

Internet Resources Digest
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Social Media in Health Care

“Social media are media for social interaction, using highly accessible and scalable communication techniques. The term refers to the use of web-based and mobile technologies to turn communication into interactive dialogue.”

(From wikipedia - http://en.wikipedia.org/wiki/Social_media)

Social media examples

5 Examples of Social Media in Healthcare Marketing

„34% of consumers use social media to search for health information, according to research data from How America Searches: Health and Wellness“. To help understand the possible applications, consider these five examples of how the social web can work for hospitals and others in the healthcare industry: 1. Tweet Live Procedures; 2. Train Medical Personnel; 3. Reach Mainstream Media; 4. Communicate in Times of Crisis; 5. Provide Accurate Information to Patients.

URL: <http://www.toprankblog.com/2010/01/social-media-healthcare-marketing/>

HLWIKI Canada

An open, freely-accessible wiki with entries about Health information sources & services, social media for information professionals and information technology topics. HLWIKI Canada was originally created in 2006 as a tool to support LIBR 534: Health Information Sources and Services at the School of Library, Archival and Information Studies (SLAIS) at the University of British Columbia. The wiki is one part of using interactive, collaborative *social software* in classes to encourage discussion with and between the students (ie. Mediawiki). All professional health librarians are encouraged to participate as content providers.

URL: http://hlwiki.slais.ubc.ca/index.php/UBC_HealthLib-Wiki_-_A_Knowledge-Base_for_Health_Librarians

Medical video-sharing sites

The list of consumer health and health professional sites. Video sharing sites can help with: 1) outreach, training and marketing; 2) direct personal and professional development via RSS feeds and 3) current awareness and learning.

URL: http://hlwiki.slais.ubc.ca/index.php/Medical_video-sharing_sites

Meducation.net

A community of medical professionals and students, supporting each other and helping each other to learn, through the sharing of information, resources and ideas. „At its core are media files, comprising of videos, podcasts, slideshows and images, all organised into an intelligent and powerful hierarchical structure. The encyclopaedia allows you to navigate this hierarchy in a simple and clear manner. Meducation encourages you to share media files that you have created, allowing others to benefit from your work and discuss what you have made.“

Meducation is also a fully-fledged social network, allowing you to make friends, create or join groups, and keep in touch via messaging features.

URL: www.meducation.net

Pharma and Healthcare Social Media Wiki

“With a growing number of pharma companies testing the waters of social media, an intrepid few have tried to keep track of every site, YouTube video, Twitterer, Facebook page, and so on...This wiki is meant to house every Social Media project that has been created by pharma (or healthcare companies in general).”

URL: <http://www.doseofdigital.com/healthcare-pharma-social-media-wiki/>

PatientsLikeMe

PatientsLikeMe offers an online data-sharing platform for patients with "life-changing" illnesses. About 110,000 people participate in 11 disease communities, including ALS, chronic fatigue syndrome, depression and other mood disorders, epilepsy, fibromyalgia, HIV/AIDS, multiple sclerosis, organ transplants, and Parkinson's

URL: <http://www.patientslikeme.com/>

Reports and articles

Social Media in Health Care: Barriers and Future Trends

„Current trends to watch in social media in health care include:

- Managing a conversation;
- Engaging e-patients;
- Convergence with personal health records; and
- Social media for providers.

An important distinction in this two-way conversation is between medical advice and medical information. Hospitals and providers need to walk a fine line between giving specific medical advice in the relatively public forums of social media and providing more generalized medical information.“ By John Sharp, manager of Research Informatics in the department of Quantitative Health Sciences at the Cleveland Clinic in Cleveland, Ohio.

URL: <http://www.ihealthbeat.org/perspectives/2010/social-media-in-health-care-barriers-and-future-trends.aspx>

Future Connect: A Review of Social Networking Today, Tomorrow and Beyond and the Challenges for AIDS Communicators

This report produced by the Communication Working Group of aids2031 talks about how young people use social networking sites and services and how development and social change organizations are using digital technologies to extend their impact. It recommends ways on how to apply the learnings in HIV AIDS communication based on research and case studies from across the globe. „The principles of social networking are being woven increasingly into the very fabric of the Internet. While the current public debate around SNS is often dominated by concerns over their potential role in undermining privacy, or enabling bullying or predation, these platforms perform important roles in the lives of their active populations. There are many examples of how development and social change organisations are beginning to engage productively with these networks. This report therefore aims to gather learning from those experiments – and other relevant research – as a basis for forward-looking recommendations on their potential use in AIDS communication.“ The report is organized into three elements:

A) Social Network Services and their uses

This covers three topics: the subject matter and the methodology behind this report; how young people are engaging with online social networking and the significant impact that social networking services are having on their users, activity and behaviours; a number of existing approaches that communicators and individuals are taking to use social networking to share messages about health and social change issues.

