



ACC.18™

67<sup>th</sup> Annual Scientific Session & Expo

ORLANDO  
MARCH 10 - 12  
2018

# #MedEd and #SoMe

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Julie Damp, MD, FACC  
@BoydDamp

# Objectives

- Define social media
- List at least 3 ways it is used in medical education
- Generate ideas for you to apply this to your program

\*some slides adapted from Katie Berlacher, MD @KBerlacher



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Which accounts do you have?

Are they personal or work-related?

Do your fellows use them?



**Linked in**



# Social Media (SoMe) is

Forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content *(Webster)*

Blog

Microblog (Twitter)

Social network (Facebook)

Professional network (LinkedIn)

Media sharing (YouTube, podcasting)

Content creation sharing (Google)



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# Uses in Medicine

Network



Recruit



Educate



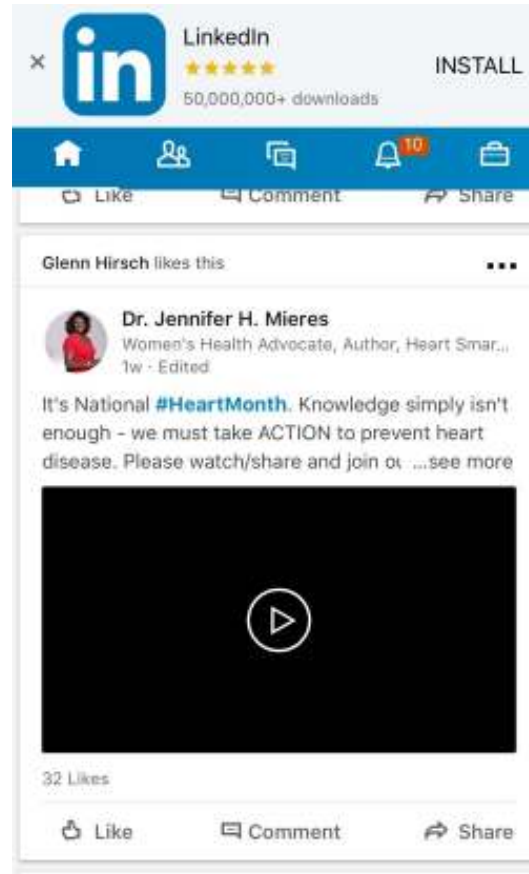
Advertise



Advocate



# Network



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# Advertise/Brand



# Advocate

facebook.com

**Julie Boyd Damp**  
September 23, 2016 at 5:27pm · 🌐

Nashville area Race for the Cure is a week away! Join us in raising funds for this great cause! ❤️

 info-komen.org  
Susan G. Komen® Greater Nashville - 2016 Komen Greater Nashville...  
Race for the Cure: Julie Damp

👍 Jane Sevier and 14 others

👍 Like    💬 Comment    ➦ Share

**Julie Boyd Damp**  
July 30, 2016 at 7:24pm · 🌐

12:20    LTE

**Julie Damp**  
288 Tweets

Tweets    Tweets & replies    Media    Likes

today! #ILookLikeACardiologist  
#WearRedDay @GoRedForWomen  
#WomenInMedicine @BoydDamp  
@LisaMen55989478 @EstherSHKimMD  
@VUMChealth - at Vanderbilt University  
Medical Center


 

🗨️ 5    ❤️ 17

**Julie Damp @BoydDamp · 6d**  
Wearing our red today! @VUMC\_heart  
@VUMChealth @LisaMen55989478  
@EstherSHKimMD @saranegrotto  
@jehahu #GoRedForWomen  
#WearRedDay




Instagram    Sign up    Log in

 **susangkomen** ✓  
Follow

Susan G. Komen Be #MoreThanPink.  
www.bemorethanpink.org

305 posts    47.7k followers    77 following





# Education

Dissemination

Discussion

Dissection

Deliberation



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# Pros

- Engages learners
- Allows for interaction between learners
- Broadens audience that can be reached
- All the kids are doing it



