD
COLLABORATIONS

DISSEMINATE
RESEARCH

SHARE YOUR
PASSION

What is social media?

SHARE
INFORMATION

FIND
CONNECTIONS

ENGAGE IN
ADVOCACY

BUILD YOUR
PRACTICE



BUILD
COLLABORATIONS

DISSEMINATE
RESEARCH

SHARE YOUR
PASSION

LEARN!

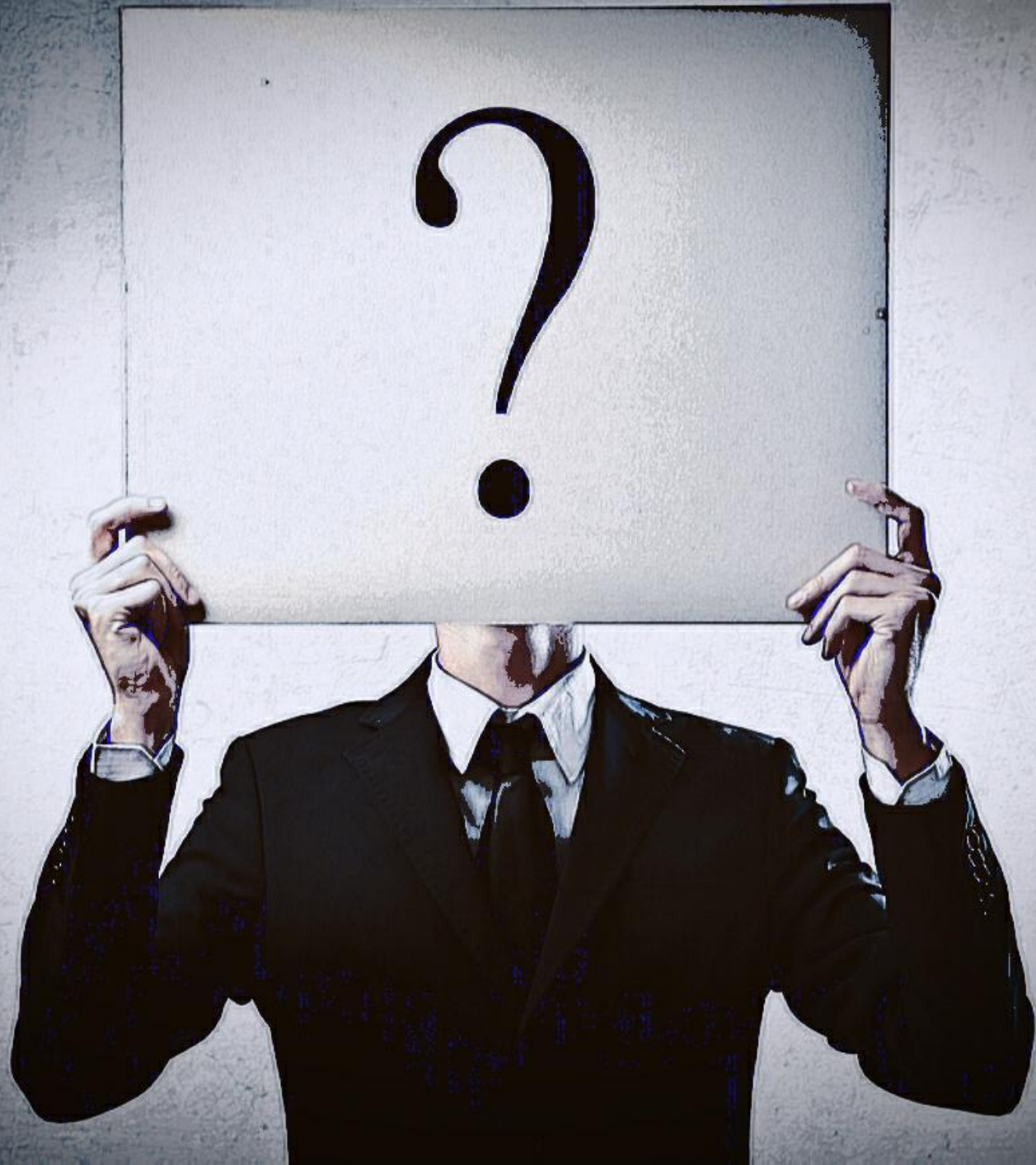
Strategy

Strategy

plan or method

achieve a goal or

organizational ac



Your message must be consistent

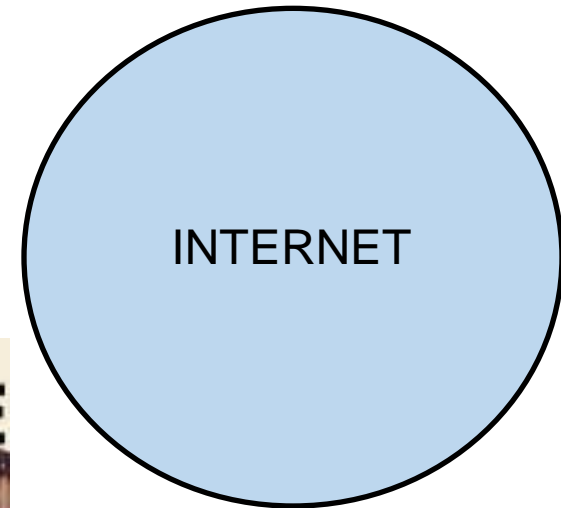
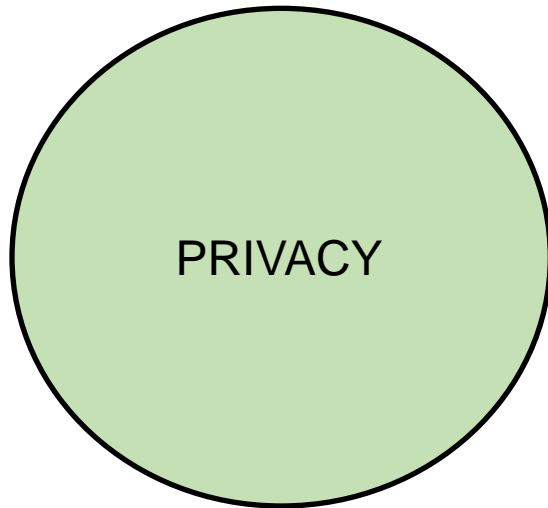


