

# Am I Posting, Tagging, or Tweeting? Social Media Strategies for Medical Education

# Introductions/ Disclosures

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- **No Disclosures to Report.**





# Objectives

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- Recognize the importance in establishing social media accounts.
- Ensure buy-in and support from key institutional players, as well as identification of social media “champions.”
- Identify best practices when it comes to social media, as well as learn about common pitfalls to avoid.
- Understand tools that can be used to analyze social media platforms to pinpoint specific, measurable impacts.

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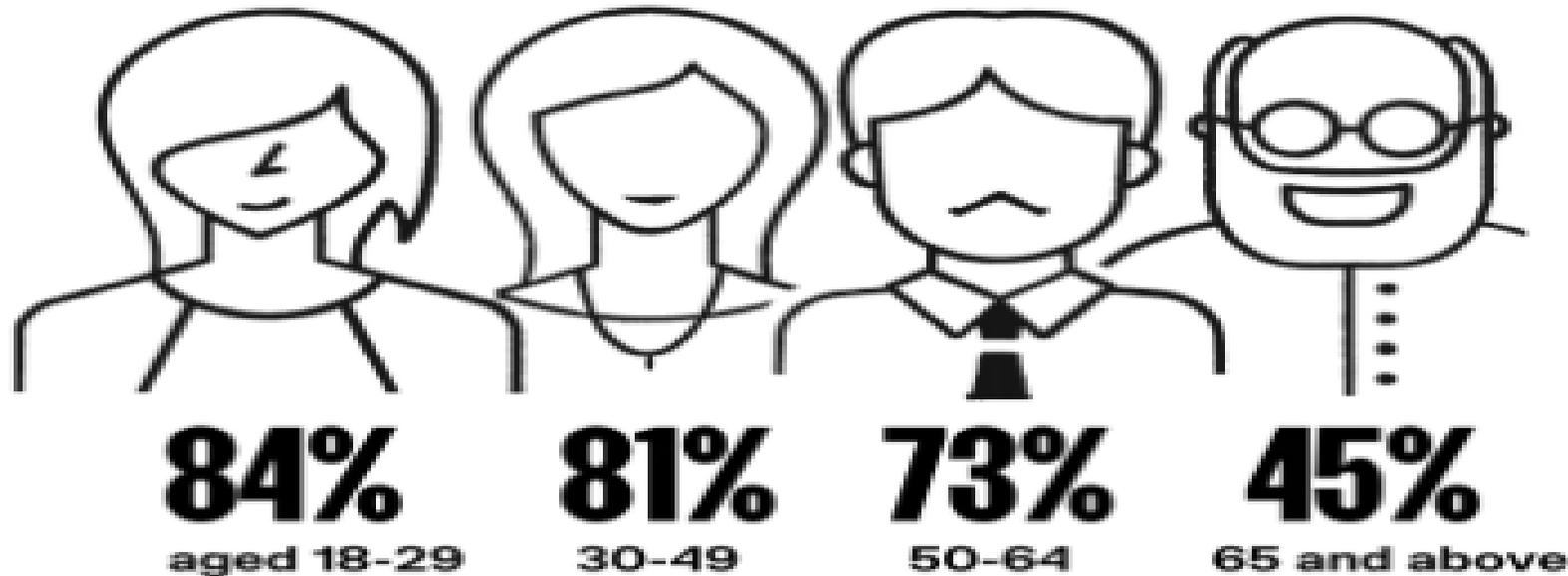
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## Which Generation Are You In?

ⓘ Start presenting to display the poll results on this slide.

# Social media users by generation



aged 18-29

84%

aged 30-49

81%

aged 50-64

73%

aged 65 and above

45%

(Pew Research Center, 2021)

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**How would you rank your knowledge/expertise when it comes to Social Media?**

ⓘ Start presenting to display the poll results on this slide.

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**Do you currently have any Social Media presence?**

**If so, how many personal profiles or accounts?**

ⓘ Start presenting to display the poll results on this slide.

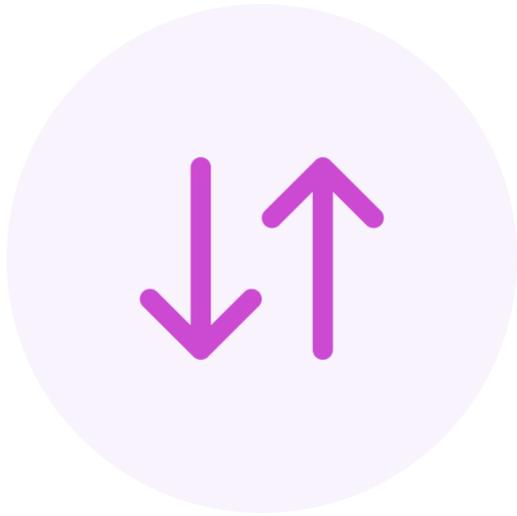
# Social Media By the Numbers

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- **4.88 Billion** – Active Social Media Users (66% of the World Population).
- New accounts are created every 6.4 seconds. (Approximately 1.4 million additional users daily.)
- There are more than 195 Social Media platforms worldwide.
- The average daily usage of social media is 2 hours and 27 minutes and on three to eight platforms.

