

Incorporating Social Media Into Your Practice: Yes You Can!

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Disclosures

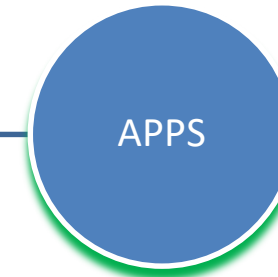
- I have no disclosures

What is Social Media (SoMe)?

- Starting Conversations
- Making Relationships
- Networking
- Sharing Resources
- Collaborating
- Building your Brand



- Facebook
- LinkedIn

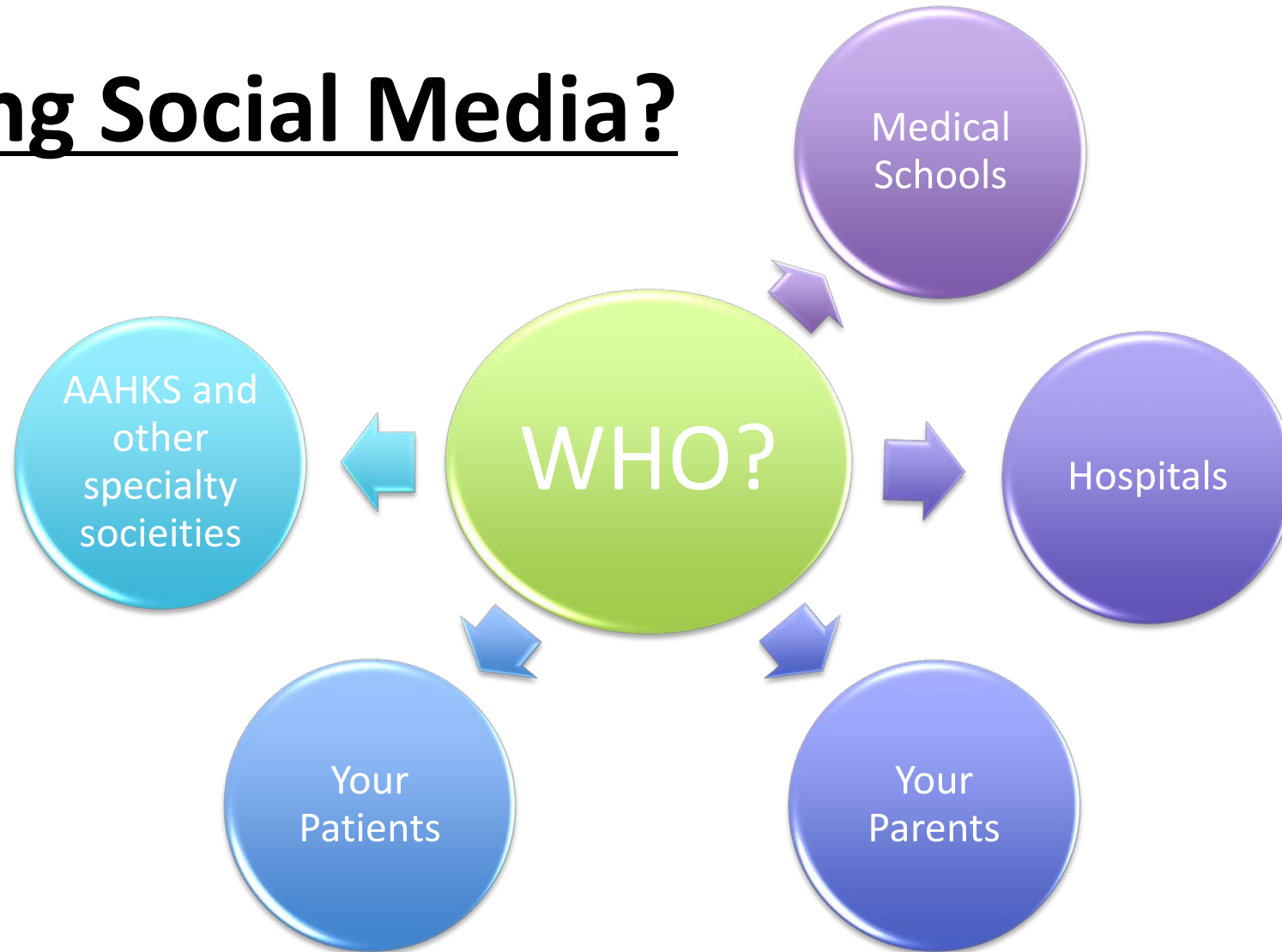


- Twitter
- Instagram



- YouTube
- Vimeo

Who is using Social Media?



