Using Social Media Effectively

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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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36% to research a specific medical condition
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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

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

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- Disseminate research
- Share your passion
What is social media?

- Share information
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- Build your practice
- Build collaborations
- Disseminate research
- Share your passion
- Learn!
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.
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

PRIVATEY

INTERNET

EVERYONE IS WATCHING YOU
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
“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.”
Amazing experience teaching at the VAAFT/TEO course with live surgery at Mediclinic Middle East and hands-on at University of Sharjah #colorectalsurgery #ladysurgeon accredited by The Royal College...see more
Twitter as an example

- Profile Creation
- Posting
- Sharing
OCT 2018 SUMMARY

Tweets 13
Tweet impressions 33.4K
Profile visits 955
Mentions 36
New followers 6

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

@nyphospital/@WellCornell tweets are my own.

New York.

well.cornell.org/heatheryeo

Joined October 2012

Born on April 11, 1977

322 Photos and videos.
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?

Tweet
Compose new Tweet

Here at @AcademicSU

AssocAcademicSurgery @AcademicSurgery
AcademicSuccessTutor @academicLA
Ute Support Services @AcademicsofUtah
TRSM AcademicSuccess @TRSM_ASC
Academic Summer @Academisummer
AcademicSuccessCtr @tritonasc

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An @ tags someone to your tweet and increases visibility.
Here at @AcademicSurgery #AASFC2018 talking about the benefits of SocialMedia #surtweeting #surgicalresearch
An # links to all other # with the same words following and increases visibility.
Insert a photo – more likely to get an impression
Here at @AcademicSurgery #AASFC2018 talking about the benefits of #SocialMedia #surgtweeting #surgicalresearch
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 #surgtweeitng #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
Chirp! Chirp!

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

wtf !??
Social Media provides an opportunity for global networking, idea sharing, and learning.
THANK YOU