

Social media: successes and pitfalls



Dr Rageshri Dhairyawan, Consultant Physician, Barts Health NHS Trust

Dr Erica Pool, ST4/Academic Clinical Fellow, Mortimer Market Centre/UCL

Declarations

- Dr Rageshri Dhairyawan has received speaker fees, conference sponsorship and honoraria for consultancy work from Gilead, MSD, ViiV and Janesson.
- Dr Erica Pool is funded by a National Institute for Health Research (NIHR) Academic Clinical Fellowship. The views expressed are those of the author(s) and not necessarily those of the National Health Service (NHS), the NIHR or the Department of Health.

Objectives

- Describe ways in which social media can be beneficial professionally for individuals and organisations.
- Discuss the potential disadvantages of using social media, and give tips on how to avoid them.
- Introduce BHIVA External Relations Subcommittee and our work.

Do you use social media?

How many social media networks/apps do you use?

- Option 1: None
- Option 2: 1
- Option 3: 2
- Option 4: 3
- Option 5: 4 or more



A brief introduction to social media

- Social media are websites and applications that enable users to create and share content or to participate in social networking.
- Twitter is the most popular social media tool for science communication in healthcare¹.
 - microblogging and social networking service on which users post and interact with messages known as "tweets".
 - tweets restricted to 280 characters.
 - 330 million active users a month.





Erica Pool

@erica_pool

HIV/Sexual Health Dr @NHS | Research @UCLGlobalHealth | Interests: chronic HIV/comorbidities, #PrEP, social determinants | #UequalsU | Fuelled by tea | She/Her

📍 London 📅 Joined August 2008

4,907 Following 1,942 Followers

VS.



Walthamstow, United Kingdom



Courses, conferences and scholarships



Don't forget to register for BHIVA Autumn Conference; early bird discount ends tomorrow! Draft programme and registration here:

bhiva.org/AutumnConferen... @hivtc @bashh_trainees

3:39 PM · Aug 15, 2019 · Twitter for iPhone



A free two-day causal inference workshop by [@causalinf](#) in Manchester? Yes please.

9:54 AM · Aug 20, 2019 · Twitter for iPhone



CMMID LSHTM @cmmid_lshtm · Apr 5

Places are still available for our short course on Model Fitting and Inference for Infectious Disease Dynamics @LSHTM 2nd-5th July!
[@IDDjobs](#) #epitwitter

For more info: [lshtm.ac.uk/study/courses/...](http://lshtm.ac.uk/study/courses/)

CMMID LSHTM @cmmid_lshtm · Mar 29

Applications now open for our short course on Model Fitting and Inference for Infectious Disease Dynamics taught by CMMID members @LSHTM, 2nd-5th July 2019 !

[lshtm.ac.uk/study/courses/...](http://lshtm.ac.uk/study/courses/)



BHIVA @BritishHIVAssoc · Jan 11, 2018

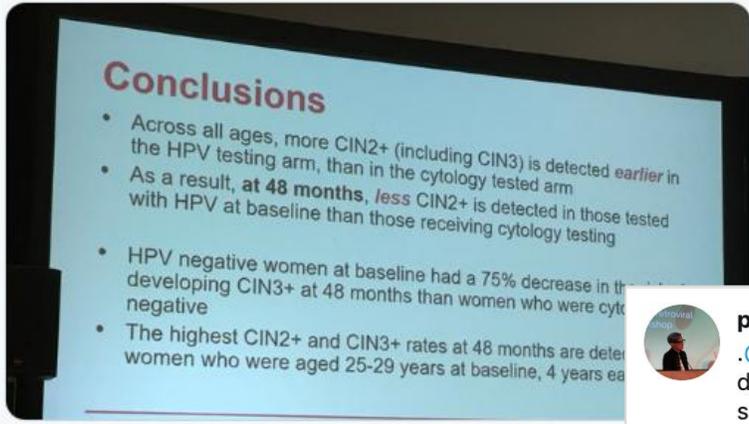
Apply for a **BHIVA/BASHH Joint Conference Scholarship**. Deadline 19 Jan. Science **scholarships** (PhD/MD/medical students), community, and registration (retired/not working/part-time workers) **scholarships** available. More details here: bhiva.org/AnnualConferen... ...
[#BHIVABASHH18](#)



