Growth of Physicians on Social Media

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Why Should Physicians be on Social Media?
The answer is simple...

Our patients rely heavily on social media to learn about their health

68% of parents who use social media, use it for health information.

50% of parents cross checked health information from social media with their doctor.

32% of patients conduct research online prior to a doctor’s appointment

53% value social content/sharing websites as a source for health information
How COVID 19 Revolutionized Physicians on Social Media
Massive Twitter Effort to Verify Physicians

Twitter Support @TwitterSupport · Mar 20
PSA about what we’re doing to Verify Twitter accounts that are providing credible updates around #COVID19: we are working with global public health authorities to identify experts and have already Verified hundreds of accounts, but there’s more to do and we could use your help.
Use of Twitter to Amplify Healthcare Struggles

Dr. Esther AT LEAST WEAR A MASK Choo @choo_ek

FRONTLINE HEALTHCARE WORKERS

Share a pic of the PPE you're in that you need to stay safe

Tag your congresspeople and @VP

Use the hashtag #GetMePPE

3,684 1:48 AM - Mar 17, 2020
COVID Updates & Peer to Peer Networking

PMG™ COVID19 Subgroup

About This Group

Description

This is an official subgroup of PMG with the purpose of discussing COVID19. To be a member of this group you have to be a member a physician (MD/DO/MBBS). Open to ALL physicians.

Members: 37,625

REMDESVIR TWEETS

EVERYWHERE
Where do we go from here?
Uses for Social Media for Medical Professionals

Educate Patients

Engage with Peers & Mentors

Amplify Efforts
Important Patient Considerations

**Personal vs Professional**

Physicians should **separate personal and professional content online**.

**Patient Confidentiality**

Patient **privacy and confidentiality** must be maintained in all environments.
Actions online and content posted can both positively and negatively affect the public’s perception of health care providers.
Appendix: Resources to get started on Social Media

Step By Step Guide to Twitter... By a Hematologist!: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4679678/

How Can Physicians Best Use Social Media in Practice (By the Massachusetts Medical Society): http://www.massmed.org/Physicians/Practice-Management/Practice-Ownership-and-Operations/A-Guide-to-Social-Media-for-the-Physician-Practice-(pdf)/

What Makes a Good Social Media Post? Learning from Connecting with Adolescents: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4433153/

American Medical Association Guidelines on Social Media Use & Ethics: https://www.ama-assn.org/delivering-care/ethics/professionalism-use-social-media

Navigating Professionalism with Patients Online (from the American College of Physicians and the Federation of State Medical Boards): https://doi.org/10.7326/0003-4819-158-8-201304160-00100
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And thank you to the audience for your attention!
References


Image References

Fig. 1 Public Account from Twitter Support Account (Accessed 6/3/2020)

Fig. 2 Online twitter profile of Dr. Esther Choo @choo_ek (Accessed 6/3/2020)

Fig. 3 Online twitter post for @ajplus (Accessed 6/3/2020)

Fig. 4 Facebook Private Group Invite Screen for PMG COVID19 Subgroup (Accessed 6/3/2020)

Fig. 5 Public Twitter Profile for @IDdocAdi (Accessed 6/3/2020)

Fig. 6 Public TikTok Profile for @Dr.Staci.T (Accessed 6/3/2020)

Fig. 7 Public Twitter profile for @MedStudentChat (Accessed 6/3/2020)

Fig. 8 Public Twitter profile for @SMNA (Accessed 6/3/2020)