Social media: successes and pitfalls

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Declarations

• Dr Rageshri Dhairyawan has received speaker fees, conference sponsorship and honoraria for consultancy work from Gilead, MSD, ViiV and Janesson.

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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 healthcare\(^1\).
  – 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.

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/AutumnConference... @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

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/...

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/...
Following conferences

#BHIVA2019

#conferenceFOMO
Keeping up to date – studies and data

#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 Greenhalgh

Declaration of Conflicting Interests

Funding

Note

References

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 @drgrpmran
#cardiology #cardiacimaging

1 Retweet 1 Like
Connecting with experts

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

Trisha Greenhalgh

@tophogwet
@soozmallmung
@trishgreenhalgh
@vahalnabaram
@fowelk
@evilviva2014

Declarations of Conflicting Interests

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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 overlap across genders but also tends to perpetuate the "hidden world" that women academics often inhabit. For that reason, although the suggestions in this article all come from female scholars' Twitter posts, they were intended to help early-career researchers of any gender.

References


Non-invasive detection of coronary inflammation us... The particular FAS enhances cardiac risk prediction and restratification over above current state-of...
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 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.

Exposure → Selection → outcome
matching factor

Cohort study

#epitwitter
#AcademicTwitter
Minimum inferred text:

Community connections

Matthew Hodson @Matthew_Hodson - Sep 12
Let’s be clear - there is more to ‘safety sex’ than condoms. In terms of sexual #HIV prevention...
#Undetectable = 100% safe (#equalsU)
#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-...
Jobs and fellowships

Erica Pool @erica_pool

Apply for my old job: Clinical Research Fellow in HIV/sexual health at @UCLGlobalHealth / @MMC_cwnl. 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/…

katie atkins @katiito · Nov 8, 2018

Come do a PhD with me in Edinburgh with @DrAlexBest, Jan Albert and Stéphane Hue 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 @EdinburghUniv. #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

<table>
<thead>
<tr>
<th>Analytics</th>
<th>JUL 2019 SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>51</td>
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<tr>
<td>Tweet impressions</td>
<td>31.4K</td>
</tr>
<tr>
<td>Profile visits</td>
<td>735</td>
</tr>
<tr>
<td>Mentions</td>
<td>69</td>
</tr>
<tr>
<td>New followers</td>
<td>69</td>
</tr>
</tbody>
</table>

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

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
Exclusively/mostly self promotion

<table>
<thead>
<tr>
<th>Tweets</th>
<th>Tweets &amp; replies</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>In my latest book.....</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Great to see my paper published today....</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I'm giving a talk today at the conference....</td>
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</tbody>
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Medical advice

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

Trolls?

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.

General Medical Council

Published 25 March 2013 | Comes into effect 22 April 2013

Doctors’ use of social 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.

“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.”
Dr Rageshri
@crageshri

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

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
Advantages of social media

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

@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

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
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
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!
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.