Fourth Joint Conference of the British HIV Association (BHIVA) with the British Association for Sexual Health and HIV (BASHH)
17-20 April 2018, Edinburgh International Conference Centre, UK

Following conferences

Diarmuid Nugent @diarmuid_nugent · Jul 17
Gamechanger data from the FOCAL study presented by @gina_ginao - primary HPV testing means CIN 2/3 is picked up earlier and is significantly reduced at 48 months relative to Pap smears #IUSTIWorld2019 #ISSTD2019



Laura Waters @drlaurajwaters · Jul 23
The ART paradigms session is a must watch: 2DR, long-acting, immune activation, rapid ART & access. And I'm biased as a friend & London colleague but Prof Chloe Orkin was **OUTSTANDING!** Bravo Chloe!! #IAS2019



profchloeorkin @profchloeorkin · Apr 4
.@TransHealthUK Michelle Ross in person and @JustJuno1 by video discuss experiences of #Trans people who access HIV care in the UK saying : ' we exist , we are here! Collect info with respect' . It starts by counting ..@PHE_uk #TransLivesMatter #BHIVA2019



#BHIVA2019

#conferenceFOMO

Keeping up to date – studies and data

PRIME Study UCL @Prime_UCL

JUST PUBLISHED collab with @NatsalStudy looking at association bwn sexual function & HIV in midlife women. We found HIV was associated with lower sexual function. Important to remember sexual wellbeing is important THROUGHOUT our lives. Read for free: [tandfonline.com/doi/full/10.10...](https://doi.org/10.1093/aids/33/10/1653)

ADIS CARE
<https://doi.org/10.1080/09540121.2019.1653436>

Taylor & Francis
Taylor & Francis Group

OPEN ACCESS Check for updates

Association of HIV status with sexual function in women aged 45–60 in England: results from two national surveys

Nasreen Toorabally^a, Catherine H. Mercer^{a,b}, Kirstin R. Mitchell^c, Mwenza Blell^d, Fiona Burns^{a,e}, Richard Gilson^a, Janine McGregor-Read^f, Sris Allan^g, Annemiek De Ruiter^{h,i}, Rageshri Dhairyawan^j, Julie Fox^k, Yvonne Gilleece^l, Rachael Jones^l, Nicola Mackie^m, Sharmin Obeyesekereⁿ, Frank Post^o, Iain Reeves^o, Melanie Rosenvinge^p, Jonathan Ross^q, Liat Sarner^r, Ann Sullivan^s, Anjum Tariq^t, Andrew Ustianowski^u, Caroline A. Sabin^{ab} and Shema Tariq^a

HIV Medicine @HIV_Medicine · Aug 28

EARLY VIEW

Findings from home-based HIV testing and facilitated linkage after scale-up of test and treat in rural South Africa: young people still missing

Findings from home-based HIV testing and facilitate...
Objectives The aim of the study was to estimate rates of linkage to HIV care and antiretroviral treatment ...
onlinelibrary.wiley.com

Public Health England @PHE_uk

Although HIV testing is increasing, the number of all new HIV diagnoses has declined over the past decade, with a substantial decrease over the past 3 years. Read more about this and STIs in the new #PHEHealthMatters: bit.ly/2Leo7J5

Public Health England Health Matters

HIV diagnoses are decreasing

The number of new HIV diagnoses has continued to decline over the past decade

Number of HIV diagnoses

Year	Number of HIV diagnoses
2007	7,304
2008	7,176
2009	6,596
2010	6,327
2011	6,148
2012	6,211
2013	5,983
2014	6,185
2015	6,043
2016	5,280
2017	4,363

Charlie Witzel @TC_Witzel

New #openaccess HIV self-testing implementation paper from SELPHI!

We found:

- very high intervention acceptability
- motivations for joining were testing access, altruism & curiosity of self-tests
- more people complete self-tests than self-sample tests

bmcinfctdis.biomedcentral.com/articles/10.11...