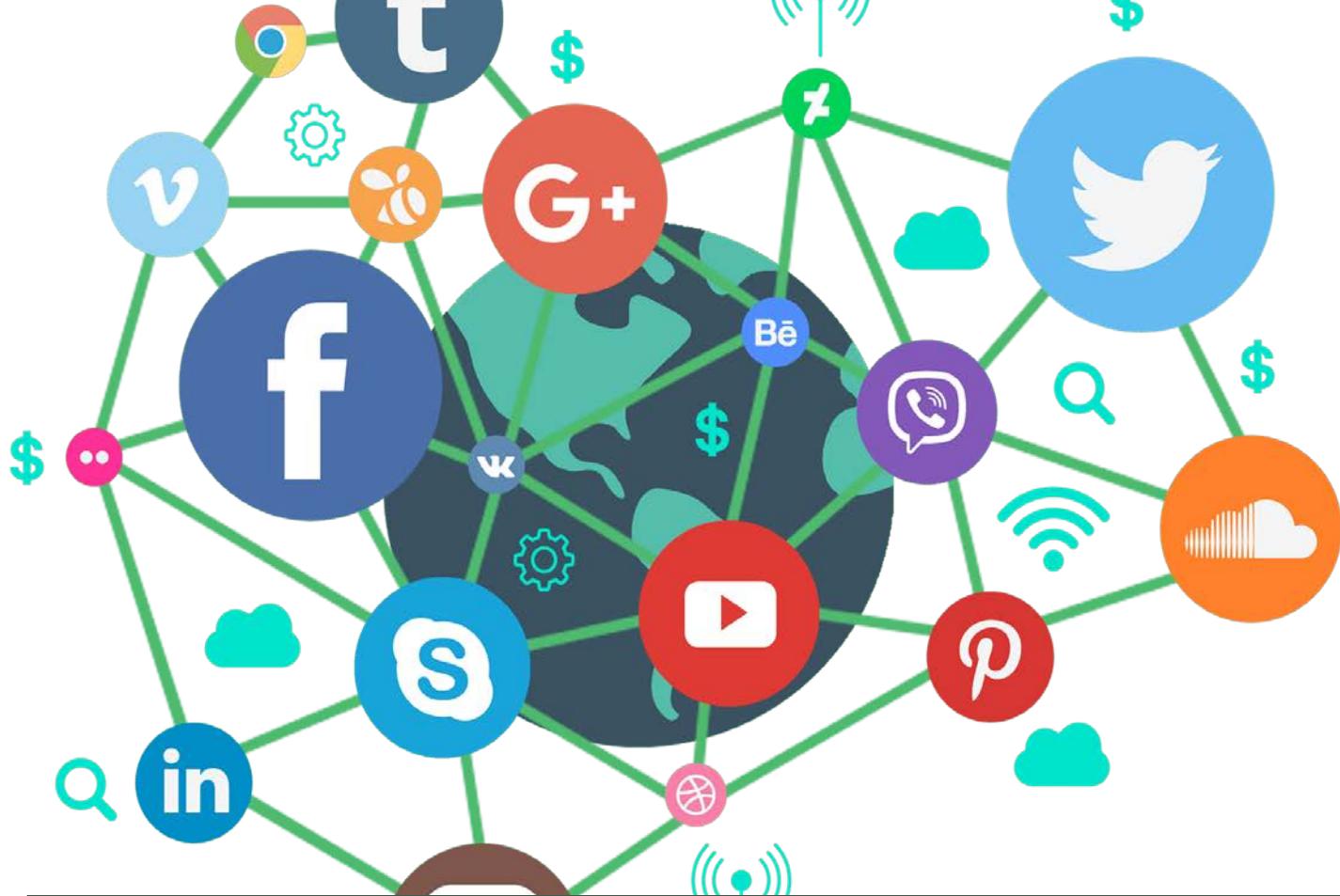


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**For those with a Social Media presence,  
which platforms do you use the most?**

ⓘ Start presenting to display the poll results on this slide.



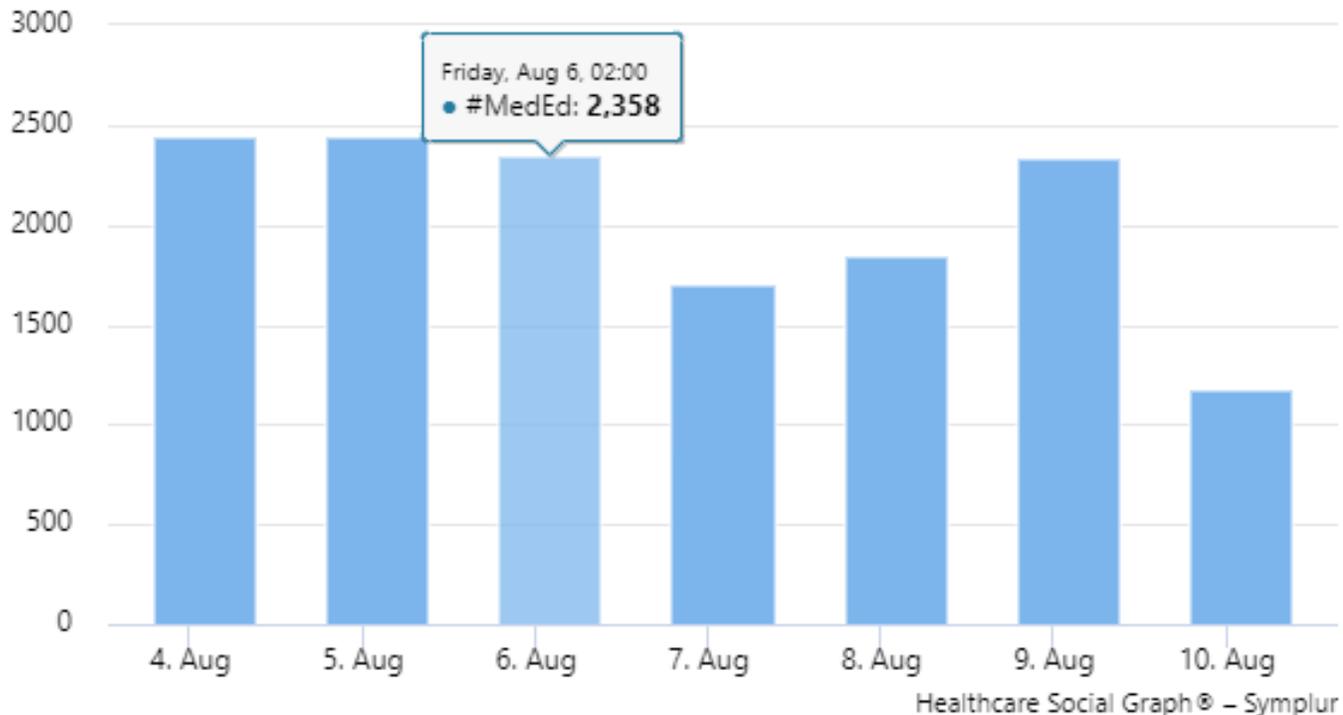
## Most Popular Social Media Platforms

- Facebook - 2.91 billion
- YouTube – 866 million
- WhatsApp - 2 billion
- Instagram - 1 billion
  - TikTok - 1 billion
- Snapchat - 347 million
- Pinterest - 431 million
- Twitter - 330 million

(Based on the Number of Monthly Active Users)

# Medical Education and Twitter

## Tweet Activity of #MedEd



## • Medical Organizations on Twitter:

- AIAMC
- AAMC
- ACGME
- AMA
- JGME
- NEJM
- Many More...