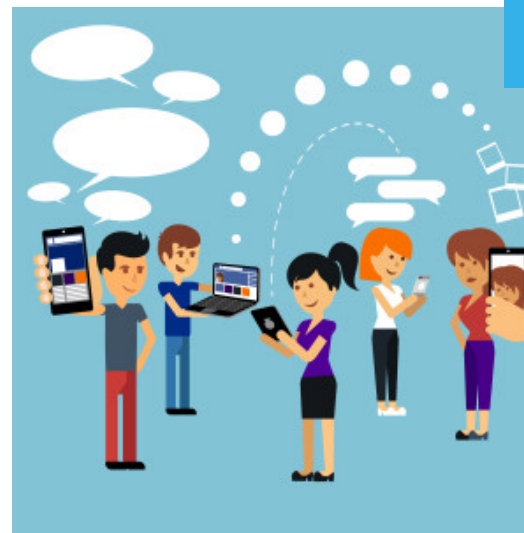
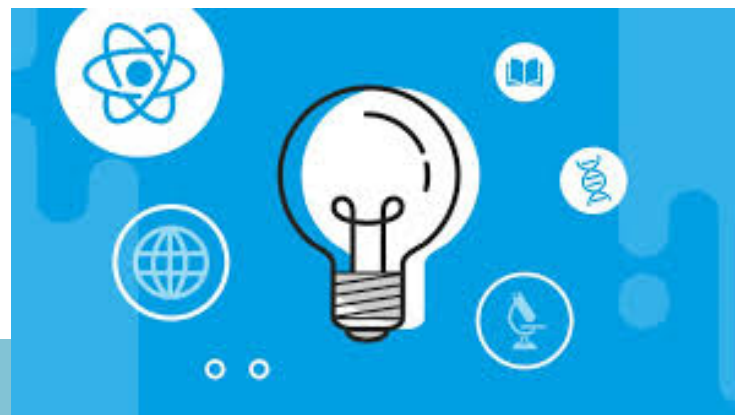
Why Should I?

- Development of Professional Relationships
 - Start Conversations: Up to date Info on Health Policy, newest information
 - Be a part of and guide the conversation
 - Share in Successes and Failures
 - Make friends within our specialty
 - Brings people closer
 - Mental Health
- Networking
 - Job Searching
 - "Off lines" at meetings
 - Speaking Engagements



Why Should I?

- Sharing Resources
 - Power Point “banks”
 - Opinions/Treatment Options on Cases
- Collaboration
 - Find others who share in your interests
 - Research projects
 - Affect Health Policy



Ok, I'll do it. But Where do I start?

- Which platform is for me?
- How do I do this?
 - Ask for help if you need it
 - Resident
 - IT Personnel
 - College kids
 - MA
 - If you can check your email you can log into Facebook, Twitter, Instagram

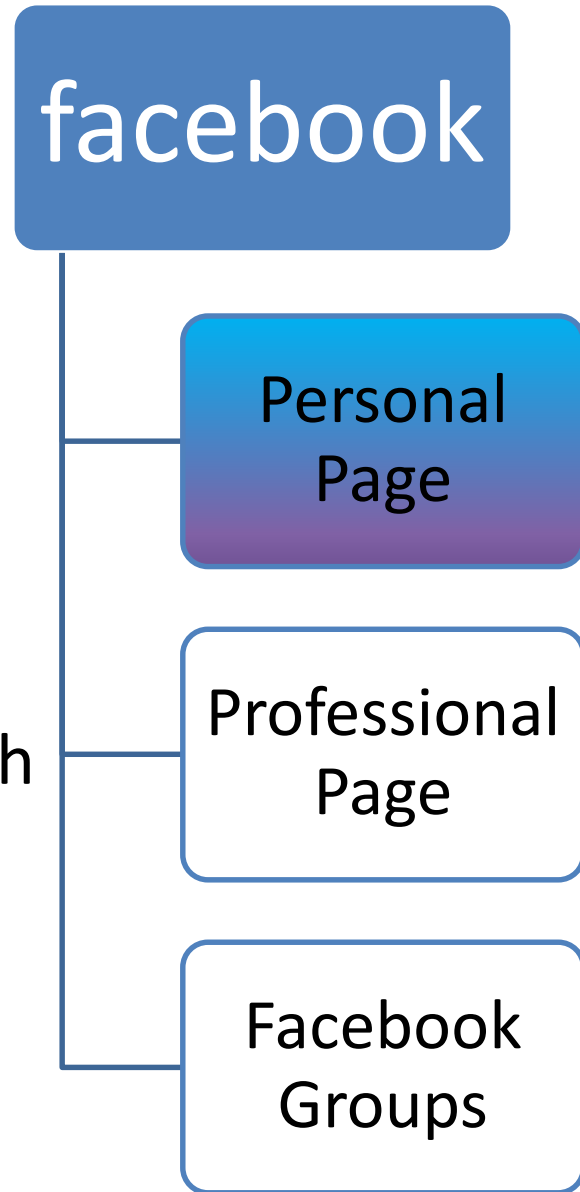
The Most Commonly Used Social Media Sites