#medtwitter

#meded

#FOAMed

Tweetorial

Connecting with experts

Twitter Women's Tips on Academic Writing: A Female Response to Gioia's Rules of the Game

Trisha Greenhalgh¹

@annmroz
@brissydeb
@chrysalischris
@cygraham_graham
@DrJoMorrison1
@drsarahejackson
@drsarahjwhite
@emjhu
@gileswagon
@glover_lshtm
@HDEMCOOP
@hopeospical
@jenhock13
@julie4clahrc
@katmcphe
@kirstyledoare
@kitzingercelia
@klcampbellphd
@leolledge1983
@liangrhea
@lizhoffmanbmc
@lmweeks
@marywestview
@merryngott
@mlanelson
@ndholliday
@nicolacullum
@parveenasmali
@pauline35205993
@peebleseilie
@phyllisillari
@profsandyoliver
@ruth_garside
@salthorne
@shivanim_ke

@sophiegoyet
@susannahfleming
@trishgreenhalgh
@ubcpulmrehabres
@vawelch
@voliveira2014

Declaration of Conflicting Interests

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Funding

The author(s) disclosed receipt of the following financial support for the research, authorship, and/or publication of this article: T.G.'s salary is part-funded from the National Institute for Health Research Biomedical Research Center, Oxford (grant no. BRC-1215-20008).

Note

1. If we keep pushing the idea that *this* is something women do and *that* is something that men do, it not only tends to ignore the overlaps across genders but also tends to disproportionately reinforce the "hidden work" that women academics often shoulder. For that reason, although the suggestions in this article all came from female scholars' Twitter posts, they were intended to help early-career researchers of any gender.

References

- Gioia, D. (2019). Gioia's rules of the game. *Journal of Management Inquiry*, 28, 113-115.
- Van de Ven, A., & Johnson, P. (2006). Knowledge for theory and practice. *Academy of Management Review*, 31, 802-821.
- Wittgenstein, L. (1921). Proposition 7. In *Tractatus Logico-philosophicus*. Retrieved from <https://genius.com/Ludwig-wittgenstein-proposition-7-annotated>
- Wollstonecraft, M. (1790). *A vindication of the rights of men*. London, England: Printed for J. Johnson.

Journal of Management Inquiry
2019, Vol. 28(4) 484-487
© The Author(s) 2019
Article reuse guidelines:
sagepub.com/journals-permissions
DOI: 10.1177/1056492619861796
journals.sagepub.com/home/jmi
SAGE



Erica Pool
@erica_pool

Can you help me cardio twitter? Trying to understand use of epicardial fat and pericardial fat as a marker of CVD risk. Do you have preference of epi vs peri? Would results be binary (high vs low risk) or continuous? Any advice? @DrJHoward @drgprman #cardiology #cardiacimaging

11:18 AM · Jul 30, 2019 · Twitter Web App

View Tweet activity

1 Retweet 1 Like



Connecting with experts

Twitter Women's Tips on Academic Writing: A Female Response to Gioia's Rules of the Game

Journal of Management Inquiry
2019, Vol. 28(4) 484-487
© The Author(s) 2019
Article reuse guidelines:
sagepub.com/journals-permissions
DOI: 10.1177/1056492619861796
journals.sagepub.com/home/jmi
SAGE

Trisha Greenhalgh¹

@annmroz
@brissydeb
@chrysalischrist
@cygraham_graham
@DrJoMorrison1
@drsarahejackson
@drsarahjwhite
@emjhu
@gileswagon
@glover_lshtm
@HDEMCO
@hopeospical
@jenhock13
@julie4clahre
@katmcphe
@kirstyledoare
@kitzingerclia
@klcampbellphd
@leolledge1983
@liangrhea
@lizhoffmanbmc
@lmweeks
@marywestview
@merryngott
@mlanelson
@ndholliday
@nicolacullum
@parveenasamali
@pauline35205993
@peeblesellie
@phyllisillari
@profsandyoliver
@ruth_garside
@salthorne
@shivanim_ke

@sophiegoyet
@susannahfleming
@trishgreenhalgh
@ubcpulmrehabres
@vawelch
@voliveira2014

Declaration of Conflicting Interests

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Funding

The author(s) disclosed receipt of the following financial support for the research, authorship, and/or publication of this article: T.G.'s salary is part-funded from the National Institute for Health Research Biomedical Research Center, Oxford (grant no. BRC-1215-20008).

Note

1. If we keep pushing the idea that *this* is something women do and *that* is something that men do, it not only tends to ignore the overlaps across genders but also tends to disproportionately reinforce the "hidden work" that women academics often shoulder. For that reason, although the suggestions in this article all came from female scholars' Twitter posts, they were intended to help early-career researchers of any gender.

