



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.

 1.2K

 1.7K

 5.2K



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

+ Join Group

... More

Join this group to see the

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.



Private

Only members can see who's in the group and what they post



Visible

Anyone can find this group



General

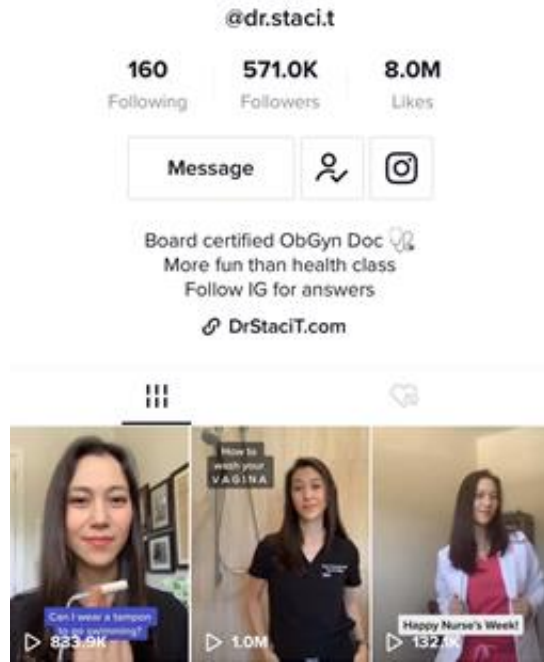
Members · 37,625



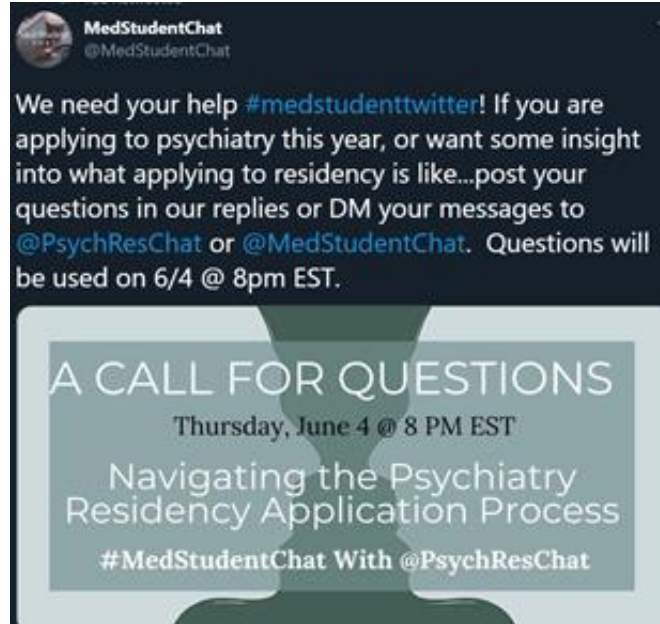
Where do we go from here?

Uses for Social Media for Medical Professionals

Educate Patients



Engage with Peers & Mentors



Amplify Efforts



Important Patient Considerations

Personal vs Professional

A blue rectangular button with rounded corners. On the left side, there is a white icon of a person with a plus sign. To the right of the icon, the text "Add Friend" is written in white, sans-serif font.

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-\(pdf\)/](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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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)