Social Media for Early Career Cardiologists: A Platform to Connect, Learn and Collaborate

#ACCEarlyCareer
Sanah Christopher, MD, RPVI, FACC

Interventional Cardiologist, Hawaii Pacific Health
Co-Chair, ACC Early Career Social Media Section
No disclosures
@Sanchris999
Agenda

• Social Media as a Tool for Sharing and Assimilating Educational Content as an Early Career Cardiologist
  – Hady Lichaa, MD, Ascension Medical

• Creating a Social Media Presence at an Institutional Level
  – Mirza Umair Khalid, MD, FACC, Baylor College of Medicine

• Panel Discussion

• Questions and Answers
Webinar Objectives

• How to use social media to share and assimilate education

• Steps involved in initiating and promoting a social media presence at the institutional level
Panelist: Mary Norine Walsh, MD, MACC

Medical Director HF and Cardiac Transplantation
St Vincent Heart Center, Indianapolis, IN
Past President, American College of Cardiology
@MinnowWalsh
Panelist:

Purvi Parwani, MD

Early Career Chair and Board of Trustees, SCMR
Assistant Prof. of Medicine
Director, Women’s Cardiovascular Disease Clinic
International Heart Institute
Loma Linda University Health

Twitter: @purviparwani, Instagram: @drpurviparwani
LinkedIn: Purvi Parwani
Panelist:
Kevin S. Shah, MD, FACC

Assistant Professor, University of Utah
Heart Failure & Transplant Cardiology
No disclosures

@KevinShahMD
Social Media Moderator:
Tefsaye Telila, MD, FACC, FSCAI

Interventional Cardiologist at Piedmont Heart Institute, Fayetteville, GA
@TTelila
Educational Value of Social Media for Early Career Cardiologists

Hady Lichaa, MD, FACC, FSCAI, FSVM, RPVI
Assistant Professor of Medicine – University of Tennessee Health Science Center
Ascension Saint Thomas Heart
Murfreesboro & Nashville TN
No relevant disclosures
@HadyLichaaMD
Printing Press & Renaissance
The Word Spread…
Digital Age
“Second Renaissance”
“Amplified” Second Renaissance
Social Media: Double Edge Sword
Why Social Media for Early Career Cardiologists?
Human Nature
Educational experience

- Cases
  - Cases
  - Cases
Availability
Novelty

Wollmuth et al. Eurointervention - PCROnline - Dec 2020
Synthesis
Involvement

don’t just take, give.
Like-Mindedness

- Professional
- Intellectual
- Social
Academic Collaboration
Multi-Specialty Collaboration
Business of Medicine
Promotion
Advocacy
Support
Careful

• Unprofessional exchanges

• HIPPA

• Medico-legal

• 1 or 2 platforms

• Target population
Creating Social Media Presence at an Institutional Level

Mirza Umair Khalid, MD FACC
Assistant Professor of Medicine-Cardiology, Baylor College of Medicine
Director, Cardiac Ambulatory Care Clinic, Michael E. DeBakey VA Medical Center
Associate Director (Academics), Cardiology Fellowship Program, Baylor College of Medicine
No disclosures

Twitter handle: @Umair2017
Objectives

• Importance of institutional Social Media involvement
• Steps involved in creating an institutional social media profile
• Encouraging faculty members in social media activities
Importance of Institutional Social Media Involvement
Why Social Media

• To connect – within institutions, outside and even internationally!
• To learn (share and assimilate educational content)
• Brand development for institutions
• Improvement in institutional reputation and ranking
Correlations Between Hospitals' Social Media Presence and Reputation Score and Ranking: Cross-Sectional Analysis

Justin D Triemstra, Rachel Stork Poeppelman, Vineet M Arora

**Results:** We observed significant correlations for children's hospitals' reputation score and total points with the number of Twitter followers (total points: $r=0.465$, $P<0.001$; reputation: $r=0.524$, $P<0.001$) and Facebook followers (total points: $r=0.392$, $P=0.002$; reputation: $r=0.518$, $P<0.001$). Significant correlations for the adult hospitals reputation score were found with the number of Twitter followers ($r=0.848$, $P<0.001$), number of tweets ($r=0.535$, $P<0.001$), Klout score ($r=0.242$, $P=0.02$), and Facebook followers ($r=0.743$, $P<0.001$). In addition, significant correlations for adult hospitals total points were found with Twitter followers ($r=0.548$, $P<0.001$), number of tweets ($r=0.358$, $P<0.001$), Klout score ($r=0.203$, $P=0.05$), Facebook followers ($r=0.500$, $P<0.001$), and Instagram followers ($r=0.692$, $P<0.001$).