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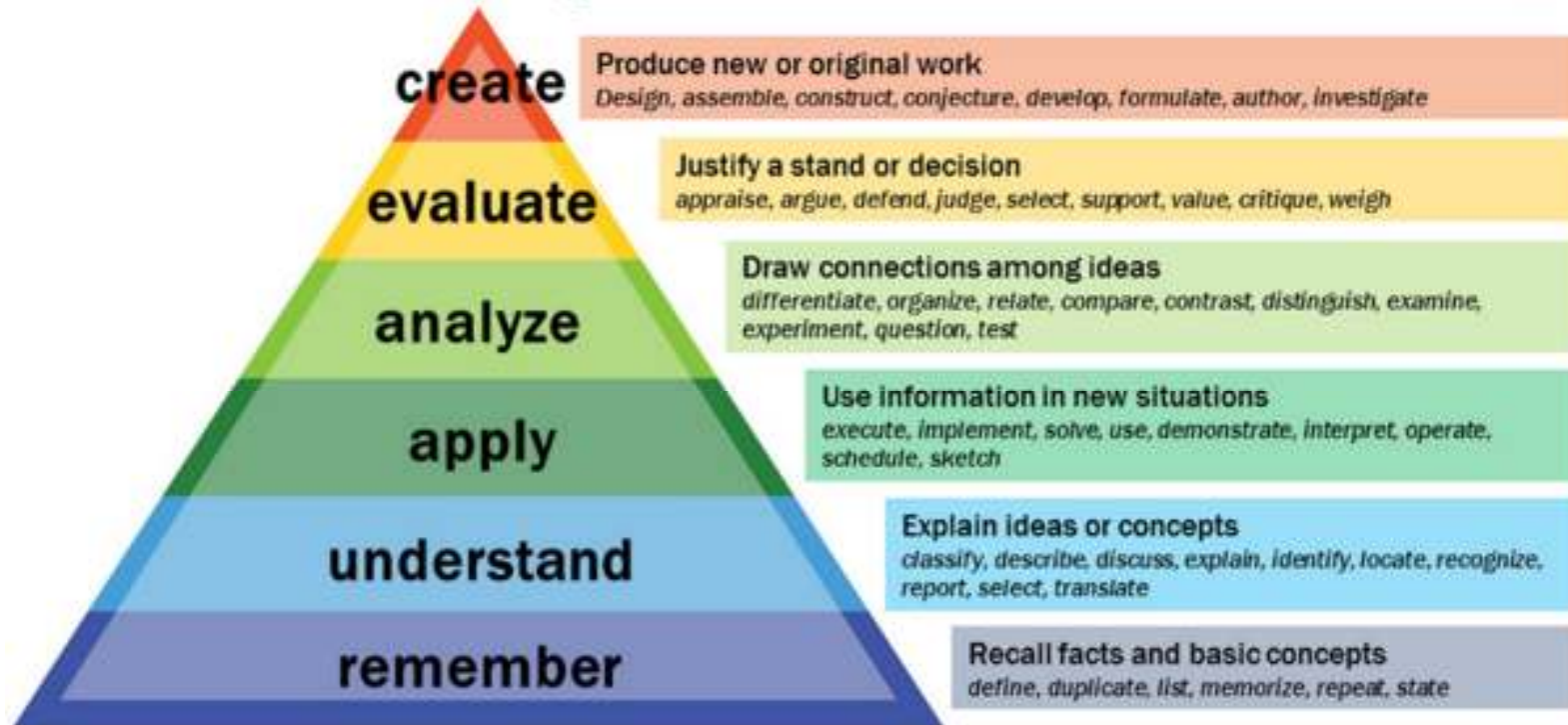
# Cons