References

- Gioia, D. (2019). Gioia's rules of the game. *Journal of Management Inquiry*, 28, 113-115.
- Van de Ven, A., & Johnson, P. (2006). Knowledge for theory and practice. *Academy of Management Review*, 31, 802-821.
- Wittgenstein, L. (1921). Proposition 7. In *Tractatus Logico-philosophicus*. Retrieved from <https://genius.com/Ludwig-wittgenstein-proposition-7-annotated>
- Wollstonecraft, M. (1790). *A vindication of the rights of men*. London, England: Printed for J. Johnson.



Erica Pool
@erica_pool

Can you help me cardio twitter? Trying to understand use of epicardial fat and pericardial fat as a marker of CVD risk. Do you have preference of epi vs peri? Would results be binary (high vs low risk) or continuous? Any advice? @DrJHoward @drgprman #cardiology #cardiacimaging

11:18 AM · Jul 30, 2019 · Twitter Web App

View Tweet activity

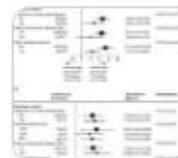
1 Retweet 1 Like



James Howard @DrJHoward · Jul 30

Replying to @erica_pool and @drgprman

My poor understanding is it isn't the fat itself but the signs of inflammation within it that is of most concern. This paper found the "optimal" cut off, but acknowledges there isn't really a cut off



Non-invasive detection of coronary inflammation usi...
The perivascular FAI enhances cardiac risk prediction and restratification over and above current state-of-...
thelancet.com



1



1



Erica Pool @erica_pool · Jul 30

Thanks that's so helpful! Is it being discussed/reported in clinical practice, or only research?



2



James Howard @DrJHoward · Jul 30

I've not heard it used yet clinically but @drgrahamcole will know more than me!



Gavin @drgprman · Jul 30

Replying to @erica_pool and @DrJHoward

It would definitely be continuous



1



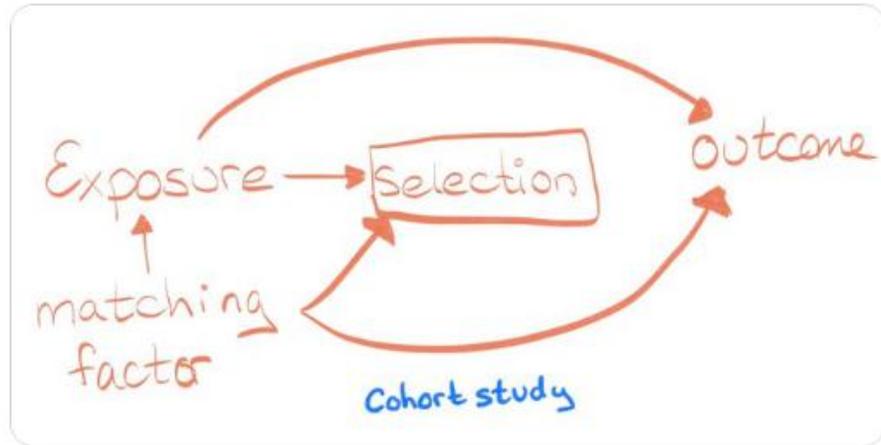
Learning about methods



Ellie Murray @EpiEllie · Aug 4

But, when I draw a similar **DAG** for a cohort study, isn't selection a consequence of *exposure* & the match factor & therefore *still* a collider?

Why don't we need to adjust for the match factor as a confounder / open collider path in a cohort study? What am I missing? 3/3.



#epitwitter
#AcademicTwitter



Richard Ma @Richard_GP · Aug 15

Thank you to my focus group members for their time & generosity today for interesting discussion on [#contraception](#). Lots of messages for sexual health clinics, commissioners, pharmacists, schools & GPs! [#NIHR](#) [@NIHRtakepart](#) [@Imperial_PCPH](#) (Consent obtained for pics on SoMe)



2 4 13



Richard Ma @Richard_GP · Aug 15

Thank you to my facilitator Lorna for her expert skills in making people feel at ease. Lots of great ideas to help women get right contraception, at right time, in the right place that is right for them! [#NIHR](#)

1 8



Richard Ma @Richard_GP

And the magic of Instagram promotion. Posted ad on 31st July for 3 days, to actual group event today with target population. All done in 2 weeks. Ethics approval before and study information and consent in between. Least painful recruitment I've ever done.