## • Medical Education Hashtags:

- #MedEd
- #MedTwitter
- #GradMedEd
- #GME
- #Match2022

# Graduate Medical Education and Social Media

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- 85% of [medical residency] interviewees utilized at least one platform to learn more about individual programs.
- Trend toward residency programs establishing profiles and taking advantage of this cost-permissible opportunity.
- “There is recognition of social media as a **valuable resource in influencing resident recruitment, graduate medical education, professional development, and academic scholarship**, representing a paradigm shift—from cautiously avoidant to thoughtful capitalization on its immense potential.” - Economides, et al. (2019)





**Our Institution:  
JPS Health Network  
Fort Worth, Texas**

Hospital and Community Clinics

Largest Family Medicine Residency in the Country

11 Sponsored Residencies/Fellowships (~ 215 residents)

Direct affiliations with local MD and DO Medical Schools

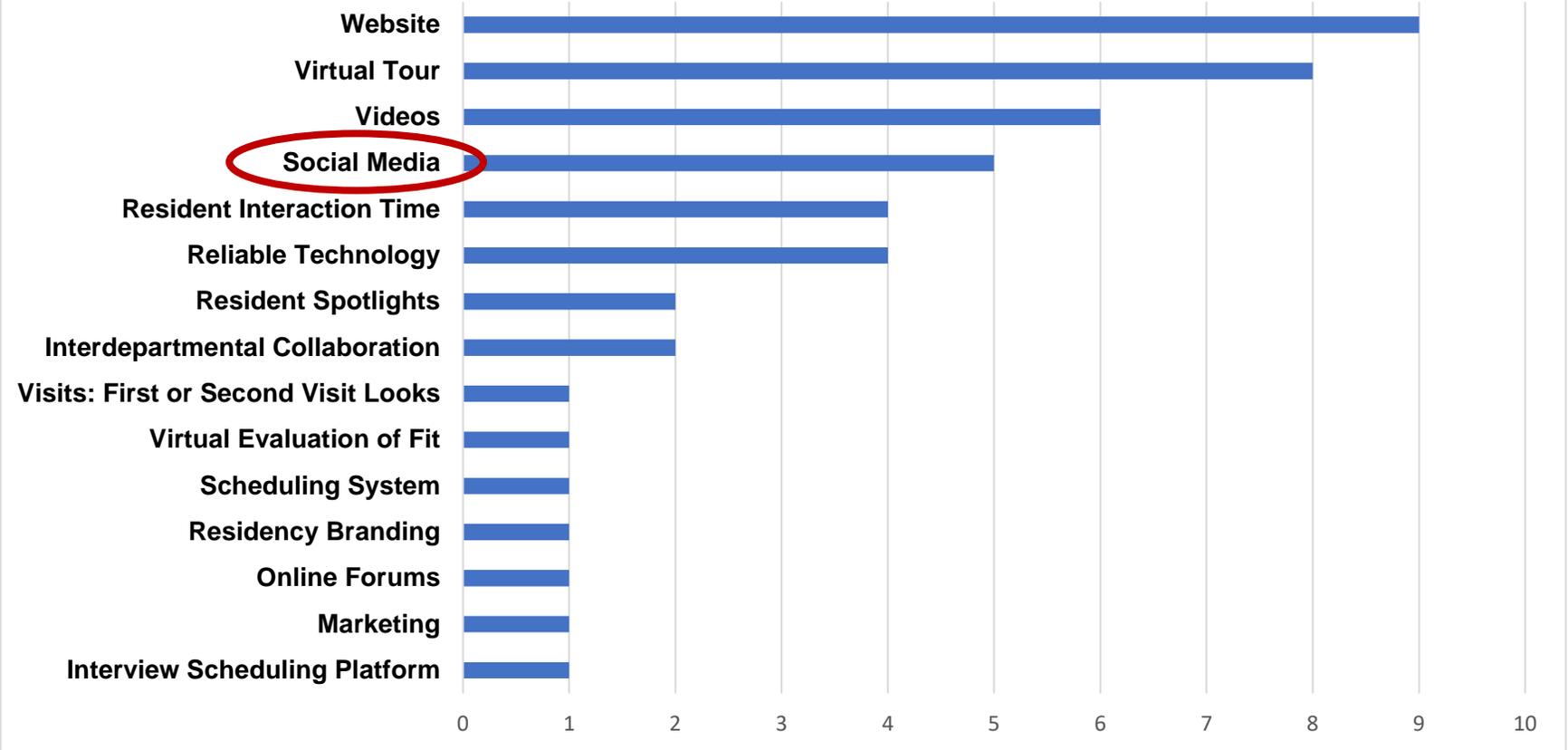
More than 1 Million Patient Encounters Annually

Family Medicine Residency Ranked #4 in America  
(Doximity)

#1 Teaching Hospital in America (Washington Monthly)

Internal  
Survey:  
July 2020

In your opinion, what are the most important needs for your program to have a successful virtual recruitment season?



*“A strong social media and web presence is a must for each individual program. Many programs we’re competing against have very active Facebook, Twitter, and Instagram accounts, and all of these are very important for reaching our target audience. Just being present on a follower’s insta feed as they’re casually scrolling through can provide immediate, frequent, \*free\* advertising that far exceeds the potential of email spam, mailers, and most other means of recruiting by distance. It’s meeting the applicants on their terms, while still maintaining professionalism.” – Family Medicine Chief Resident*

A wooden sign with a weathered, horizontal-grain texture. The sign is rectangular with a pointed right end and is mounted on a dark wooden post. The text "TREAD LIGHTLY" is written in a bold, white, serif font across the center of the sign. The sign is set against a plain white background.

**TREAD LIGHTLY**



SEARCH

STUDENTS & RESIDENTS

NEWS & INSIGHTS >

DATA & REPORTS

ADVOCACY & POLICY >

PROFESSIONAL DEVELOPMENT >

SERVICES >

WHO WE ARE >

WHAT WE DO >

STORE HELP CONTACT U



MEDICAL EDUCATION | WORKFORCE

# The social media dilemma

Lindsay Kalter, Special to AAMCNews

March 4, 2019

Should you friend your patients? Is it OK to post about the #MeToo movement? What about discussing cases online, even in the most generic terms? Leaders in academic medicine are rolling out guidelines to help students navigate these and other tough questions.