- Often out in the public domain
- Once its out there, its out there



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# Bloom's Taxonomy



Vanderbilt University Center for Teaching

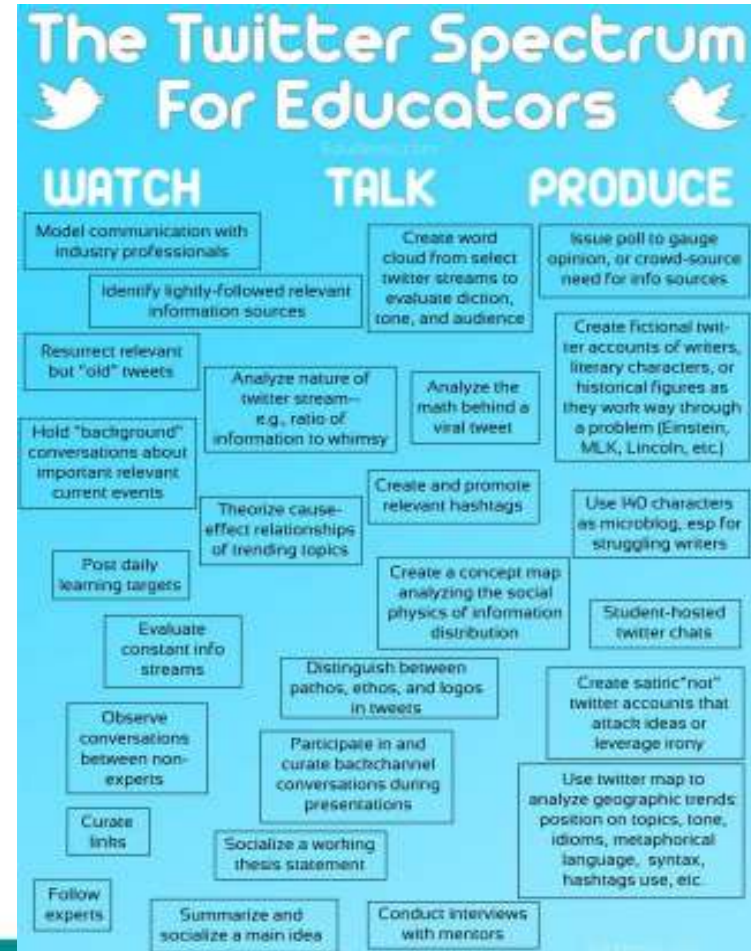


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## BLOOM'S TAXONOMY & TWITTER

<b>CREATE</b>	<ul style="list-style-type: none"> <li>- <b>Invent</b> a Twitter application</li> <li>- <b>Create</b> a fake but accurate Twitter profile for a historical or literary figure</li> <li>- <b>Remix</b> trending tweets with video and music to create a PSA</li> </ul>
<b>EVALUATE</b>	<ul style="list-style-type: none"> <li>- <b>Combine</b> multiple tweets on a single topic into a story</li> <li>- <b>Criticize</b> a Twitter user's argument</li> <li>- <b>Predict</b> trending words and phrases based on current Twitter trends and world news</li> <li>- <b>Convince</b> someone on a topic based purely on tweets for evidence</li> </ul>
<b>ANALYZE</b>	<ul style="list-style-type: none"> <li>- <b>Compare &amp; contrast</b> Twitter to other forms of social media</li> <li>- <b>Analyze</b> tone in different tweets</li> <li>- <b>Examine</b> bias in different tweets</li> <li>- <b>Diagram</b> a web showing connections between popular/trending tweets</li> </ul>
<b>APPLY</b>	<ul style="list-style-type: none"> <li>- <b>Give an example</b> of a tweet for an assigned political leader</li> <li>- <b>Illustrate</b> popular/trending tweets</li> <li>- <b>Paraphrase</b> a book, poem, or text using 140 characters</li> </ul>
<b>UNDERSTAND</b>	<ul style="list-style-type: none"> <li>- <b>Summarize</b> tweets on a relevant topic</li> <li>- <b>Translate</b> tweets in other languages</li> <li>- <b>Estimate</b> the number of tweets a user will post based on previous tweets per day</li> <li>- <b>Rewrite</b> tweets in your own words</li> </ul>
<b>REMEMBER</b>	<ul style="list-style-type: none"> <li>- <b>Follow</b> relevant Twitter users (historians, scientists, etc.)</li> <li>- <b>Define</b> major elements of Twitter (tweet, hashtag, etc.)</li> <li>- <b>Observe</b> geographical trends in tweets with <a href="#">TrendsMap</a></li> <li>- <b>Match</b> political tweets with political parties</li> </ul>