B) Under the Bonnet

This looks at background issues in more detail: the features of social networks in more depth, and an analysis of how the design of different social networks create a range of challenges and opportunities for communicators: the take up of online social networking in different parts of the world in the context of the spread of digital technologies, including the impact of the mobile phone.

C) Conclusions and Recommendations

This element draws together the different strands in the report: summarising the main findings; developing a series of recommendations for AIDS communicators on how they can use online social networking to engage with young people

URL: <http://www.communicationforsocialchange.org/pdfs/futureconnect.pdf>

Using Social Media to Promote Evidence-Based Practice: A Primer on Blogs, Wikis & Twitter"

A presentation from the Cochrane Social Media Workshop 2011 by Dean Giustini, Francisco Jose Grajales, Daniel Hooker

URL: http://www.ccc-symposium.org/Presentations/Giustini_-_ccsymp2011.pdf

Mansfield SJ, Morrison SG, Stephens HO, Bonning MA, Wang SH, Withers AH, Olver RC, Perry AW. **Social media and the medical profession.** *Med J Aust.* 2011 Jun 20;194(12):642-4.

„Use of social media by doctors and medical students is common and growing. Although professional standards and codes of ethics that govern the behaviour of medical practitioners in Australia and New Zealand do not currently encompass social media, these codes need to evolve, because professional standards continue to apply in this setting. Inappropriate use of social media can result in harm to patients and the profession, including breaches of confidentiality, defamation of colleagues or employers, and violation of doctor-patient boundaries.“ Free full-text

URL: http://www.mja.com.au/public/issues/194_12_200611/man10874_fm.html

Kind T, Genrich G, Sodhi A, Chretien KC. **Social media policies at US medical schools.**

Med Educ Online. 2010 Sep 15;15. doi: 10.3402/meo.v15i0.5324.

„The purpose of this study is to describe the presence of medical schools on top social media sites and to identify whether student policies for these schools explicitly address social media use... Websites of all 132 accredited US medical schools were independently assessed by two investigators for their presence (as of March 31, 2010) on the most common social networking and microblogging sites (Facebook and Twitter) and their publicly available policies addressing online social networking. Key features from these policies are described. 100% (n=132) of US medical schools had websites and 95.45% (126/132) had any Facebook presence. 25.76% (34/132) had official medical school pages, 71.21% (94/132) had student groups, and 54.55% (72/132) had alumni groups on Facebook. 10.6% of medical schools (14/132) had Twitter accounts. 128 of 132 medical schools (96.97%) had student guidelines or policies publicly available online. 13 of these 128 schools (10.16%) had guidelines/policies explicitly mentioning social media. 38.46% (5/13) of these guidelines included statements that defined what is forbidden, inappropriate, or impermissible under any circumstances, or mentioned strongly discouraged online behaviors. 53.85% (7/13) encouraged thoughtful and responsible social media use... While social media use rises, policy informing appropriate conduct in medical schools lags behind. Established policies at some medical schools can provide a blueprint for others to adopt and adapt.“ Free full-text

URL: http://med-ed-online.net/index.php/meo/article/viewArticle/5324/html_28

Galloro V. **Status update. Hospitals are finding ways to use the social media revolution to raise money, engage patients and connect with their communities.** *Mod Healthc.* 2011

Mar 14;41(11):6-7, 16, 1.

As the social media revolution being built around Facebook, Twitter and YouTube has taken hold, hospitals haven't been left behind. Many see it as a vital part of communicating with their community. Free full-text

URL: <http://www.crainsdetroit.com/article/20110321/FREE/110329995/status-update-hospitals-are-finding-ways-to-use-the-social-media-revolution-to-raise-money-engage-patients-and-connect-with-their-communities>

Korda H, Itani Z. **Harnessing Social Media for Health Promotion and Behavior Change.** *Health Promot Pract.* 2011 May 10.