It was September 2018 when Jacqueline Harris, a fourth-year student at Vanderbilt University School of Medicine, decided to change her social media presence pretty dramatically.

She took steps to make it harder to find her on Facebook and switched her Instagram and Twitter accounts to private.

Harris's decision was sparked by her upcoming residency applications: While she has never made a habit of posting controversial material, she couldn't risk having her career derailed by the wrong photo or comment.

# Regulatory Issues

## Local, State, and Federal Laws

- HIPAA, Open Records Acts, etc.

## Institutional Policies and Procedures

- IT: access, acceptable use
- PR: photography policy

## The Internet is Forever

- State Licensing Boards, ACGME, Professional Organizations
- Perception: Patients, Board Members, Other Key Stakeholders



Centered in Care  
Powered by Pride

Procedure #: IM 104 Information System Acceptable Use

Originating Department: Information Management

Effective Date: 06/19/2019

Page 1 of 5

### III. Social Media

A. The following guidelines apply to any member of the workforce whose use of social media may imply any affiliation with JPS Health Network:

1. Personal use of social media should be limited to non-work time, and should not interfere with assigned job duties.
2. Use a personal (non-JPS) email address when registering with any social media platform.
3. Social media dialogue should be professional and respectful at all times. Avoid dialogue that may be construed as profane, racist, threatening, or otherwise disrespectful.
4. Do not share confidential or proprietary information regarding JPS patients, finances, or operations, nor share related documents or images.
5. Do not use, post, or associate JPS logos or trademarks with any personal views. JPS logos and trademarks must never signify a personal endorsement, sell a product or service, promote a cause, nor support any political views or candidates for public office.
6. Questions posed by community members about JPS should be referred to the Vice President of Communications and Community Affairs (or designee) for response.

## Patient sues doctor and hospital after photos of her turn up on social media

By [Christina Thielst](#) | December 09, 2013 | 08:59 AM



Here we go [again!](#) As I've stated many times before, ***no pictures in the hospital and no posting them on social networking sites.***

In this [case](#) a patient is suing a physician and the hospital after pictures were taken while she was in the emergency room and posted on Facebook and Instagram. The physician, a Fellow at the hospital and also acquaintance of the patient, included uncompassionate captions along with the photos of the young lady who had consumed too much alcohol. While still in the emergency room the security guard asked him to delete the pictures and the physician stated that he would. So, he also had a warning.



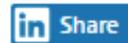
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MANAGEMENT  
**at its most human.**

Earn your master's degree online.

**Northwestern**  
HEALTH INFORMATICS  
School of Professional Studies

# Instagram photos in OR prompt investigation at Spectrum Health

Molly Gamble (Twitter) - Monday, March 15th, 2021 [Print](#) | [Email](#)



[Tweet](#)

[Share 35](#)

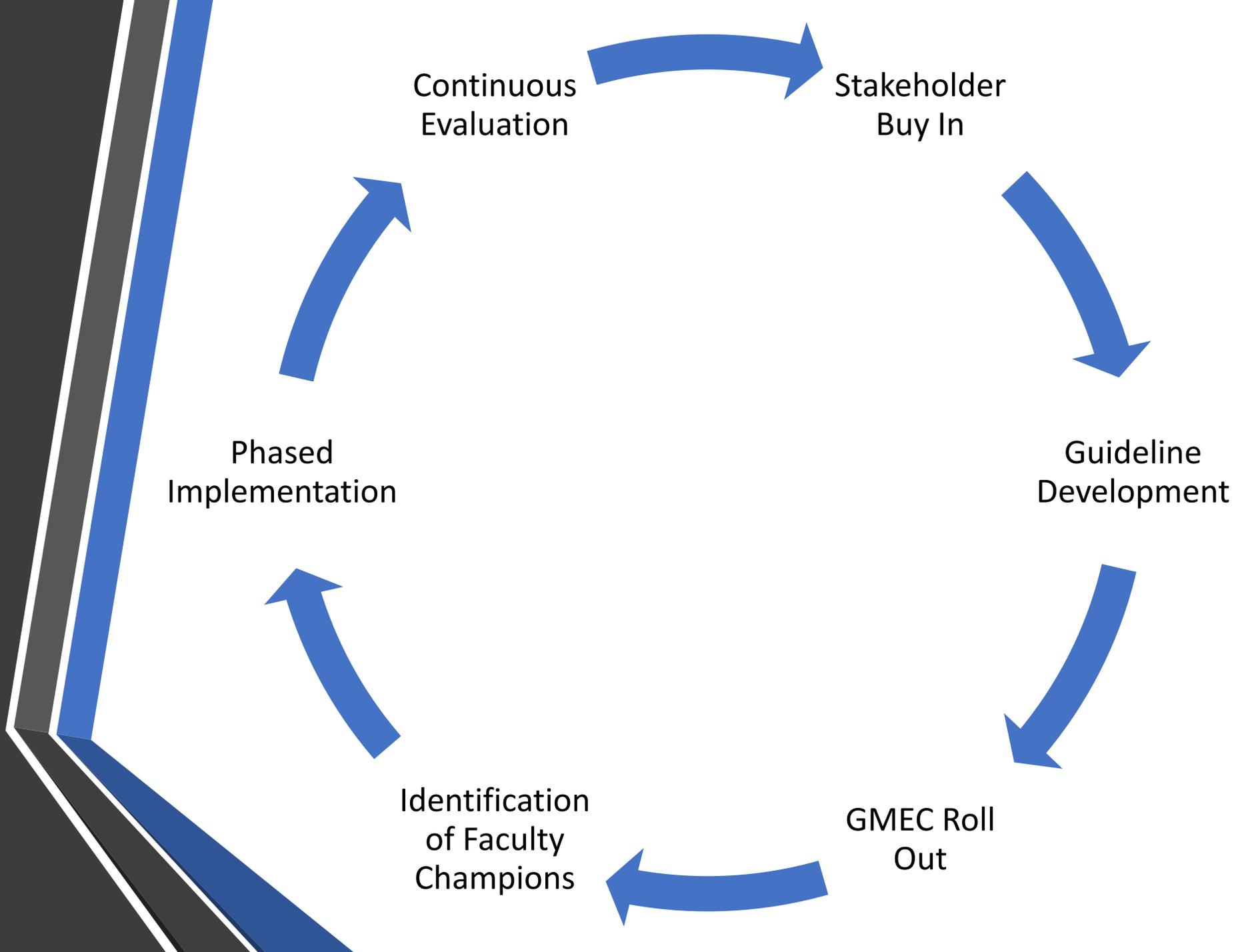
A now-deactivated Instagram account affiliated with 35 Spectrum Health residents that contained comments and photos of physicians posing with surgically removed tissue and organs has prompted an internal investigation at the Grand Rapids, Mich.-based system.