**Conclusions:** A statistically significant correlation exists between multiple social media metrics and both a hospital's reputation score and total points (i.e., overall rank). This association may indicate that a hospital's reputation may be influenced by its social media presence or that the reputation or rank of a hospital drives social media followers.
Conclusions

Institutional social media presence is independently associated with USNWR divisional ranking and reputation score. Improvement in social media following was also independently associated with improved or maintained divisional ranking and reputation score, with a threshold of 8000 additional followers as the best predictor of improved or stable ranking.
Twitter Activity Associated With U.S. News and World Report Reputation Scores for Urology Departments

Shannon Ciprut, Caitlin Curnyn, Meena Davuluri, Kevan Sternberg, and Stacy Loeb

RESULTS

Among 42 scored urology departments with Twitter accounts, the median number of followers, following, and tweets were 337, 193, and 115, respectively. All of these Twitter metrics had a statistically significant positive correlation with reputation scores ($P < .05$). Content analyses revealed that most tweets were about conferences, education, and publications, targeting the general public or urologic community. Survey results revealed that the primary reason for Twitter use among urology departments was visibility and reputation, and urologists are considered the most important target audience.

CONCLUSION

There is statistically significant correlation between Twitter activity and USNWR reputation scores for urology departments. Our results suggest that Twitter provides a novel mechanism for urology departments to communicate about academic and educational topics, and social media engagement can enhance reputation. UROLOGY 108: 11–16, 2017. © 2017 Elsevier Inc.
Steps Involved in Creating an Institutional Social Media Profile
Experience from My Institution

- Efforts started in 3/2019
- >50 faculty members & > 20 cardiology FITs
- Department of “Communications and Community Outreach”
  - Social Media Section
- “Guidelines” regarding institutional social media accounts
Steps to Request a Twitter Account

To request a Twitter account:

1. Fill out the Twitter Account Request Form.
2. Once a Twitter account application is considered for approval, prospective Twitter account managers and administrators will need to send three drafted posts once per week to Anna Kiappes for three consecutive weeks including content that is relevant to the department, center or group. **All nine drafted posts cannot be sent at one time.**
3. Once the trial period is over, Institutional Web Management will create the account with basic information and send the login information to the designated administrators.
General Guidelines

In general, College information should remain on Baylor servers. This policy outlines acceptable non-Baylor websites where College information is permitted. If you have questions, please contact Institutional Web Management at pa-webteam@bcm.edu.

The following guidelines help ensure effective use of social media and aim to protect personal and professional reputations when interacting on social media platforms.

**Protect patient information:** Baylor employees must follow the applicable federal requirements outlined by FERPA and HIPAA (Baylor login required). Make sure to never disclose confidential patient Protected Health Information (PHI), comment about the care of any patient or participation of any research volunteer.

**Be appropriate:** Do not engage in any form of harassment, derogatory or inflammatory remarks about an individual’s race, age, disability, religion, national origin, physical attributes, sexual orientation or health condition. Additional information available on our [Institutional Diversity, Inclusion and Equity](https://www.bcm.edu/about-us/our-campus/administrative-offices/communications/social-media) pages.

**Comply with copyright and fair use:** Respect the intellectual property of others. Do not violate copyrighted or trademarked material. When sharing content online, be sure to follow [copyright law](https://www.bcm.edu/about-us/our-campus/administrative-offices/communications/social-media) and [fair use laws](https://www.bcm.edu/about-us/our-campus/administrative-offices/communications/social-media).

**Videos and social media:** All videos that will be manually uploaded to a social media platform (i.e. Facebook, Instagram, LinkedIn or Twitter) must be sent to pa-webteam@bcm.edu before sharing. This is to ensure the video meets the College’s brand guidelines and follows copyright laws.

**Protect Baylor’s reputation:** The official Baylor logo may not be used on any social media site without the approval of Institutional Web Management. View brand guidelines for more information.

**Respect Baylor’s time and property:** The College’s computers are to be used for college-related business and in compliance with established [acceptable use policy](https://www.bcm.edu/about-us/our-campus/administrative-offices/communications/social-media) (Baylor login required).

As a rule, never write anything you wouldn’t want published on the front page of a newspaper
Creating Institutional Accounts

- Institutional branding
- Approval from section chair
- Regular posts to keep account active
- Similar process and guidelines for all platforms (Twitter, Instagram, Linkedin, YouTube)
- Check your institutions for guidelines and process
April 2019

The Section of Cardiology at @BCMHouston is nationally and internationally recognized for its outstanding clinical and scientific research programs.

📍 Houston, TX  🌐 bcm.edu/departments/me...  🎓 Born July 12
📅 Joined April 2019
Encouraging Faculty Members in Social Media Activities
Next Steps After Creating the Institutional Profile

- Encourage faculty & fellows to get connected
- Tag them on posts
- Multiple designated administrators
- Highlight achievements
- Schedule of posts
Summary

• Institutional social media is important- data shows its association with improved institution reputation
• Creating and managing institutional social media can be easy
• Important- follow local institutional guidelines
• Encourage faculty members to be active on social media
Questions? Comments?

Share your success stories, questions and comments in the chat box!
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