**NOTHING POSTED ON
THE INTERNET IS
PRIVATE. NEVER. NEVER.**

ever. ever.



Venn Diagram of Internet and Privacy



NEED MEDICAL ADVICE?



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

My general litmus test



Social Media Messaging

- Be Consistent
- Don't give out medical advice
- Think before you post

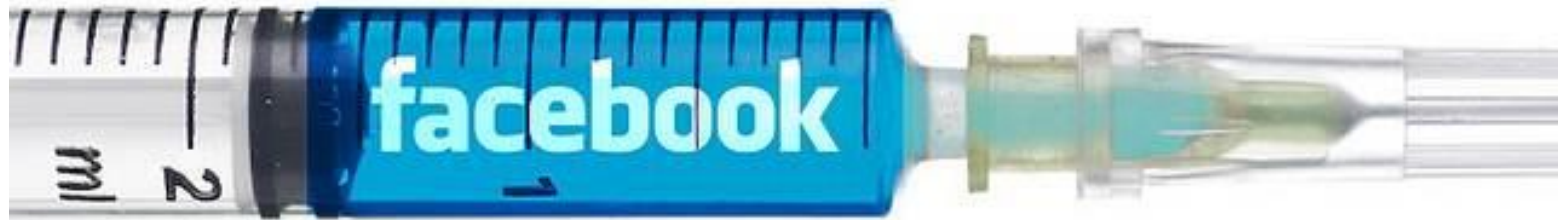


Pew Data on Social Media

- **68% use Facebook**
- **35% use Instagram**
- **25% use LinkedIn**
- **24% use Twitter**