- Facebook
 - The largest social network on the planet
 - Over 1 billion users world wide
 - Can create networks within FB
 - Public Groups
 - Private Groups



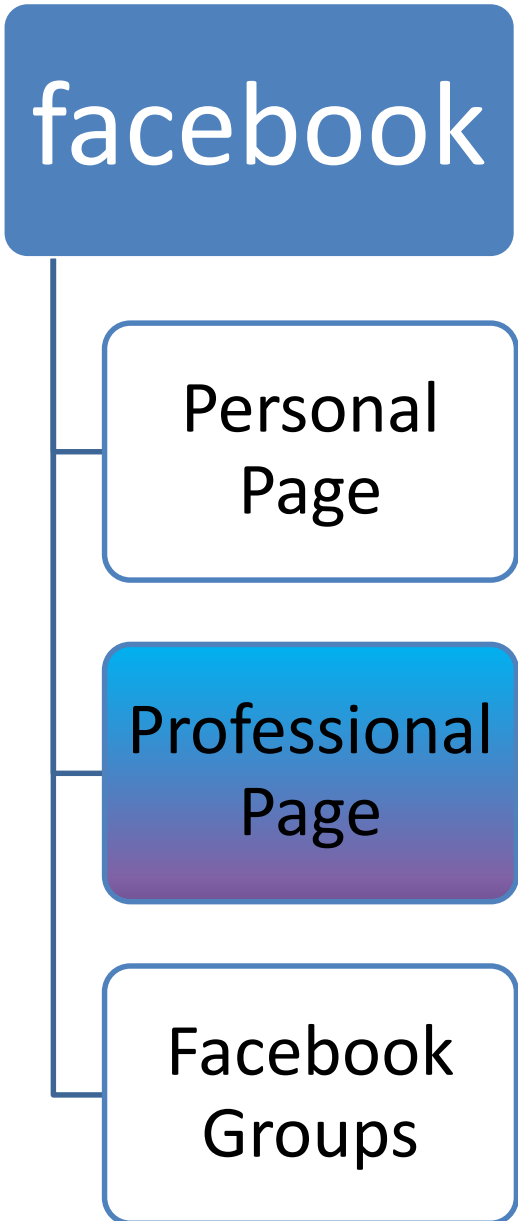
Facebook

- Personal Pages: Are OK... Maybe use
 - Yes, you can post pics of your kids and grandkids
 - Possible to set privacy settings
 - Need to decide if you are comfortable with patients being able to search you out



