



NECTM7

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Social Media and Digital Counseling

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Tips:

1. Pick the platform where your audience hangs out
2. Learn one platform before expanding to another
3. Social media is an extension of your professional life
4. Post regularly (use an editorial calendar)
5. Engage in conversations
6. Use photos and videos
7. Have fun

Lay Press:

21 Ways Physicians Can (and should) Use social media

<http://www.marjoriestieglermd.com/21-ways-physicians-can-and-should-use-social-media/?hvid=1JVOWs>

How to Use Twitter for Healthcare Effectively

<https://getreferralmd.com/2013/12/twitter-health-care/>

How to harness the power of conferences in the age of social media

<https://www.wsj.com/articles/the-power-of-conferences-in-a-social-mediaage-1489372006>

How social media is Shaking Up Public Health and Healthcare

https://www.huffingtonpost.com/shannon-dosemagen-/how-social-media-is-shaki_b_9090102.html

Conversation Prism

Brian Solis <https://conversationprism.com/>

Most popular social networks worldwide

<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Scholarly Articles:

Angel, M.M., Angela, L., Alex, M., et al (2012). How Medical Doctors and Students Should Use Social Media: a Review of the Main Guidelines for Proposing Practical Recommendations. *Stud Health Technol Inform.* 2012;180:853-7.

Djuricich, A.M., Zee-Cheng, J.E., 2015. Live tweeting in medicine: "Tweeting the meeting." *Int Rev Psychiatry* 27, 133–139. doi:10.3109/09540261.2014.1000270

Goff, D. A., Kullar, R, and Newland, J (2015) Review of Twitter for Infectious Diseases Clinicians: Useful or a Waste of Time? *Clin Infect Dis* 60 (10): 1533-1540 doi: <https://doi.org/10.1093/cid/civ071>

Kostkova, P., Szomszor, M., and St. Louis, C. 2014. #swineflu: The use of twitter as an early warning and risk communication tool in the 2009 swine flu pandemic. *ACM Trans. Manage. Inf. Syst.* 5, 2, Article 8 (July 2014), 25 pages. DOI:<http://dx.doi.org/10.1145/2597892>

Mills, D. J, Kohl, S; Twitter for travel medicine providers. *J Travel Med* 2016; 23 (3): taw002. doi: 10.1093/jtm/taw002

Mummert A, Weiss H (2013) Get the News Out Loudly and Quickly: The Influence of the Media on Limiting Emerging Infectious Disease Outbreaks. *PLoS ONE* 8(8): e71692. doi:10.1371/journal.pone.0071692

Goff, D. A., van den Bergh (2015) Twitter: A Tool to Improve Healthcare professionals' Awareness for Antimicrobial Resistance and Antimicrobial South African Medical Journal 105(5):420. DOI:10.7196/SAMJ.9648

Patel, D., Jermacane, D. Social Media in Travel Medicine: A Review. <http://dx.doi.org/10.1016/j.tmaid.2015.03.006> 1477-8939/

Signorini A, Segre A, and Polegreen P. (2011) The Use of Twitter to Track Levels of Disease Activity and Public Concern in the US During the Influenza A H1N1 Pandemic. *PLoS ONE* 6(5): e19467. <https://doi.org/10.1371/journal.pone.0019467>

Ventola CL. Social Media and Health Care Professionals: Benefits, Risks, and Best Practices. *Pharmacy and Therapeutics.* 2014;39(7):491-520.