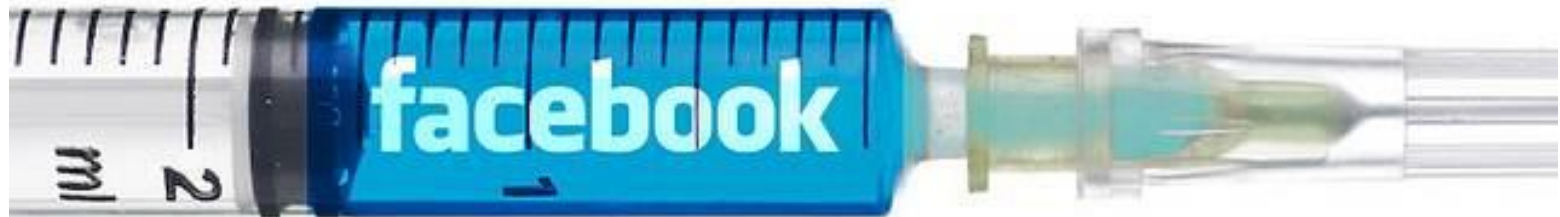


75% of users use the sites daily



2.3 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 ★★★★★

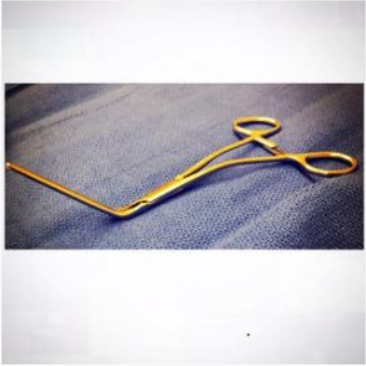
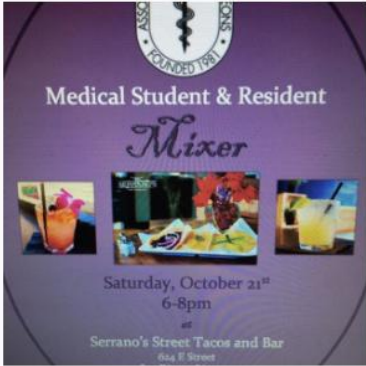
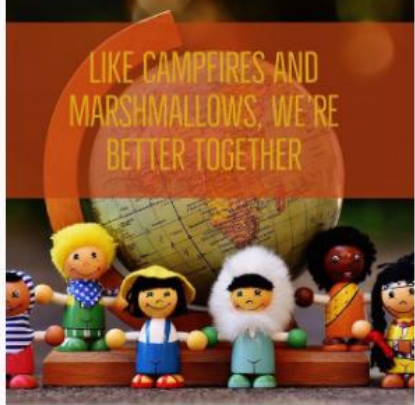
Community [See All](#)

-  [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





Instagram



LinkedIn



Heather Yeo

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

Who's viewed your profile **64**

Connections **867**

[Manage your network](#)

[Access exclusive tools & insights](#)

JGS Journal of Gastro...
13 followers

Page notifications **1**

Recent visitors **1**

[Share an update](#)

Share an article, photo, video or idea

Write an article

Images

Video

Post

Sort by: **Top**



M.Azfar MS, FRCSEd, FACS

Consultant Surgeon at Al Rahba Hospital
1d



Valentina Giaccaglia MD, PhD, FIAMS

Consultant General Surgeon expert in Proctology, Mediclinic City Hospital; Associ...
2d • Edited


Amazing experience teaching at the VAAFT/TEO course with live surgery at
Mediclinic Middle East and hands-on at **University of Sharjah**
#colorectalsurgery #ladyurgeon accredited by **The Royal Colleg** ...see more