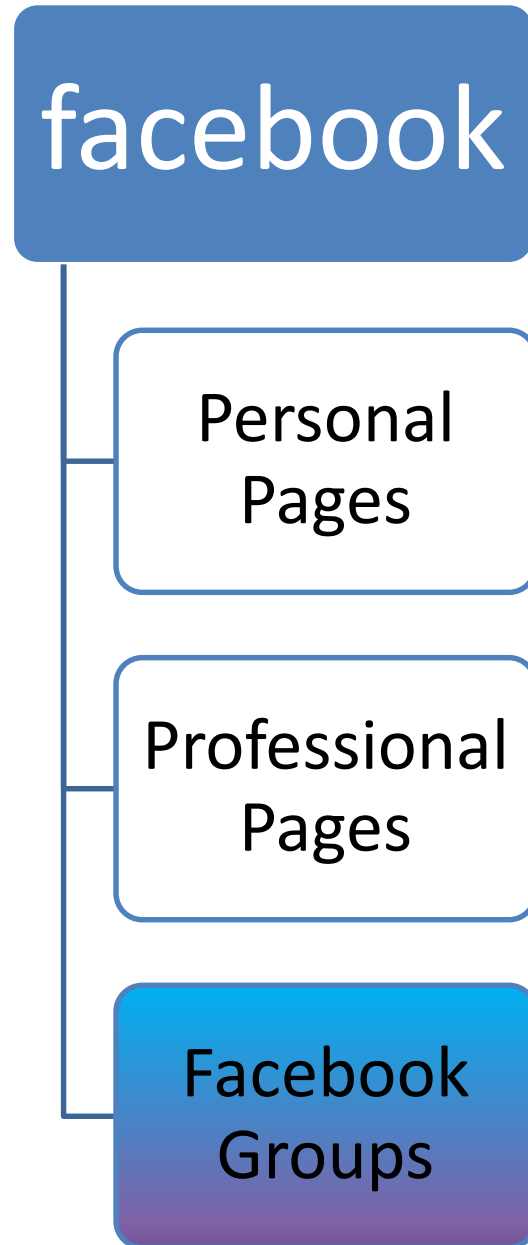
Facebook

- Professional Page: OK... but not terribly useful
 - Not a lot of use by the public—much more likely to search you out on your website
 - Easier to just “Google” you
 - Many hospital/university employees have FB pages that your organization curates



Facebook

- Facebook Groups: YES! Definitely Use!
- Public Groups
 - Organizational:
 - AAHKS
 - AAOS
- Private Groups
 - Young Arthroplasty Group
 - Women in Orthopaedics
 - Excellent resources for surveys, opinions, communicating among your peers





Twitter

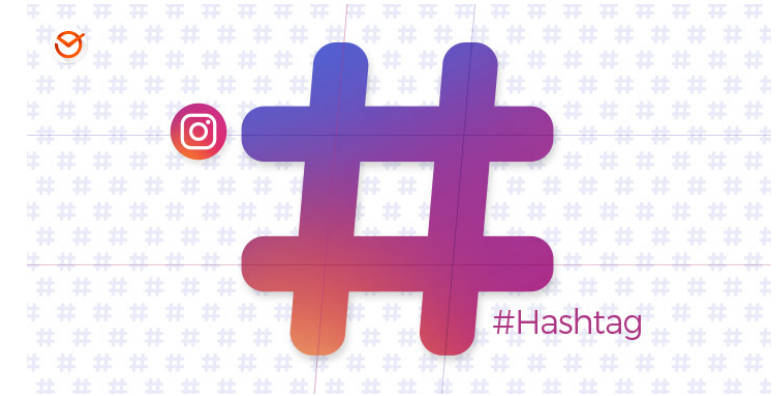
- 230 Million Active Users Monthly
- Fastest Growing SoMe site
- Allows for 140 Characters
 - Need to be efficient
- Promotional Tool
- Share Views
- Respond to Health Issues
- Respond to or Affect Health Policy

What do I Tweet?

- Announcements
 - Promote meetings
 - Promote yourself
 - Employment Opportunities
- Links to important articles
 - Amplification of your research
- Gather Resources or Opinions
- Re-Tweeting to amplify
- Perks:
 - There are some extremely funny doctors on Twitter to follow
 - This is fun too!!!



