Making Social Media Work for You

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Learning Objectives

• Recognize several social media platforms being leveraged by researchers
• Recall tips to improve your experience on these platforms
• Identify best practices in planning and creating communication messages for social media
Definition

“Forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content”

Merriam-Webster
Social Media Usage in the U.S.

% who use at least one social networking site

Percentage of online adults who say they use the following platform, by year:

- Facebook:
  - '12: 67%
  - '13: 71%
  - '14: 71%
  - '15: 72%

- LinkedIn:
  - '12: 20%
  - '13: 22%
  - '14: 28%
  - '15: 25%

- Twitter:
  - '12: 16%
  - '13: 18%
  - '14: 23%
  - '15: 23%

Source: [Pew Internet](http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/2015-08-19_social-media-update_02/)
Social Media Usage by Researchers

Percentage reporting: “I am aware of this site and visit regularly”

- Facebook: 14%
- LinkedIn: 41%
- Twitter: 41%
- ResearchGate: 46%
- Google Scholar: 63%

http://figshare.com/articles/NPG_2014_Social_Networks_survey/1132584
Social Media Policies & Guidelines

Contact the Office of Medical Public Affairs prior to launching any WUSM representation on social media platforms

http://medicine.wustl.edu/brand/social-media/

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Social Media Policies & Guidelines

“Be professional and respectful in all postings. Be mindful that all communications in the online environment are visible to patients, co-workers, managers, competitors and others. Remember that nearly all content contributed on all social media platforms becomes immediately searchable and can be immediately shared.”

http://medicine.wustl.edu/brand/social-media/
Uses of social media in research/medicine

- Improve communication with patients
- Enhance professional development
- Contribute to public health research & service
Communication Strategies: Planning

What is your objective?

Who are you trying to reach?

What is your strategy to achieve your goal and reach your audience?

How much time are you able to invest?
Getting to know your audience

Define your audience.

  Be specific.

Discover which platforms they already use.

PEW Social Media Report

Find out what they already know.
Communication Strategies: Crafting the message

Tailor the message for each social media platform you plan to use.

Use a friendly, conversational tone.

  Contrainctions are okay!
  Avoid trendy abbreviations (you’re not UR)
  Use first and second person (I, we, you)

Provide a call-to-action.
Communication Strategies: Crafting the message

Keep it simple.

- Write short sentences.
- Choose short words over long words.
- Avoid jargon.

Stick to one theme or idea per post.

- Captivating info at the beginning.
Best practices for social media

Engage your audience rather than broadcasting to them.

Avoid under-posting and over-posting.

Acknowledge people have different learning styles.
Connecting and sharing with patients
Share credible, scientifically valid sources with patients.

Keep participants up-to-date on trial activities.

Use calendars to create events.
Allows for targeted trial recruitment via:

- newsfeed ads
- standard ads
- sponsored posts

Twitter

Choose your username
@username
15 characters max

@WUSTLmed
@SitemanCenter
@BarnesJewish

Search and use # hash tags

http://www.symplur.com/healthcare-hashtags/

http://www.symplur.com/healthcare-hashtags/tweet-chats/

#migraine
#hcsm
Platforms to help you manage and track activity
Helping people* discover you

* Peers
  Future peers & collaborators
  Administrators
  Recruiters
  Folks outside academia . . .
Take advantage of custom URL (vanity URL) for your public profile

Add a photo

Include educational/employment background

Join Groups

Add Publications
Doximity

Estimated 400,000 U.S. physicians
  - Medical students & clinically licensed healthcare professionals can also join
  - Users are verified

Physician directory
Salary map for physicians
Doximity DocNews + Category 1 CME
Residency Navigator
HIPAA-secure messaging and e-fax**

**Not allowed according to current WUSM Social Media Guidelines**
Doximity

Consider claiming your profile
Profiles viewable and searchable by the public

Add a photo

Upload CV or email cvupload@doximity.com

Add clinical specialties & interests

Include info about your presence on other platforms in profile
Discuss and share research
Twitter

Search and use # hash tags

Conferences

#AAMC15
#AHA15

Journal clubs

#GeriMedJC
#ALiEMJC
#NephJC

Include link to your website in Twitter profile
Twitter

For tweets about articles, include:

Engaging text & DOI or link to your article

https://twitter.com/PeterHotez/status/662597354252472320
Blog About Your Research

• Start a blog and write about:
  – Research findings
  – Questions about your area of research
  – Comments on publications by other authors
  – Link to publications and meeting abstracts
  – Recap of conferences attended
Partner with campus Public Affairs to create videos describing your research.
Other Tips
Altmetrics for Your Work

*Immediate* metrics based on **use** of the work or its **subsequent application** via various media platforms.

- **Views** online
- **Downloads** of the work
- **Bookmarks** or **Saves** to online reference managers as Mendeley
- **Mentions** in social network sites such as Twitter or Facebook and in mainstream news outlets
- **Discussions** in blogs and media
- **Favorites** in sites such as Slideshare or YouTube
- **Recommendations** in sites such as Figshare
- **Post peer review annotations** from reviewers such as F1000 and PubMed Commons
1. Add bookmarklet to your bookmarks toolbar
2. Visit any paper
3. Get article level metrics with a single click

http://www.altmetric.com/bookmarklet.php
Altmetric on the Toolbar

Go to the article page on the journal website.

Click the Altmetric bookmarklet on your browser toolbar.
Altmetric on the Toolbar

A brief Altmetric report will display as a brief summary.

Select “Click for more details” to view a full report.
Near-infrared fluorescence goggle system with complementary metal-oxide-semiconductor see-through display.

Overview of attention for article published in *Journal of Biomedical Optics*, June 2013

**Title**
Near-infrared fluorescence goggle system with complementary metal-oxide-semiconductor imaging sensor and see-through display.

**Published in**
Journal of Biomedical Optics, June 2013

**DOI**
10.1117/1.jbo.18.10.101303

**PubMed ID**
23728180

**Abstract**
We have developed a near-infrared (NIR) fluorescence goggle system based on the complementary metal-oxid... [show]

**Twitter Demographics**

The data shown below were collected from the profiles of 10 tweeters who shared this research output. [Click here to find out more about how the information was collected]

**Geographical Breakdown**

- United States
- South Africa
- Switzerland
- India
- Unknown

**Demographic Breakdown**

- Members of the public
- Scientists
- Practitioners (doctors, other healthcare professionals)
What questions do you have?

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Readings


Blogs
http://33charts.com/ - Dr. Bryan Vartabedian (social media & tech in medicine)

Policies
Washington University School of Medicine in St. Louis. Social Media Guidelines. http://medicine.wustl.edu/brand/social-media/

Other Resources
Mayo Clinic Center for Social Media http://socialmedia.mayoclinic.org/
Tools for Authors: http://beckerguides.wustl.edu/authors
Scholarly and Research Impact: http://beckerguides.wustl.edu/impactofpublications
The Twitter Glossary. https://support.twitter.com/articles/166337#