

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

#ACCEarlyCareer



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Interventional Cardiologist, Hawaii Pacific Health
Co-Chair, ACC Early Career Social Media Section

No disclosures

[@Sanchris999](#)



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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](#)*



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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



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Panelist:

Kevin S. Shah, MD, FACC

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

@KevinShahMD



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Social Media Moderator: Fawaz Alenezi, MD, MSc

*Assistant Professor of Medicine
Duke Heart Center
Duke University School of Medicine
Interested in Multimodality CV imaging
[@AleneziMd](#)*

Social Media Moderator: Tesfaye 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](#)

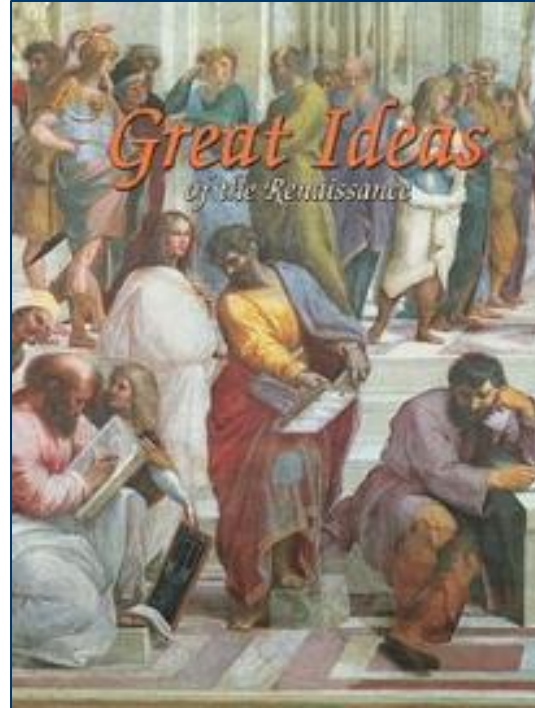


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Printing Press & Renaissance



The Word Spread...



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Digital Age



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“Second Renaissance”



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“Amplified” Second Renaissance



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Social Media: Double Edge Sword



Why Social Media for Early Career Cardiologists?



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Human Nature



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Educational experience

- Cases
 - Cases
 - Cases



Availability



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Novelty



Wollmuth et al. Eurointervention - PCROnline - Dec 2020



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Involvement

don't
just take,
give.



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Like-Mindedness

- Professional
- Intellectual
- Social



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Academic Collaboration



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Synergy



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Multi-Specialty Collaboration



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Business of Medicine



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Promotion



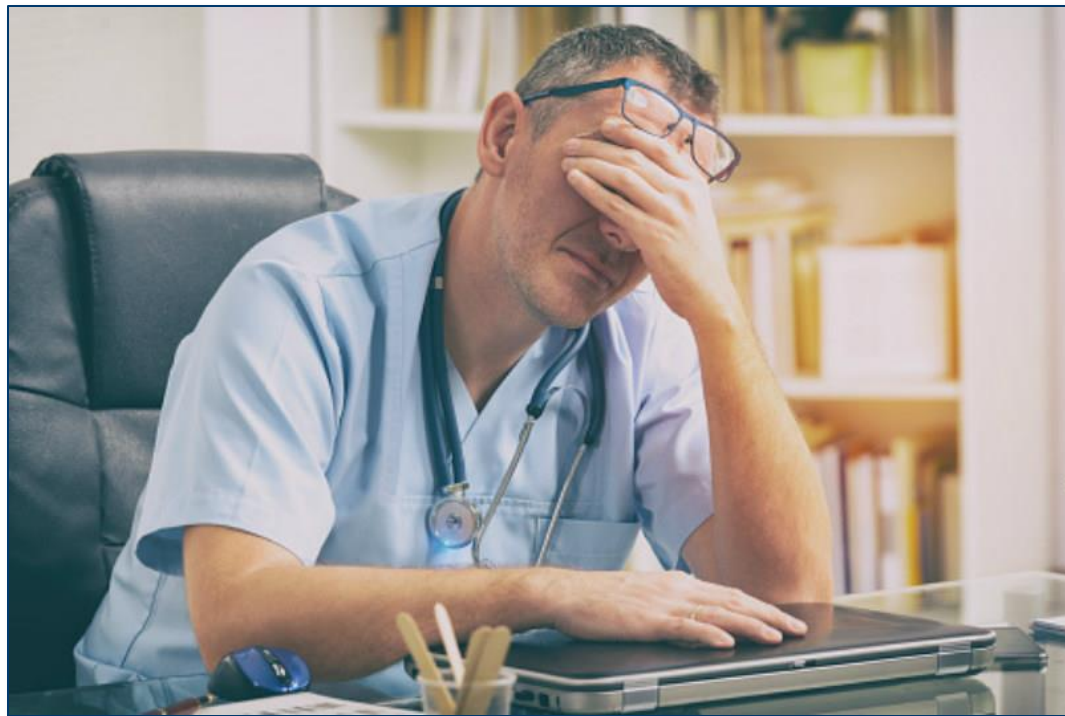
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Advocacy