Twitter: How To

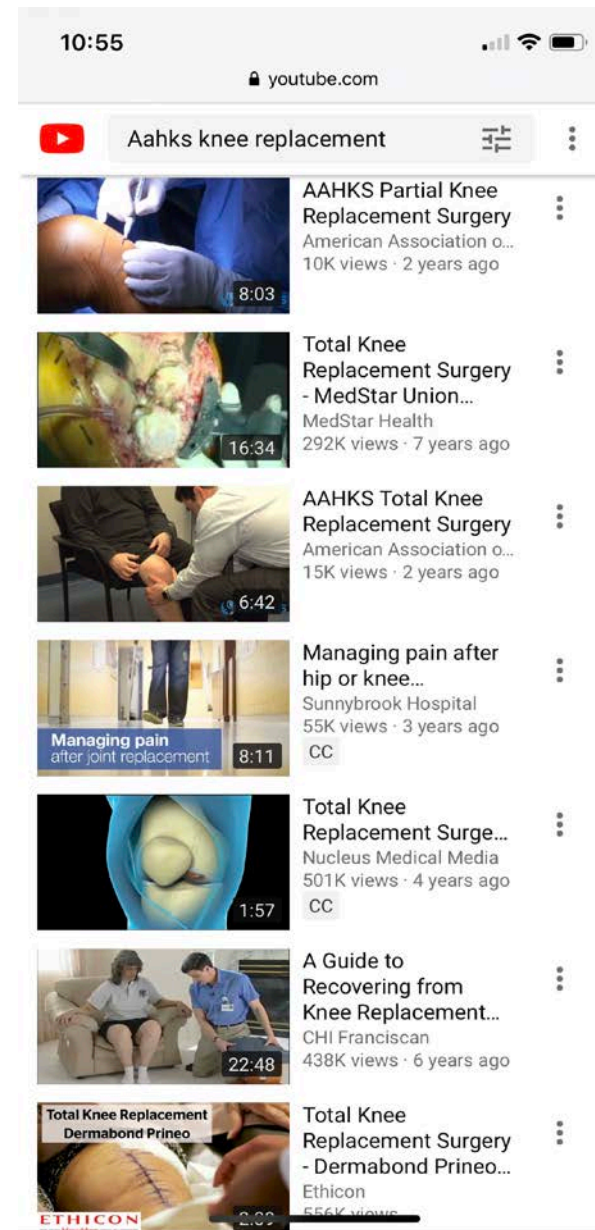
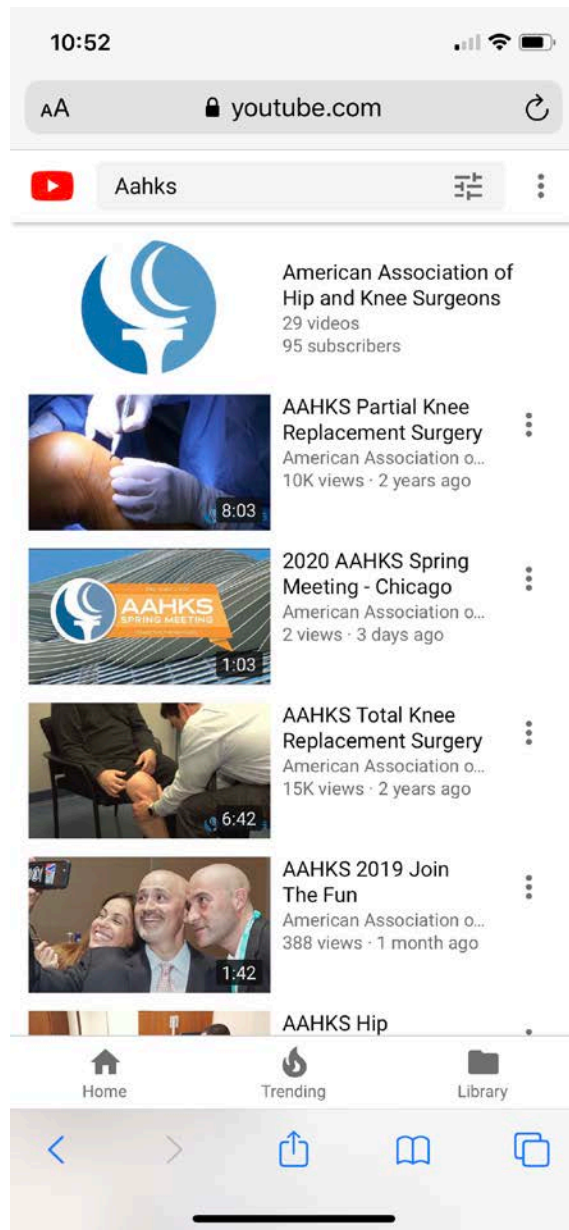


- Add hashtags ###
 - Allows you to reach a much wider audience
 - You can teach patients and/or the general public
 - Give your opinion on a news media report
 - Send out a health statement
 - Attract patients
 - They may be searching out #kneereplacement or #hipreplacement