VAAFT and TEO course
@Mediclinic and

What people are talking about now ⓘ

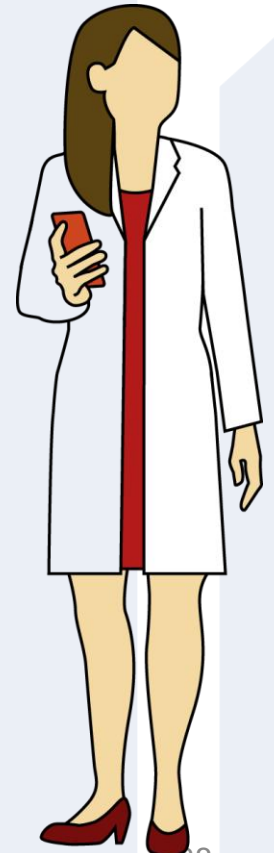
- **Industries doing the most hiring**
Top news • 3,748 readers
 - **How Americans read the news**
10m ago • 4,604 readers
 - **Towns struggle with 'dead' malls**
9m ago • 381 readers
 - **Netflix is hurting restaurants**
12m ago • 16,641 readers
 - **'Apple Watch saved my life'**
1h ago • 7,811 readers
- [Show more](#) ▾

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

OCT 2018 SUMMARY

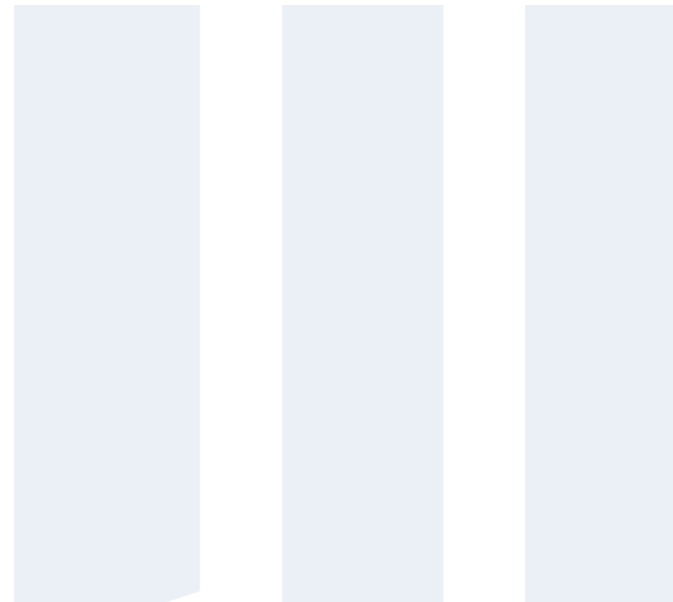
Tweets
13

Tweet impressions
33.4K

Profile visits
955

Mentions
36

New followers
6





Tweets
4,997

Following
2,908

Followers
3,140

Likes
11K

Lists
17

Moments
0

Edit profile

Heather Yeo MD

@heatheryeomd

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New York

weillcornell.org/heatheryeo

Joined October 2012

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



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

Edit profile

Heather Yeo MD

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



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angelena crown @angele...

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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

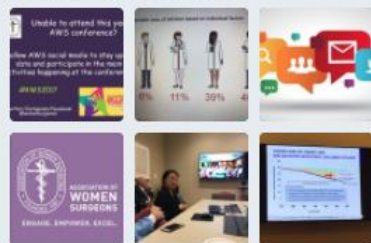
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- Followed by Elsevier Oncology and others: Neeraj Agarwal @neerajai... Follow
- Followed by Jaime D. Lewis and others: angelena crown @angele... Follow



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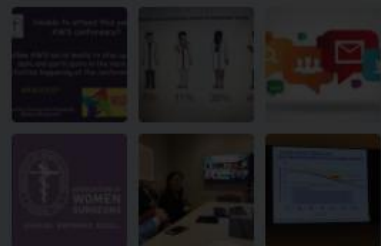
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Compose new Tweet ✕

What's happening?