*WOOD-TV*, the *NBC-affiliate* for Grand Rapids, aired a segment about the OB-GYN resident's account March 12. The account was disabled earlier that day, minutes after *WOOD-TV* sent a message to it, seeking answers to questions before airing its [report](#).

The account was not officially affiliated with 14-hospital Spectrum Health, although the residents were employees of the system and photos were taken in Spectrum operating rooms.



# Process Development



# Initial Hospital Leadership Proposal

- **Program Faculty Champions  
(No Residents Posting)**
  - Training
    - Posting Content
    - JPS Policies
    - Professionalism
  - Development of Communication Plan:
    - Target Audience
    - Planned Posts
  - Collaboration with Communications
    - Strategy
    - Content
    - Photography/Images

## Platforms

- (1) Twitter
- (2) Facebook
- (3) Instagram

## Oversight

- Primary: Academic Affairs (Institutional Level)
- Collaboration with Communications

## Best Practices Utilization

- National GME Organizations
- Mayo Clinic Social Media Toolkit

# Social for Healthcare Certificate from Mayo Clinic and Hootsuite

Become the Best by Learning the Basics





**JPS Health Network**

Medical, Academic  
& Research Affairs

## GRADUATE MEDICAL EDUCATION SOCIAL MEDIA GUIDELINES

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**JPS Health Network  
Graduate Medical Education Social Media Guidelines  
Attestation Statement**

**2020-2021**

- I acknowledge the receipt of and agree to follow the Graduate Medical Education Social Media Guidelines explaining my responsibilities as a faculty designee.
- I am aware that from time to time, guidelines may change and it is my responsibility to adhere to the most current guidelines.
- My participation in the social media program at JPS is at will and subject to Institutional Academic Affairs leadership.
- I acknowledge that the Institutional Academic Affairs team and the Department of Communications will have access to all social media passwords/accounts and login times.
- By clicking this box and signing below, I agree to comply with all requirements.

# Guideline Development



## Guideline Highlights

### GOAL

Residency and fellowship programs at JPS have high quality, program-specific social media pages on a variety of platforms to increase national presence, attract qualified residency applicants, and showcase successes and highlights of the program and hospital. All pages are actively maintained by a program-specific faculty designee in collaboration with the Institutional Academic Affairs Office and Department of Communications.

### OBJECTIVES

1. Support residency/fellowship programs in developing innovative ways to virtually recruit high quality residents via various social media platforms during the unprecedented times of the COVID-19 pandemic.
2. Train and empower faculty designees to develop thoughtful, professional, effective content aimed at promoting residency/fellowship programs and attracting high quality applicants.
3. Create a robust monitoring and oversight process that promotes collaboration between residency/fellowship programs, the Institutional Academic Affairs Office, and the Department of Communications.
4. Evaluate success of reaching potential applicants via social media platforms through review of quantitative and qualitative data obtained throughout the recruitment season.

# Posting Parameters

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1. Follow all applicable JPS Health Network policies, including but not limited to IM 104 Information System Acceptable Use. For example, confidential or proprietary information about JPS must not be shared and patient confidentiality must be maintained.
2. Social media activities should be consistent with JPS Rules of the Road: Own It, Seek Joy, and Don't be a Jerk.
3. Be professional, use good judgment, and be accurate and honest in communications; errors, omissions or unprofessional language or behavior reflect poorly on JPS, and may result in liability for the poster or JPS. Be respectful and professional to fellow employees, business partners, competitors and patients.
4. JPS does not endorse people, products, services and organizations. Official JPS accounts should not be used to provide such endorsements.
5. Photos posted on social media should meet the following requirements: no hospital information, no patient information, and no JPS badges visible.
6. Only approved JPS social media accounts, which are solely owned by JPS Health Network, should include JPS' name and/or logo and all branded images should be pre-approved and/or provided by the Department of Communications.

Faculty designees should direct questions/concerns about what is appropriate to include on social media platforms to Institutional Academic Affairs leadership *prior* to posting.

The Institutional Academic Affairs Office and/or the Department of Communications, as representatives of the JPS Health Network Administration, reserve the right and discretion to remove posts as indicated.

All JPS social media posts are subject to the Texas Public Information Act (See generally, [TEX. GOV'T CODE §§ 552.001–.376](#), as amended (provisions of PIA)).

Individuals who post on behalf of JPS bear the responsibility for the content of his/her post.

## Faculty “Champions”

- Only faculty may have account access and posting rights
- Complete CME training on Social Media in Healthcare
- Sign attestation form
- Ensure Academic Affairs staff always has current passwords
- Maintains open communication with Academic Affairs & Communications Departments
  - *These departments have continual oversight of all social media content and discretion to pull down posts if deemed questionable*

# Anatomy of the Perfect Social Media Post

1. Headline best practices  
(benefit, number, emotion)

2. Secondary headline  
3. Power trigram

6. Quotes

7. Hashtags

4. Special characters/  
emoji

5. Line Breaks

8. Mentions

9. Visuals



# facebook

- Messaging is Important.
- Use Links.
- Timing Is Everything
- Use Images that Grab Attention
- Engage/Interact With Your Audience
- Be Sure It Is “Mobile Friendly”



The diagram illustrates the components of a successful Facebook post. It features a central post layout with six callout boxes providing specific advice:

- 1. Has a clear goal:** Points to the company name and date.
- 2. Asks for engagement (Ask a question, fill in the blank, photo caption, A,B,C, Tell us what you think.):** Points to the main text of the post.
- 3. Uses a photo and link:** Points to the image placeholder and the URL.
- 4. Is brief but uses compelling language:** Points to the main text of the post.
- 5. Isn't always promotional:** Points to the 'Boost Post' button.
- 6. Is provocative (or inspirational):** Points to the headline and description area.

The post layout includes a company profile picture, name, and date; a short text post with a link; a photo placeholder; a headline and description for a linked post; and engagement metrics like '84 people reached' and 'Like · Comment · Share'.



