Using Social Media

By: Mike Collins, Liz Johnson and Emilie Meissner

What is social media?

- Forms of electronic communication
- Users connect and share information using various tools
  - Ideas
  - Information
  - Videos
  - Pictures
- Term first used in 2004

Importance of Social Media

- "Between 1995 and 2010, the percentage of American adults with access to the Internet grew from 10% to 75%." (Yamout 2011)

Importance of Social Media

- "E-patient" health consumers who use the Internet to obtain information about medical issues of interest to them
- Address patient concerns or respond to negative experiences

Importance of Social Media

- "Medical professionals need to have an online presence to monitor what information is put up and to maintain their online reputation." (Glick Interview 2011)
  - Center Specific Data
  - Center Volumes Report

Guidelines and Privacy

- AMA (American Medical Association) Policy: Professionalism in the Use of Social Media
- ACS
- MCW guidelines
- Individual hospital/HR guidelines
“Facebook helps you connect and share with the people in your life.”

- Founded February 4, 2004
- Initially used as a way for college students to connect to each other
- Currently has 800 million users

**Ways to Use Facebook**

- Solicit patient feedback
- Post educational materials for patients and family members
- Give general information about your center

**Example of a post**
First video uploaded in April 2005

YouTube allows users to view and post videos on a variety of topics
- Advertise your center
- Educate patients and patients’ families
- Post specific disease information

More than 13 million hours of video were uploaded during 2010 and 40 hours of video are uploaded every minute.

Mayo Clinic, Be the Match, Memorial Sloan-Kettering Cancer Center, University of Minnesota

Inform future patients

Search in YouTube

Follow your interests
Instant updates from your friends, industry experts, favorite celebrities, and what’s happening around the world.
**Twitter**
- A real-time information network that connects you to the latest information about what you find interesting
- Uses brief messages (140 characters or less)
- Allows users to follow tweeters (people who tweet) that are involved in topics of interest

**Duke on Twitter**

**Be the Match on Twitter**

**“E-patient” success story**

**Linkedin**

“Be Great at What You do”
- Site launched on May 5, 2003
- Business-related social networking site
- Connecting with peers in similar work
- Job Search

**Linkedin**
- Groups to connect with peers
  - Be the Match
  - Leukemia and Lymphoma Society
  - Transplant and Donation Professionals
  - Various clinical research groups
Be the Match on LinkedIn

M.D. Anderson Cancer Center

Emilie’s Profile

Tips for Using Social Media
• Check your sources
• Update often and keep it up to date
  • Plan posts in advance
  • Give more than one person access
  • Be consistent
  • Have timelines for posts and responses

So you’re ready to get started…

Tips for Using Social Media
• Ask for feedback from followers
• Develop ways to inform patients
  • Links in newsletters, discharge papers, center’s website, etc.
• Develop and follow institutional guidelines
...not so fast

- Check your corporate policies
- Develop a plan
- Consider security & privacy
- Follow Best Practices

Corporate Policies

- Personal (Non-Official) Use of Social Media
  - Don’t disclose proprietary information about the organization, employees, vendors or affiliates
  - Don’t disclose any patient identifiable information without written permission from patient (HIPAA applies here too)
  - Don’t use organization logos or trademarks

  - If you are speaking about your organization add a disclaimer: "The views expressed on this (site, page) are my own and do not reflect the views of my employer"

Develop a Plan

- Audience
  - Who is the primary and secondary audience for the site?
- Goals
  - What are the goals of the social media site and how do they support your mission(s)?
- Administration
  - What to/not to post?
  - How frequently will it be updated?
  - What is the long term site management and content posting, who will be in charge?
- Metrics
  - How will you know if your efforts are successful?
  - How will you measure the site’s value over time?

Security and Privacy

- Use strong passwords (and change regularly)
- Don’t give away your personal information to scammers/phishers
- Use secure browsing (https)
- Take advantage of advanced security settings
- Setup notifications (keep tabs on what is being posted to your site)
- Look for imposters
- If anything inappropriate or suspicious has occurred report it immediately

Best Practices

- Be respectful
- Be accurate
- Respond timely to comments
- Protect the organization/department
- Protect the patient
- Abide by copyright laws
- Post meaningful content
- Keep it current
Facebook

Facebook Permissions

Account Security Settings

Twitter

Twitter – Create Account

Twitter – Account Settings
Tweet!

Social Media Sites

- Communication
  - Blogs: Blogger, LiveJournal, Open Diary, TypePad, WordPress, Vox, ExpressionEngine, Xanga
  - Micro-blogging / Presence applications: Twitter, Plurk, Jaiku, fmylife
  - Social networking: Bebo, Facebook, LinkedIn, MySpace, Orkut, Skyrock, Hi5, Ning, Elgg

- Collaboration
  - Wikis: Wikipedia, PBwiki, wetpaint
  - Social bookmarking (or social tagging): Delicious, StumbleUpon, Google Reader, CiteULike
  - Social news: Digg, Mixx, Reddit, NowPublic

- Multimedia
  - Photo sharing: Flickr, Zooomr, Photobucket, SmugMug
  - Video sharing: YouTube, Vimeo, sevenload
  - Audio and Music Sharing: imeem, The Hype Machine, Last.fm, ccMixter

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