7:10 PM · Aug 15, 2019 · [Twitter for Android](#)

Community connections



Matthew Hodson @Matthew_Hodson · Sep 12

Let's be clear - there is more to 'safer sex' than condoms. In terms of sexual #HIV prevention...
#Undetectable = 100% safe (#UequalsU)
#PrEP > 99%
Both are more effective at preventing HIV than #condoms. That's just HIV.
#STIs are a different story.
gmfa.org.uk/fs167-lets-be-...



Tom [PositiveLad] Tank-Top Wearing BumBoy @P... · Sep 15
3) #HIV treatment today is amazing. Many people take just one pill a day that keeps them healthy.

In fact people living with HIV can live just as long as anybody.

And as an added bonus HIV treatment stops us being able to pass the virus on via sex! #CantPassitOn #UequalsU 4/4



PrEPster
@TeamPrepster

We're looking for women to develop sexual health interventions in their communities!

Our next capacity building event coming up in London is this weekend on Saturday 21st and Sunday 22nd September.

Check here for details prepster.info/mobpresh/ or email prep4women@prepster.info

7:10 PM · Sep 18, 2019 · [Twitter for iPhone](#)

Jobs and fellowships

 **Erica Pool**
@erica_pool

Apply for my old job: Clinical Research Fellow in HIV/sexual health at [@UCLGlobalHealth](#) / [@MMC_cnwl](#). Fantastic department, supportive team, exciting trials (& did i mention 9-5?). Great OOP for a GUM/ID Reg, or post-CMT (with experience) or post CCT.
[atsv7.wcn.co.uk/search_engine/...](https://atsv7.wcn.co.uk/search_engine/)

@pubhealthjobsuk

@IDDjobs

@findaphd

 **katie atkins** @katiito · Nov 8, 2018

Come do a PhD with me in Edinburgh with [@DrAlexBest](#), Jan Albert and Stéphane Hué on HIV acquisition! Get in touch for more details (app due 7th Jan) findaphd.com/search/Project...

 **IDDjobs: infectious disease dynamics jobs** @IDDjobs · Nov 8, 2018

PhD position (Edinburgh, UK)
Reconciling the mechanisms of HIV-1 infection acquisition and disease progression with @katiito at @EdinburghUni. #HIV
More details: iddjobs.org/jobs/reconcili...

 **Nathan Brendish**
@nathanbrendish

Just heard our ID team is unexpectedly down an SHO.

If you're after an F3 post or post-PACES SHO job, even for a few months, with an awesome infectious diseases team [@UHSFT](#), I can put you in touch with the consultants!

10:42 PM · Aug 5, 2019 · [Twitter for iPhone](#)

Support and mentorship

#AcademicTwitter #AcademicChatter

#epitwitter

#phdchat

#PhDlife



#LGBTSTEM

#WomenInSTEM

@tigerinstemm

Reach and visibility



Dr Kate Harrison
@DrKateHarrison

I take back some of my twitter reservations... I've networked more in the last 2h than I have probably in the whole of my career.
[#AcademicChatter](#) [#AcademicTwitter](#)

1:17 PM · Sep 19, 2019 · [Twitter Web App](#)

12 Retweets 198 Likes



Neville Southall
@NevilleSouthall

Tonight members of our External Relations Subcommittee [@BritishHIVAssoc](#) will be tweeting facts about [#HIV](#) in 2018. This is some of us below. Hello!
[#Twittertakeover](#) [#WorldCup](#)



Pitfalls

Exclusively/mostly self promotion



Trolls?

Medical advice


I think it's pityriasis rosea, try an emollient and steroid cream. Any dermatology colleagues want to suggest anything else?


Doc - any idea what this could be? My GP said just to use E45 but it's getting worse....



You can find the latest version of this guidance on our website at www.gmc-uk.org/guidance.

Published 25 March 2013 | Comes into effect 22 April 2013

Doctors' use
of social media

General
Medical
Council

You can find the latest version of this guidance on our website at www.gmc-uk.org/guidance.

Published 25 March 2013 | Comes into effect 22 April 2013

Doctors' use of social media

General
Medical
Council

“The standards expected of doctors do not change because they are communicating through social media rather than face to face or through other traditional media.”