# JPS Family Medicine Residency is at John Peter Smith Hospital.

Mar 5 · Fort Worth · ⚙️

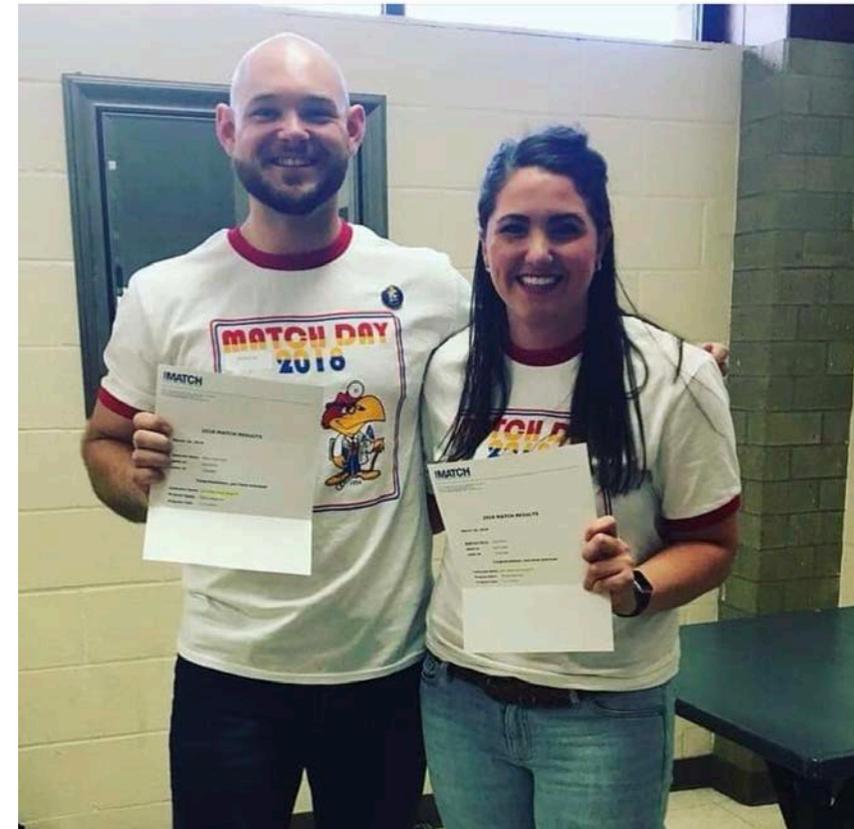
Taking a moment to recognize just a few of the reasons that we appreciate our amazing residents!



# JPS Family Medicine Residency

5d · ⚙️

It's match week! We can't wait to see who is coming to join the JPS #FMRevolution this Friday. Remembering that time 3 years ago that two of our now PGY3s in our Maternal Child Health operative obstetrics track #choseJPS. @KUSM\_Wichita





- Messaging is Important
- Be Concise in Your Message (You Only Get 240 Characters!)
- Images Increase Engagement
- Shorten Links
- Use Hashtags
- Make Sure to “@” Your Connections.

## Anatomy of a Tweet

**Tweeter's Name**  
**Username**  
**Avatar**

**Options**  
Copy link, mute, follow or unfollow etc.

**Emoji**  
Adds fun and engagement

**Link**

**Hashtags**  
Helps others find your tweet

**Image**  
Can make a tweet stand out!

**Date**

**Comments**  
Add your public reply or read others' thoughts

**Retweet**  
Share with all your followers

**Like**

**Direct Message**  
Contact tweeter privately

**Tags**  
The tweeter may tag people who might be interested

**Annotations:** Blue arrows point from labels to specific elements in the tweet screenshot. A blue arrow points from 'Tweeter's Name' to the name 'Kathleen Morris'. Another points from 'Username' to '@kathleen\_morris'. A third points from 'Avatar' to the profile picture. A fourth points from 'Link' to the URL 'primarytech.global2.vic.edu.au/2018/06/26/glo...'. A fifth points from 'Hashtags' to '#NotAtISTE18 #gloaled'. A sixth points from 'Image' to the 'The UN Global Goals IN EDUCATION' graphic. A seventh points from 'Date' to '3:22 PM - 26 Jun 2018'. An eighth points from 'Comments' to the comment count '2'. A ninth points from 'Retweet' to the retweet count '26'. A tenth points from 'Like' to the like count '54'. A eleventh points from 'Direct Message' to the direct message icon. A twelfth points from 'Options' to the 'Following' button.



1 Residency Retweeted

Health Network @JPS\_Health · Feb 25

Thank you for bringing your best each day to take care of our patients and our community. You are critical to all we do, and we love our resident physicians as awesome members of our healthcare team!"

Patricia Elliott SVP, JPS Academic & Research Affairs

[ThankAResidentDay](#)



## JPS Family Medicine Residency · 3d ...

WOW. This incredible new group joining the JPS [#FMRevolution](#) will soon come from all over the country to the great city of [#FortWorth](#) and [@JPS\\_Health](#). We can't wait to see you! The future is bright.

[#MatchDay2021](#) [@aafp](#)

