

SOCIAL NETWORKING and Medicine

Fall 2015

What is Social Media?

Electronic communication through which users create online communities to share information, ideas, personal messages, and other content.

Social Networking Sites

Major Social Media Sites

<http://facebook.com>
<http://youtube.com>
<http://twitter.com>
<http://linkedin.com>
<http://foursquare.com>
<http://plus.google.com>
<http://pinterest.com>

Networks for Physicians

<http://doximity.com>
<http://sermo.com>

Physicians on Social Media

<http://kevinMD.com>
<http://33charts.com/>
<http://getbetterhealth.com/>

Patients Reviews of Doctors

<http://vitals.com>
<http://healthgrades.com>
<http://google.com/business/>

Chronic Disease Networking

<http://patientslikeme.com/>
<http://www.tudiabetes.org>
<http://webicina.com/>

Links to Articles, Books and Blogs Referenced in Presentation

“Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices. By Kevin Pho M.D., Susan Gay. Greenbranch Publishing. 2012.

<http://www.kevinmd.com/blog/reputation>

Facebook, Twitter, Instagram, Pinterest, Vine, Snapchat – Social Media Stats 2014.

http://www.mediabistro.com/alltwitter/social-media-statistics-2014_b57746

Health Care Social Media – How to Engage Online Without Getting into Trouble David Harlow’s Health Care Law Blog. January, 2012. (Part I) <http://bit.ly/tlpWaX> (Part II) <http://bit.ly/ytHKd9>

HCSM and the Patient-Centered Medical Home. Ben Miller. March 2012.

<http://smhcop.wordpress.com/2011/03/16/hcsm-and-the-patient-centered-medical-home/>

Social Media 101. A Physician’s Guide to Twitter. Eric Glazer. May 2012. <http://slidesha.re/lv1LyU>

Social Media: A Review and Tutorial of Applications in Medicine and Health Care. <http://www.jmir.org/2014/2/e13/>

Social media “likes” healthcare: From marketing to social business. Health Research Institute. April 2012.

<http://www.pwc.com/mx/es/industrias/archivo/2012-04-social-media-likes-healthcare.pdf>

Pew Research Center’s Internet & American Life Project Surveys.

<http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>

<http://www.pewinternet.org/2013/12/30/social-media-update-2013/>

Use patient reviews to improve your Google rankings. Amanda Kanaan. February 2012.

<http://www.kevinmd.com/blog/2012/02/patient-reviews-improve-google-rankings.html>

Why social media may not be worth it for all doctors. Drummond, May 2012.

<http://www.kevinmd.com/blog/2012/04/social-media-worth-doctors.html>

Turning to Social Media in Times of Need. Jacobs, May 2015

http://www.nytimes.com/2015/05/14/business/retirementspecial/turning-to-social-media-in-times-of-need.html?_emc=eta1

Tutorials and Tools:

Glossary of Social Media Terms:

<http://www.socialbrite.org/sharing-center/glossary/>

CDC Health Communicator's Toolkit

<http://1.usa.gov/amOmMI>

URL Shortening Tools:

<http://www.tinyurl.com> <http://www.bitly.com>

Healthcare Hashtag Project

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

PennsylvaniaAFP Primary Care and Social Media Guides

<http://issuu.com/pafppublications/docs/pafpsocialmediaguide1>

<http://issuu.com/pafppublications/docs/pafpsocialmediaguide2>

Links to Videos in Presentation

Brain Surgery Live on Twitter

<http://www.memorialhermann.org/locations/texasmedicalcenter/brain-surgery-live-tweet/>

Kelly Young RA Warrior talks with Mayo Clinic about American College of Rheumatology Meeting

<http://bit.ly/MqNS8t>

Dr. Rob Campbell on Social Media and Medical Students

<http://www.youtube.com/watch?v=hqz3cvVkcMQ>

Kim Vlasnik - ePatient Ignite! Talk

<https://www.youtube.com/watch?v=HwilZ8TnZJw>

A Doctor's Reputation in Online Healthcare w/ Kevin Pho MD

<https://www.youtube.com/watch?v=-XhH1-NMPHI>

Policies and Guidelines on Medical Use of Social Media

AMA Policy: Professionalism in use of Social Media

<http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/opinion9124.page>

Federation of State Medical Boards. *Model policy guidelines for the appropriate use of social media and social networking in medical practice.* April 2012.

<http://www.fsmb.org/Media/Default/PDF/FSMB/Advocacy/pub-social-media-guidelines.pdf>

FSU CoM Social Media Guidelines.

<http://med.fsu.edu/index.cfm?page=COMaboutUs.socialmediaguide>

Massachusetts Medical Society Social Media Guidelines for Physicians

[http://www.massmed.org/physicians/legal-and-regulatory/physicians-and-social-media--guidelines-and-best-practices-\(pdf\)/](http://www.massmed.org/physicians/legal-and-regulatory/physicians-and-social-media--guidelines-and-best-practices-(pdf)/)

Mayo Clinic Center for Social Media

<http://socialmedia.mayoclinic.org/>

A 12-Word Social Media Policy. Farris Timimi. April, 2012.

<http://socialmedia.mayoclinic.org/2012/04/05/a-twelve-word-social-media-policy/>