- Examples of Hashtags to Use
 - #AAHKS
 - #kneereplacement
 - #tkr
 - #hipreplacement
 - #thr
 - #jointreplacement

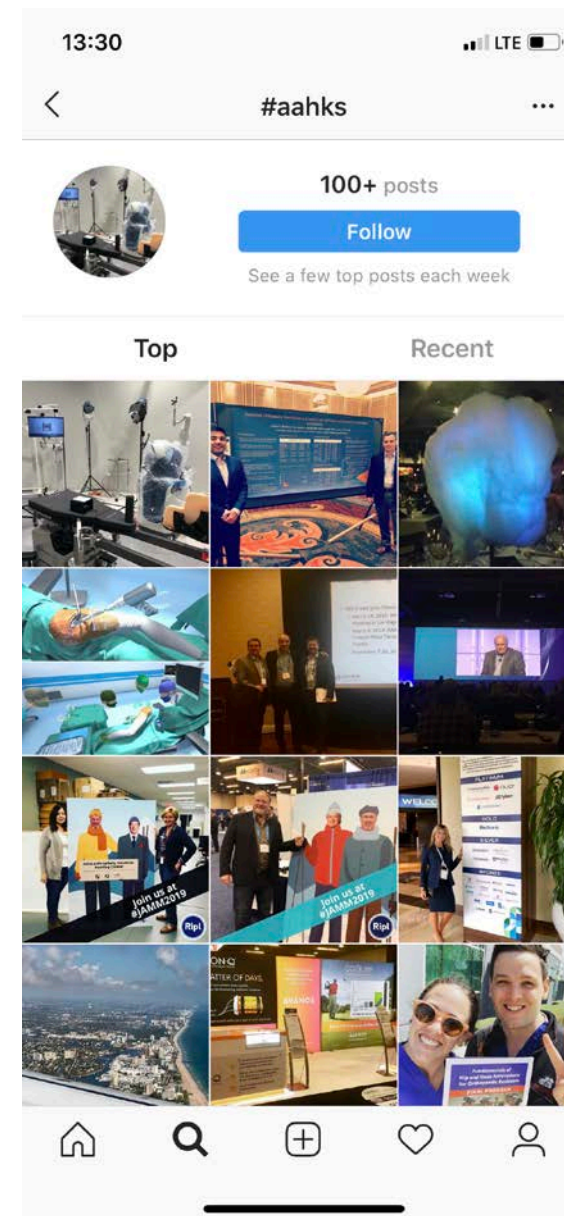
YouTube

- User uploaded video content
- Patient Education
 - Watch procedures
 - Therapy Ideas and Explanations
- Surgeon Education
 - New Technique Videos
 - Expert Videos