 Centered in Care  
Powered by Pride

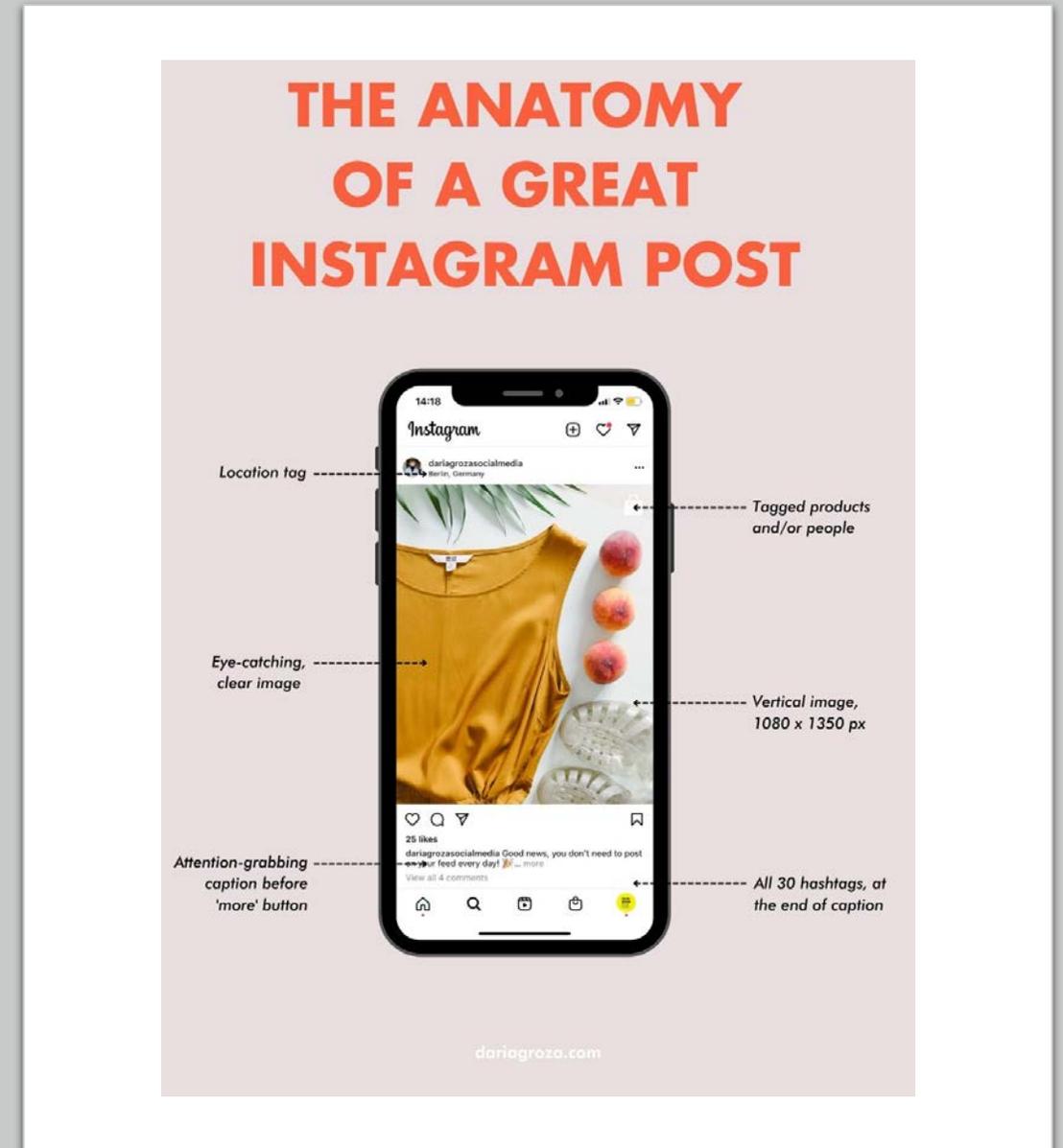
Family Medicine Residency 2021-2022 Interns

 Amber Allen UT Southwestern	 Nicholas Evans University of Iowa	 Alexander Hunt McGovern - UT Houston	 Shilpa Kolachina Loyola University	 Joshua Manuel Medical College of Georgia	 Andrew Nilsen Univ. of Washington	 Gerardo Rodriguez University of Wisconsin
 Katherine Cantu UT Southwestern	 Jaecun Go Baylor	 Peter Jang University of Illinois	 Sarah Kottenstette University of Iowa	 Logan Mills UT Southwestern	 Emily Noggle University of Tennessee	 Jacob Smith Univ. of Arkansas
 Catherine Cooke University of Texas Medical Branch	 Shaan Goh Medical College of Georgia	 Jesse Kao Saint Louis University	 Phillip Kurtzweil Univ. of Kansas	 Jennifer Nguyen University of Texas Medical Branch	 Eliczer Ortiz UT San Antonio	 Nathan Stratton University of Minnesota



# Instagram

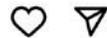
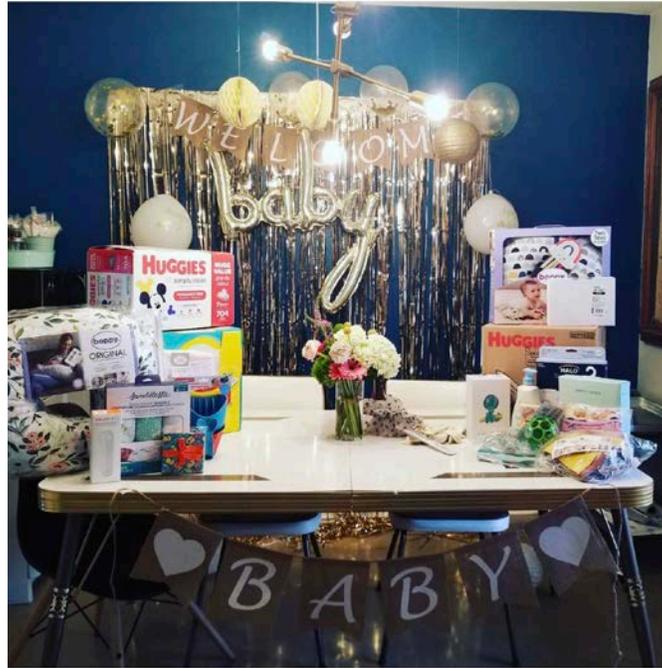
- It's all about the Images  
(Make sure they are sized correctly!)
- Messaging is Important
- Use Hashtags
- Tag People
- Be Timely
- Hyperlinks Won't Work Directly on Posts





Liked by with\_love\_mueni and 67 others

**jpsobgyn** Matching caps day at our JPS outpatient surgical center! 🦄 Our PGY2 residents get to be primary surgeons on outpatient minor procedures for their Gyn patients. We sometimes get to have our wonderful PGY3s come teach assist! 🌸🌟👩‍⚕️ #pgylife #obgynresidentlife #obgynmatch



Liked by with\_love\_mueni and 20 others

**jpspsych** Our psychiatry residency also includes amazing APPs! Two of our wonderful APPs came to our resident's house and helped decorate. All the gifts were from our psychiatry family to help celebrate the one of the residents first child!