„Rapid and innovative advances in participative Internet communications, referred to as "social media," offer opportunities for modifying health behavior. Social media let users choose to be either anonymous or identified. People of all demographics are adopting these technologies whether on their computers or through mobile devices, and they are increasingly using these social media for health-related issues. Although social media have considerable potential as tools for health promotion and education, these media, like traditional health promotion media, require careful application and may not always achieve their desired outcomes. This article summarizes current evidence and understanding of using social media for health promotion.“ Access to full-text through HINARI.

URL: <http://hpp.sagepub.com/content/early/2011/05/10/1524839911405850.abstract>

Purdy CH. **Using the Internet and social media to promote condom use in Turkey.** *Reprod Health Matters.* 2011 May;19(37):157-65.

„Condoms are an important contraceptive method in Turkey, used by one in three couples using modern methods. However, withdrawal remains the most common form of contraception, resulting in many unwanted pregnancies. To address this issue and increase condom use in Turkey, DKT International, a social marketing enterprise, leveraged the high use of the Internet and social networking to help build Fiesta, a premium condom brand, and promote sales and condom use. By utilising a wide range of digital platforms--a new website, Facebook page, Google Adwords, an e-newsletter, viral marketing, banner ads and involving bloggers--Fiesta achieved strong recognition among the target audience of sexually active young people, though far more men than women. Retail audits, Internet analysis and sales performance suggest that using the Internet was instrumental in establishing Fiesta. Sales reached 4.3 million condoms (of which 8% were sold online) in the first 18 months. In contrast, Kiss, a far more inexpensive DKT condom, launched at the same time but with no digital campaign, sold 2.6 million. With the growing availability and use of the Internet and social media globally, family planning organizations should consider incorporating these technologies into their educational, outreach and marketing programmes.“ Access to full-text through HINARI.

URL: [http://www.rhm-elsevier.com/article/S0968-8080\(11\)37549-0/abstract](http://www.rhm-elsevier.com/article/S0968-8080(11)37549-0/abstract)

Usher W. **Types of social media (Web 2.0) used by Australian allied health professionals to deliver early twenty-first-century practice promotion and health care.** *Soc Work Health Care.* 2011 Apr;50(4):305-29.

„Types of social media (Web 2.0) usage associated with eight of Australia's major allied health professions (AHPs, n = 935) were examined. Australian AHPs are interacting with Web 2.0 technologies for personal use but are failing to implement such technologies throughout their health professions to deliver health care. Australian AHPs are willing to undertake online educational courses designed to up skill them about how Web 2.0 may be used for practice promotion and health care delivery in the early twenty-first century. Participants in this study indicated that educational courses that were offered online would be the preferred mode of delivery.“ Access to full-text through HINARI.

URL: <http://www.tandfonline.com/doi/abs/10.1080/00981389.2010.534317>

Cain J, Fink JL. **Legal and ethical issues regarding social media and pharmacy education.** *Am J Pharm Educ.* 2010 Dec 15;74(10):184.

„Pharmacy educators and administrators may struggle with the myriad of ethical and legal issues pertaining to social media communications and relationships with and among students. This article seeks to clarify some of these issues with a review of the legal facets and pertinent court cases related to social media. In addition, 5 core ethical issues are identified and discussed. The article concludes with recommendations for pharmacy educators with regard to preparing for and addressing potential legal issues pertaining to social media.“ Free full-text

URL: <http://www.ajpe.org/aj7410/aj7410184/aj7410184.pdf>

Alkhateeb FM, Clauson KA, Latif DA. **Pharmacist use of social media.** *Int J Pharm Pract.* 2011 Apr;19(2):140-2. doi: 10.1111/j.2042-7174.2010.00087.x. Epub 2011 Feb 25.

„The rapid emergence and exploding usage of social media (also called Web 2.0) present pharmacists with new professional, ethical and time management challenges... A survey was administered during the West Virginia Pharmacist Association 102nd Annual Convention held in October 2009. The meeting participants were pharmacists practising in the different regions of West Virginia. The survey was completed by all 50 pharmacists in attendance, yielding a response rate of 100%. Social media use was found to be common among West Virginia pharmacists, with the most frequently used applications including: YouTube (74%), Wikipedia (72%), Facebook (50%), and blogs (26%). However, there were some tools that pharmacists barely used such as Bebo, Hi5, Flickr and Friendster. Given the widespread use of Facebook by respondent pharmacists, it is noteworthy that they indicated the main purposes for using it were for chatting, uploading pictures and keeping touch with friends rather than for professional and educational purposes.“ Access to full-text through HINARI.