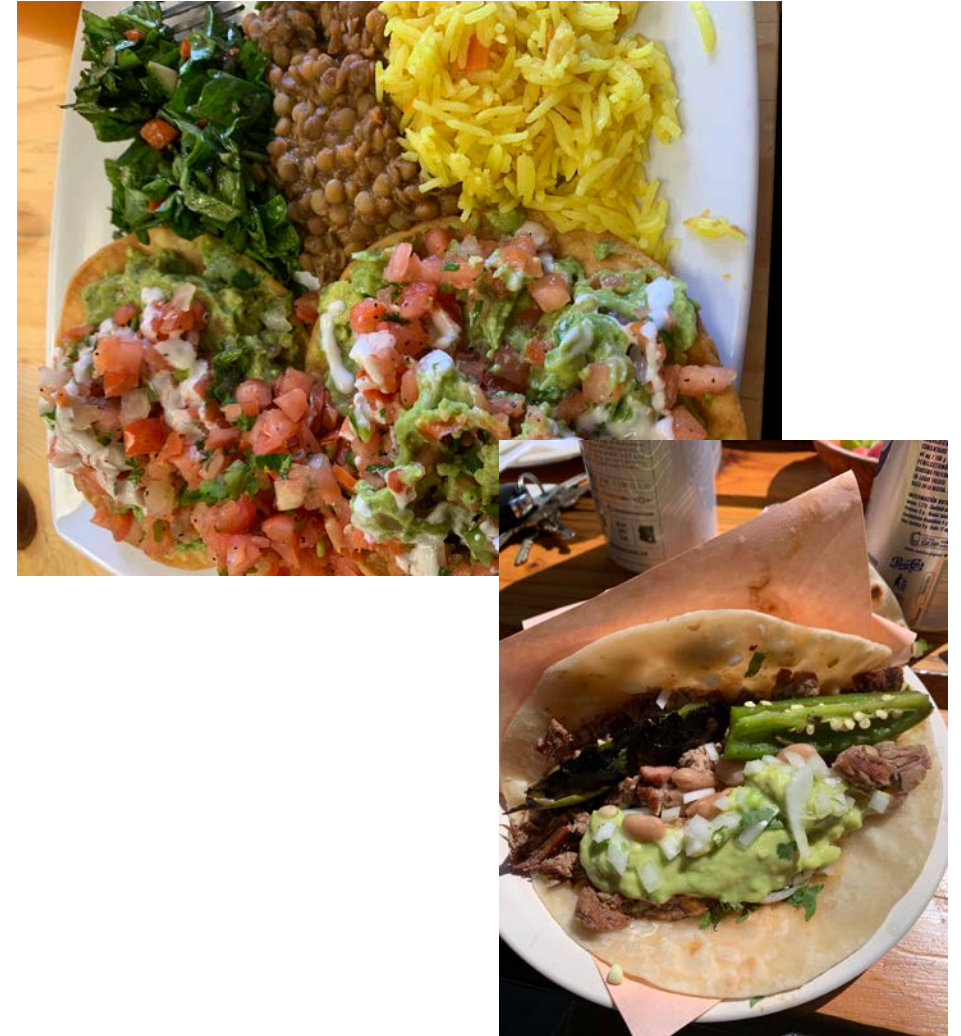
Instagram

- Post Pictures
 - XRs (HIPAA compliant)
 - Pictures have comments and likes associated
 - # Hashtags
 - #jointreplacementsurgery
 - 39,500 pictures posted under this hashtag
 - #kneereplacement
 - 53,100 pictures posted
 - Allows us to see patient successes and patient concerns



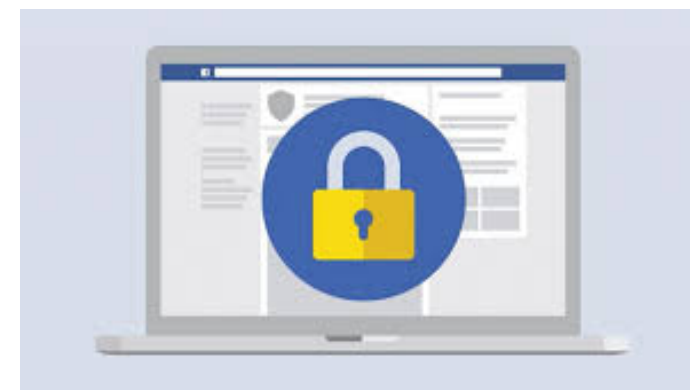
Recap of Most Common Sites

- [facebook](#): Here I am eating a taco with my Grandkids... Do you like it?
- [Twitter](#): I ate a taco just now
- [YouTube](#): Here's a video of me eating a taco
- [Instagram](#) : Here's a cool vintage picture of me eating a taco at this amazing place #Imsupercool #tacosareawesome



Guidelines When Using Social Media

- **Maintain Standards of Patient Privacy and Confidentiality**
 - Get *permission* from a patient if using for education
 - *Don't post names* on your XRs
- **Use Privacy Settings**
 - *Safeguard* Personal Information
 - *Monitor* Your Internet Presence
 - Accuracy and Appropriateness



Ethical Pitfalls

- **Patient Interaction**
 - Maintain appropriate boundaries within guidelines of physician-patient relationship
- **Online actions can affect you personally and professionally**
 - Reputation among colleagues, employer or employees
 - Only post what you are ok with everyone and anyone seeing
 - Inappropriate posts could undermine public trust in the medical profession



Ethical Pitfalls

- Avoid unintended consequences to your actions
- Bring attention to your colleague if you note an inappropriate posting
- Bring attention to appropriate authority if egregious misconduct posted



Conclusion

- Social media can be an excellent resource for your practice both personally and professionally
- Relationships you make on social media can improve your practice
- Up to date information can be obtained
- It's not hard to get started
- It's actually really fun