#psychiatryresident #psychiatry #residency #residencylife #blessed

March 4, 2021

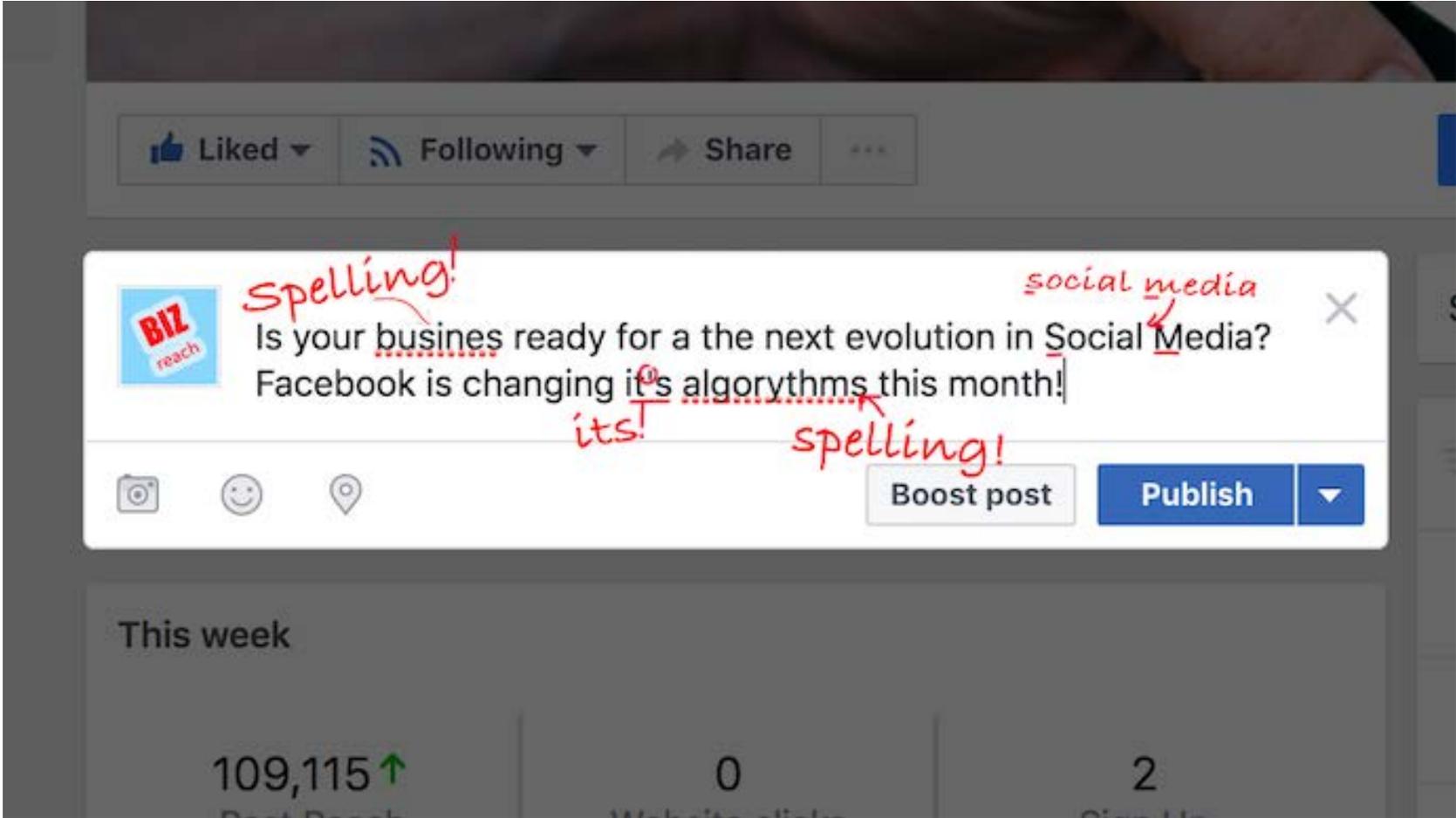


Liked by diana893 and 41 others

**jpspsych** Congrats to our residents for all matching into amazing programs... more

January 6, 2021

Anatomy of a Bad Post





[Redacted]

15h

[Redacted] HEY, HOW ARE YOU DOING!?

Expand



[Redacted]

1h

[Redacted] **Why are you yelling at me?**

[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [Buffer](#) [More](#)

11:23 AM - 10 Jun 13 · [Details](#)



**Han Solo**

....is anyone listening? bueller?

Expand

10s

**Slow down there, Han Solo!**



**Han Solo**

got another awesome blog you should check out... "33 best ice cream flavors from Tatooine" [bit.ly/Hkdf35](http://bit.ly/Hkdf35)

Expand

32s



**Han Solo**

got an awesome webinar coming up on mythbusting the force...register at [bit.ly/42hduS](http://bit.ly/42hduS)

Expand

1m



jpspsych



jpspsych





jpsobgyn



Liked by **diana893** and **15 others**

**jpsobgyn** On this national [#thankaresidentday2021](#), the Academic Affairs team at [@jpshealthnetwork](#) would like to thank our INCREDIBLE Residents for all their hard work!

February 26, 2021

# Posting/Content Ideas



# How do we Measure the Impact?

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Applicants: early survey results

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Program

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Residents

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Alumni

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Organizational buy-in

# Lessons Learned

Communication is  
critical

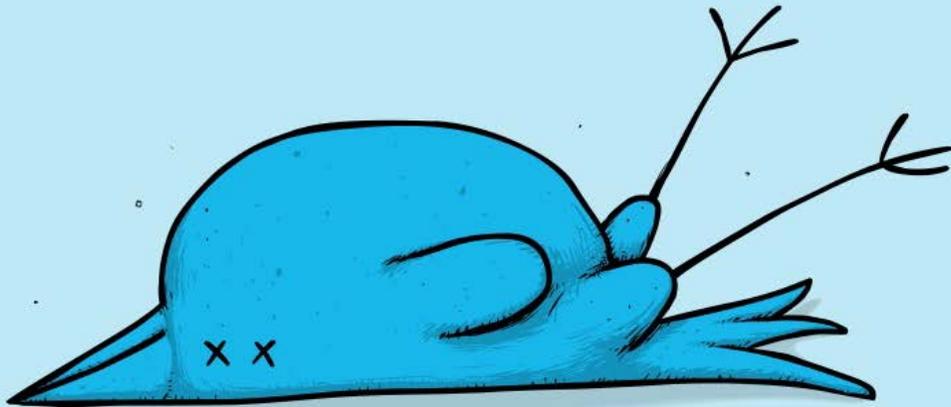
Relationships matter

Beware of COVID and  
hospital policies (i.e.  
masks, social distancing,  
perceptions)

Watch out for  
backgrounds  
(patients, PHI, etc.)

Timing is everything –  
what is going on in your  
organization at large?  
City? State? Country?

#FAIL



Final Takeaway

If you have to ask, “Can we Tweet this?”

The answer is **NO!**



# Contact Us

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