- Privacy – be aware of the limitations of online privacy and review your settings.
- Follow the guidance in ‘Maintaining a professional boundary between you and your patient’.
- Be open about conflicts of interest.
- Maintaining confidentiality.
- Respect for colleagues.
- Online posting subject to same laws of copyright and defamation.
- If you identify yourself as a doctor in publicly accessible social media, you should also identify yourself by name.



Edit profile

Dr Rageshri

@crageshri

Consultant Sexual Health & HIV physician | researcher | race/ethnicity & health inequalities| VAW & sexual health | endometriosis | Bookworm

London, UK tinyurl.com/y69apr9r Joined November 2011

1,222 Following 3,803 Followers



Victoria Derbyshire @VictoriaLIVE

'If people are tested for HIV early they can be treated and not pass it on'

@crageshri on the launch of #SholayLove campaign from @NazProjectLdn @NHSBartsHealth @yorkshiremesmac to raise awareness of sexual health amongst South Asian men.



Organisations and social media

- Professional organisations
- Hospitals, departments, clinics
- Academic journals
- Research studies
- Charities
- Groups



 **Positive East** @PositiveEast · Sep 28
Our free, rapid HIV Testing and Sexual Health Screening sessions are open to absolutely everyone! We're #NotDoneYet helping people learn and understand their HIV status, raising awareness and kick-starting conversations about HIV in the local community.



Advantages of social media

- Health promotion
- Challenging misinformation
- Reaching diverse or targeted audiences
- Disseminating research
- Organisation updates
- Networking
- Advertising
- Accessibility



Feel like a snack? Skip the crisps and chocolate and grab the popcorn instead. Check out more low-calorie bites recommended by a dietitian: ow.ly/13mK30pojdx



HIV no barrier to tattoos, piercings or beauty treatments - legal arguments & scientific data in new guidelines from [@NAT_AIDS_Trust](#) [@THTorguk](#) [@HIVScotland](#) [@BASHH_UK](#) bhiva.org/joint-statementen...

Activism and challenging stigma



Saving Lives @SavingLivesUK · Jan 19, 2018

Over 6,000 people have signed our petition to help save the UK's sexual health services which are at breaking point.

Every £1 invested in sexual health saves £11 in the future.

Please sign and share this [#SexualHealthSOS](#) petition before it's too late.



Save our sexual health services
Sexual health services that are free and open to anyone who needs them have been the keystone of world-leading sexual health care in ...
you.38degrees.org.uk



@NHS

Thanks for following [@profchloeorkin](#) Chair of [@BritishHIVAssoc](#) this week! Here are my take home messages: 1. Know your status- get tested 2. Diagnose patients early with HIV 3. People on effective HIV treatment cannot pass it on [#UequalsU](#) 4. Challenge [#HIV](#) stigma



Conferences



Contents lists available at [ScienceDirect](#)

Clinical Microbiology and Infection

journal homepage: www.clinicalmicrobiologyandinfection.com

Original article

How scientists and physicians use Twitter during a medical congress

M. Cevik ^{1,2,3,*}, D.S.Y. Ong ^{4,5}, G. Mackenzie ⁶

#BHIVA2019

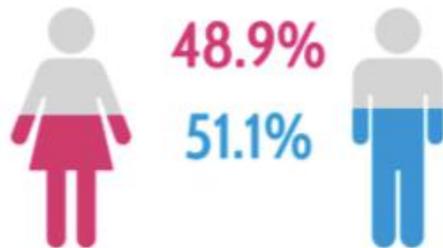
235 Unique authors

4.7K Engagements

2.6M Potential impressions

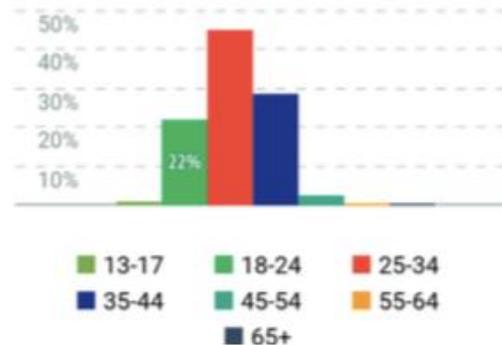


GENDER



● Female ● Male

AGE



■ 13-17 ■ 18-24 ■ 25-34
■ 35-44 ■ 45-54 ■ 55-64
■ 65+

Potential pitfalls

- Tight word limits mean that nuance can be missed
 - can you link to a website, or screenshot?
- Concern about negative feedback, poor publicity – do you have an escalation plan?
- Making sure those running the account are aware they are representing the views of the organisation
 - what training do you provide them?