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Support



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Careful

- Unprofessional exchanges
- HIPAA
- 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](https://twitter.com/Umair2017)



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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



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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 Triemstra¹, Rachel Stork Poeppelman², Vineet M Arora³

Results: We observed significant correlations for children's hospitals' reputation score and total points with the number of Twitter followers (total points: $r=.465$, $P<.001$; reputation: $r=.524$, $P<.001$) and Facebook followers (total points: $r=.392$, $P=.002$; reputation: $r=.518$, $P<.001$). Significant correlations for the adult hospitals reputation score were found with the number of Twitter followers ($r=.848$, $P<.001$), number of tweets ($r=.535$, $P<.001$), Klout score ($r=.242$, $P=.02$), and Facebook followers ($r=.743$, $P<.001$). In addition, significant correlations for adult hospitals total points were found with Twitter followers ($r=.548$, $P<.001$), number of tweets ($r=.358$, $P<.001$), Klout score ($r=.203$, $P=.05$), Facebook followers ($r=.500$, $P<.001$), and Instagram followers ($r=.692$, $P<.001$).

Conclusions: A statistically significant correlation exists between multiple social media metrics and both a hospital's reputation score and total points (ie, 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.



> J Med Internet Res. 2019 Sep 6;21(9):e13345. doi: 10.2196/13345.

Association Between Institutional Social Media Involvement and Gastroenterology Divisional Rankings: Cohort Study

Austin Lee Chiang ^{1 2}, Loren Galler Rabinowitz ³, Akhil Kumar ⁴, Walter Wai-Yip Chan ^{1 2}

Affiliations + expand

PMID: 31493321 PMCID: [PMC6754684](#) DOI: [10.2196/13345](#)

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

lets the content, and their objectives for Twitter use.

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.



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Steps Involved in Creating an Institutional Social Media Profile



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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. [REDACTED] 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](#) 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](#) and [fair use laws](#).

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](#) (Baylor login required).

As a rule, never write anything you wouldn't want published on the front page of a newspaper



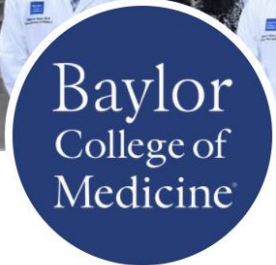
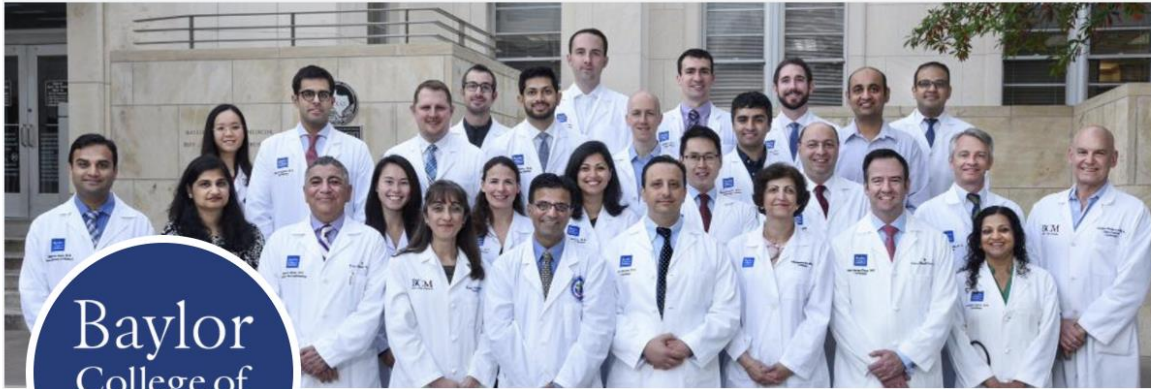
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Creating Institutional Accounts

- 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



Following

BCM Cardiology

@BCMHeart Follows you

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



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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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