Medicine and Social Media

Why you should join the conversation
Is This Social Media?

#BORING

#TIMESUCK

OMG!
Social Media Truth

- Get the information you want, from the people you want, when you want it.
- Boost Public Relations
- Act as Expert Source, Raise Local/National Exposure
- Promote Research
Twitter: the Main Event

• Everyone should be on Twitter
  o A micro-blog (only 140 characters)
  o 500 million total users
  o Amazingly quick way to send and receive information
  o Users follow other individuals and organizations
  o Brings news to you
Notables on Twitter
• Connected with the American Academy of Family Physicians (AAFP)
• Asked to participate in the AAFP Congress of Delegates
• Appointed to the AAFP Commission on Governmental Advocacy
• Several research collaborations
Live Tweeting

- Following a live living donor kidney transplant

U of U Health Care
@UofUHealthCare

We will be live tweeting a kidney transplant tomorrow starting at 7AM. Follow #uofuKT for updates.

U of U Health Care
@UofUHealthCare

So you can follow along, here is a the basic outline of a kidney transplant. nlm.nih.gov/medlineplus/en... #uofuKT

Dennis Jolley
@dsjutah

Why is @UofUHealthCare live-tweeting kidney transplant? To raise awareness, educate the public, save lives through donation. #uofuKT
Getting Started

Welcome to Twitter

Sign up
Already have an account? Sign in

Full name

Phone Number or Email Address

Password

6 characters or more!

Mobile apps for every device

- iPhone
- iPad
- Android
- Nokia
- Windows Phone
- Twitter for Windows 8
Find People to Follow

• Search for names or organizations
• Search by term or hashtag
• Be as specific as you want
Some Follow Suggestions

- @uofuhealthcare
- @vivianleeMD
- @DEntwhistleCEO
- @Sjm2020
- @MichaelMagillMD
- @MPearceRN
- @MDBobP
Let’s Tweet

#PMRUpdate15
The Lingo: Reply

• When you send a tweet at someone, you use the “@” before their username (no space!)
• Only seen by them, and people who follow both of you
• To have the reply seen by everyone, add a “.” before their username
The Lingo: Mention

• Same concept, except you are mentioning that "@someone" on your tweet, not necessarily tweeting at them.
The Lingo: Direct Message

- A private message sent between users
- They must be following you
- Use the icon to get started
The Lingo: Retweet

- Like “sharing” on Facebook
- Including RT before “@someone” means you are retweeting what they tweeted. You are crediting their tweet and participating in the conversation.
- You can also retweet just by hitting ↑↓

Example:

U of U Health Care @UofUHealthCare · Jan 28
RT @foxerirn: Compounding #drugshortages, collide with death penalty. NYT goo.gl/zw3wce @stavernise @nytimeshealth

Retweeted by Libby Mitchell
U of U Health Care @UofUHealthCare · 1h
What if you were coaching basketball, but couldn’t see the hoop? What @utahathletics @CoachLevrets did about it. goo.gl/ivE4gW
Other Lingo

• Favorite
  o Similar to “liking” something on Facebook
  o Twitter will save the tweet for you for later
  o Just hit ✾ Favorite

• Hashtag
  o Including the “#” before a word (Ex: #healthyliving) means you are participating in that conversation.
  o Not necessary
Other Tips

• Shorten URLs to save space
  o Goo.gl
  o Bit.ly
• Tweet often
• Don’t be afraid to tweet the same information more than once
• Join Twitter chats
  o Symplur.com/healthcare-hashtags/tweet-chats/
• Be willing to try new things
Questions?