Tips



- Think about how you want to use social media
 - eg. to interact, to promote, to lurk.
 - Social media can be a performance - what image do you want to present to the world?
 - Boundaries between professional and personal life - what do you want to keep off social media?
- Don't say anything you wouldn't be happy to say out loud in a room with (for example) your Chief Executive, a tabloid journalist and a parent present.
- No patient identifying information.

Tips

- If you are setting up a clinic account, speak to your trust's communications team.
- Read GMC/professional guidance.
- Boundaries with patients.
- Keep it generally positive.
- It's ok (and advisable) to take a break!



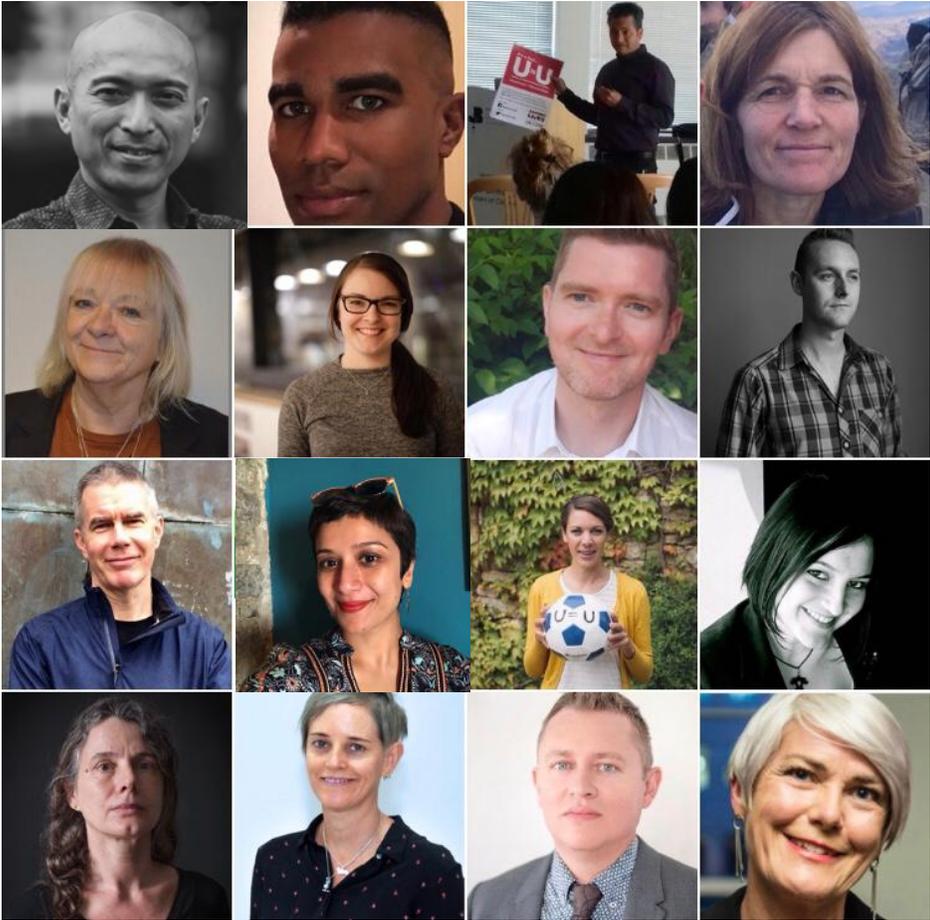
Dr Rageshri @crageshri · Jun 29
See you in a week! #holiday



BHIVA External Relations Subcommittee



Steve Gray, Medivents.



Follow us and join us!