140 **Tweet**

Tweets Tweets & replies Media

Pinned Tweet

Heather Yeo MD @heatheryeomd · Feb 9

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Follow



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Born on April 11, 1977



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 I



- Who to follow** · Refresh · View all
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Patrick Georgoff @georgoff
Follow
 - Followed by Esaver Oncology and others
Neeraj Agarwal @neerajag...
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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

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@heatheryeo

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My photos and tweets are my own

New York

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Your Tweet activity

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



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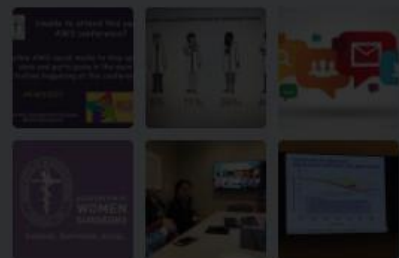
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Compose new Tweet



Here at @AcademicSurgery #AASFC2018 talking about the benefits of #SocialMedia #surgtweeting #surgicalresearch



Tweet

Pinned Tweet



Heather Yeo MD @heatheryeomd · Feb 9

Cornell University @Cornell

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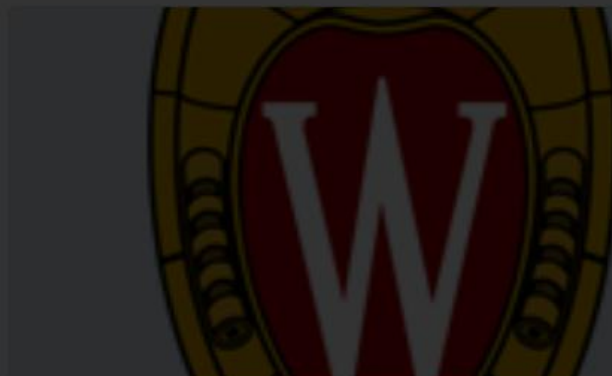
1 5 23

You Retweeted



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Followed by Elsevier Oncology and others



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Followed by Kenneth Ziegler, MD and others



Christopher Hutchinson @C...

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

Compose new Tweet ✕

 Here at [@AcademicSurgery](#) [#AASFC2018](#) talking about the benefits of [#SocialMedia](#) [#surgtweeting](#) [#surgicalresearch](#) 

    + **Tweet**



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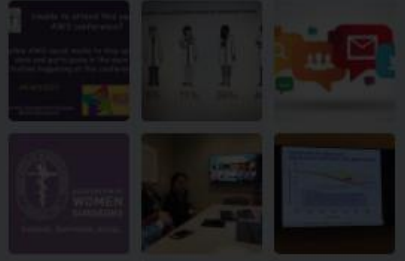
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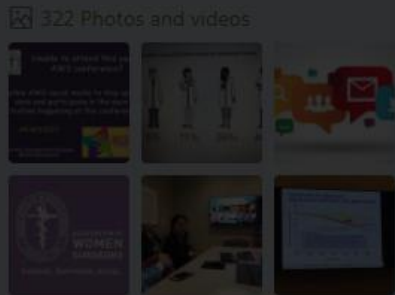
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Christoph Hutchinson @C... Follow



Heather Yeomans MD
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Surgical Oncology
Health Services
Care of Older Adults
@nyhospital/...
my own
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Compose new Tweet [X]

 Here at @AcademicSurgery #AASFC2018 talking about the benefits of #SocialMedia #surgtweeting #surgicalresearch 

     **Tweet**

Insert a photo – more likely to get an impression

Tweets Tweets & replies Media

Patricia L Turner MD @ptumermd · Feb 9
Congratulatio...

You Retweeted
Patricia L Turner MD @ptumermd · 17h
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Who's in this photo?



Tweet



Edit profile

Impressions

7PM

View all

Barrett and



Patrick Georgoff @georgoff

Follow

Followed by Elsevier Oncology and others



Neeraj Agarwal @neerajai...

Follow

Followed by Kenneth Ziegler, MD and others

Christoph Hutchinson @C...

Last year...

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

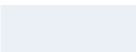
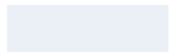
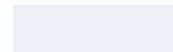
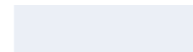


Reach a bigger audience

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

Chirp!
Chirp!

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

wtf!??



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



THANK YOU

edit: Flickr.com/st314n/



Google™

the droids we're looking for

Google Search

I'm Feeling

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