URL: <http://onlinelibrary.wiley.com/doi/10.1111/j.2042-7174.2010.00087.x/abstract;jsessionid=D11EFDCFE0DE766AC6591EB7B4D238EC.d02t04>

Emerging evidence in web 2.0 medical literature

Links to articles that form the *evidence base* regarding the use of web 2.0 tools in medicine. „Many are surveys, observational and/or case studies. Prominent medical researchers in this area are from the United Kingdom although there are a few major studies done in the United States. Early investigations deal with the effectiveness of blogs in teaching, networking and using wikis. Newer studies concentrate on Facebook and Twitter, and examining unprofessional behaviour in those spaces.“

URL:

http://hlwiki.slais.ubc.ca/index.php/Emerging_evidence_in_web_2.0_medical_literature

McNab Ch. **What social media offers to health professionals and citizens.**

Bulletin of the World Health Organization 2009;87:566-566. doi: 10.2471/BLT.09.066712

„Social media is a new and constantly evolving area. While there is a growing body of research on health information and social media, most is focused on how it can be used by advertisers to attract new consumers. Much more needs to be known and shared about how

best to use social media to achieve public health outcomes. Action research focused on “learning by doing” and sharing lessons among peers across the globe is vital. Public health professionals should also be aware of web-based analytical tools such as Google Insights and analytical tips from the social media community.“

URL: <http://www.who.int/bulletin/volumes/87/8/09-066712/en/index.html>

Social Media Use Policies

American Medical Association Policy: Professionalism in the Use of Social Media

„Participating in social networking and other similar Internet opportunities can support physicians’ personal expression, enable individual physicians to have a professional presence online, foster collegiality and camaraderie within the profession, provide opportunity to widely disseminate public health messages and other health communication. Social networks, blogs, and other forms of communication online also create new challenges to the patient-physician relationship. Physicians should weigh a number of considerations when maintaining a presence online...“

URL <http://www.ama-assn.org/ama/pub/meeting/professionalism-social-media.shtml>

Social Media and the Medical Profession: A guide to online professionalism for medical practitioners and medical students

A joint initiative of the Australian Medical Association Council of Doctors-in-Training, the New Zealand Medical Association Doctors-in-Training Council, the New Zealand Medical Students’ Association and the Australian Medical Students’ Association. “Although doctors and medical students are increasingly participating in online social media, evidence is emerging from studies, legal cases, and media reports that the use of these media can pose risks for medical professionals. Inappropriate online behaviour can potentially damage personal integrity, doctor-patient and doctor-colleague relationships, and future employment opportunities...”

URL: <http://ama.com.au/node/6231>

Appropriate Use of Social Media in Healthcare Organizations

A slideshow focusing on how healthcare institutions should use social media

URL: <http://sciencerooll.com/2011/04/16/appropriate-use-of-social-media-in-healthcare-organizations/>

VUMC Social Media Policy and Guidelines

From the Vanderbilt University Medical Center. „Because of the emerging nature of social media platforms these guidelines do not attempt to name every current and emerging platform. Rather, they apply to those cited and any other online platform available and emerging including social networking sites and sites with user-generated content. Examples include but are not limited to the following: a. You Tube, b. Facebook; c. iTunes; d. LinkedIn;

e. Twitter; f. Blogs; g. Social media content that is hosted internally and protected by VUNet ID/Password.

URL: <http://www.mc.vanderbilt.edu/root/vumc.php?site=socialmediatoolkit&doc=26923>

Related AIHA resources

Health Resources Digest - June 2008 - Internet Research Organizers

http://www.eurasiahealth.org/attaches/99742/digest_June08_eng.pdf

Health Resources Digest -February 2006- Health Communication and Mass Media

<http://www.eurasiahealth.org/attaches/99024/Health%20Resources%20Digest%20Feb%2006-eng.pdf>

Health Resources Digest -March 2003 Weblogs and Weblog Publishing Tools

<http://www.eurasiahealth.org/attaches/98859/Health%20Resources%20Digest%20Mar%2003-eng.pdf>

Internet Resources Digest Forthcoming Topics [Provisional]

- EBM Journal Clubs
- PDAs for Clinical Use
- Palliative Care Resources

If you have a suggestion for a Digest topic, or would like to contribute information about Internet resources, then please contact [ibra\[at\]zadar.net](mailto:ibra[at]zadar.net)

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