On @BritishHIVAssoc

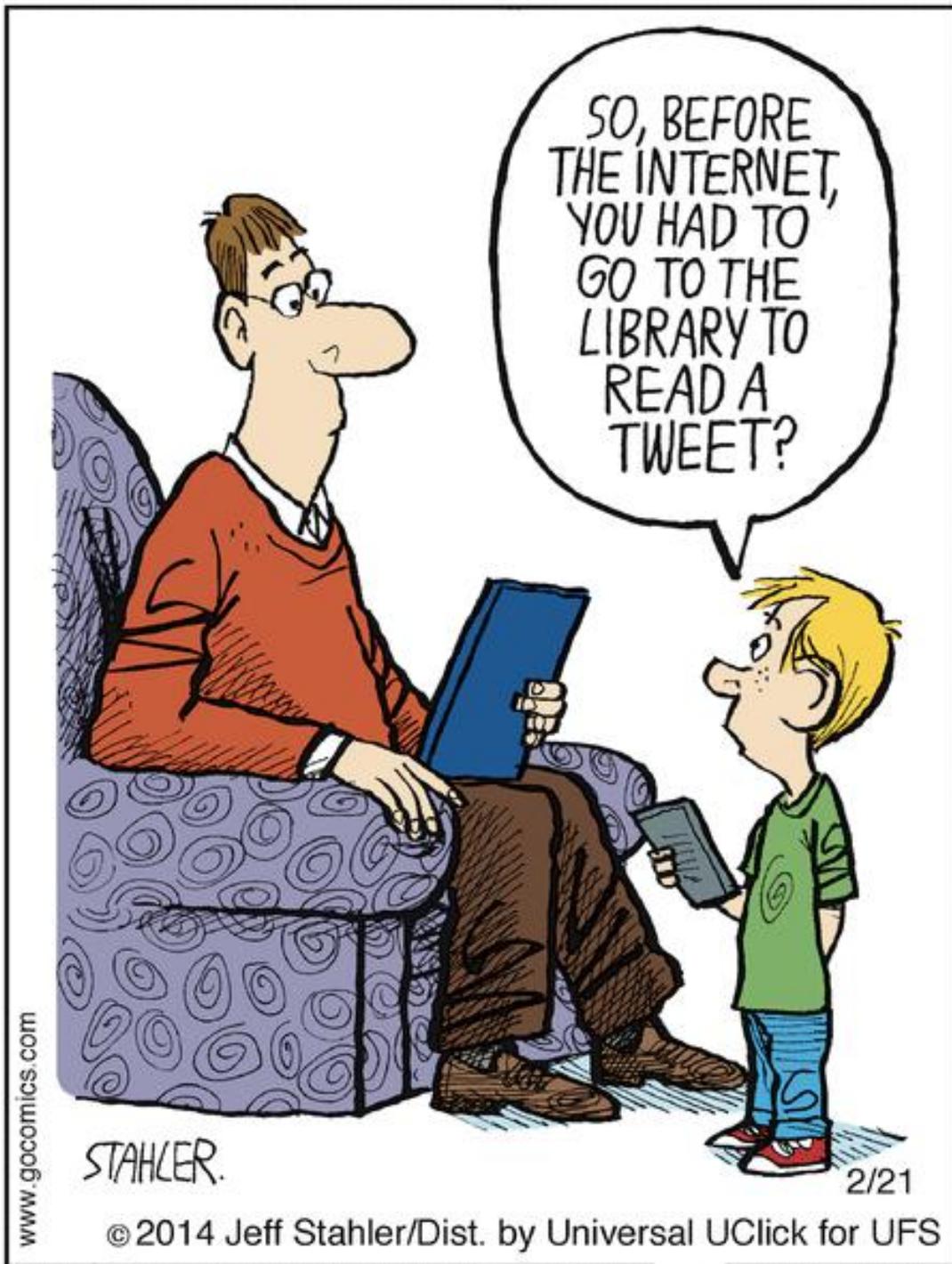


We are recruiting volunteers to run these accounts:

- 6 months placements.
- Training, supervision and membership of the External Relations Subcommittee.
- Chance to get involved in BHIVA and it's work.

Conclusion

- Social media is a useful tool for engaging and learning.
- Can help make organisations more accessible to their users/members.
- Significant impact in disseminating information – potentially reaching clinicians, scientists, patients, policy makers and the general public.
- Important way of challenging myths and stigma.
- If used *carefully*, possible negative effects can be mitigated. Plan how you want to use it.



rageshri.dhairyawan@nhs.net

@crageshri

e.pool@ucl.ac.uk

@erica_pool