© TeachBytes 2013

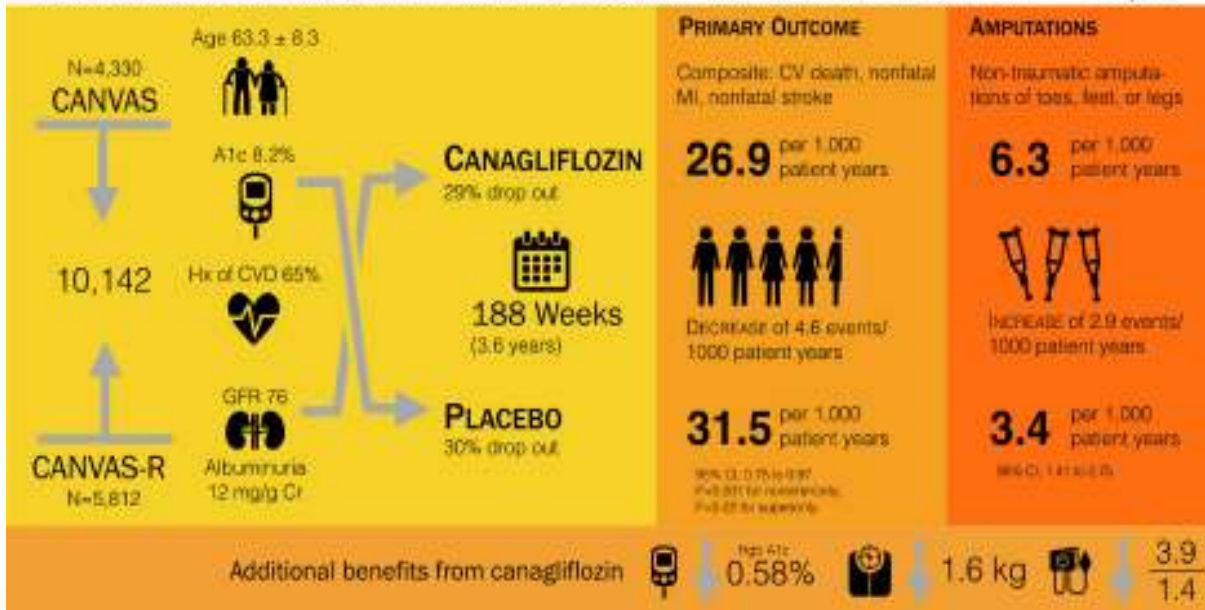


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# Dissemination

## Canagliflozin (SGLT2i) for type 2 DM: cardiovascular outcomes

Canagliflozin and Cardiovascular and Renal Events in Type 2 Diabetes.  
 B Neal, V Perkovic, K W Mahaffey, Dick de Zeeuw CANVAS Program Collaborative Group. NEJM 2017 Epub.



**Tweet**

Mourad H Senussi, MD  
 @msenussiMD

I had a great time talking about the PART method for subclavian/axillary lines with the wonderful folks at the Ultrasound Podcast. Always been a big fan! #POCUS #FOAMed @PittCardiology @PittCCM @pghpanther @HeyDrNik @ThinkingCC @emcrit

The PART method for US-guided subclavian CVC's with Mourad Se...  
 ultrasoundpodcast.com

# YouTube

The image shows a YouTube search for "cardiology ecc". The search results page displays a video titled "Central line placement" by the channel "Clinisnips". The video has 714,250 views and was published on July 16, 2009. The video player shows a close-up of medical equipment on a tray, including a syringe, catheter, and other tools. The video is currently at 0:05 / 4:17.

**Central line placement**  
714,250 views  
Published on Jul 16, 2009  
SUBSCRIBE 5.9K  
How to insert a central venous catheter line. For full details, visit <http://pocketnips.org> - it's free.

**Up next** (AUTOPLAY ON)

- Central line insertion (97K views)
- Safe Central Line insertion preparation (16K views)
- Central venous cath. (internal jugular vein).wmv1 (355K views)
- SUBCLAVIAN CENTRAL VENOUS CATHETERIZATION (419K views)
- Central Line Procedure (219K views)
- Central Line Internal Jugular (78K views)

# Discussion, Dissection, Deliberation

**Tweet**

Musa A. Sharkawi @MusaSharkawi

56 yo compliant low bleeding risk patient requires AVR. Active, no sports. What valve would you recommend? @MasriAhmadMD @DrMarthaGulati @ashkumar51 @DocSavageTJU @mmamas19 @HeartOTXHeartMD @majazay @Almanfi\_Cardio @mirvatalasna

Mechanical

Bioprosthetic

TAVR

140 votes · Final results

Tweet your reply

**Tweet**

John Mandrola, MD @drjohnm

It's published! LA Appendage closure is not ready for routine clinical use. In [@hrs\\_journal heart rhythm journal.com/article/S1547-...](https://www.hrsjournal.com/article/S1547-...) Thx @AndrewFoy82



Prash Sanders and 9 others  
10/12/17, 4:35 AM

110 Retweets · 179 Likes

**Tweet**

Bryan Vartabedian @Ooct... · 10/12/17

Replying to @drjohnm @hrs\_journal and 11 others

Congrats 🎉

Edward J Schloss MD @E... · 10/12/17

Impressive, but on first read, I must admit I'm a bit lost. Arguments come down to complex stat issues. Can I call for statistician consult?

Saurabh Jha @RogueRad · 10/12/17

Not a statistician, but the issue seems to be a battle between a ginormous "n" (NOACs) & a large "n" (Watchman)

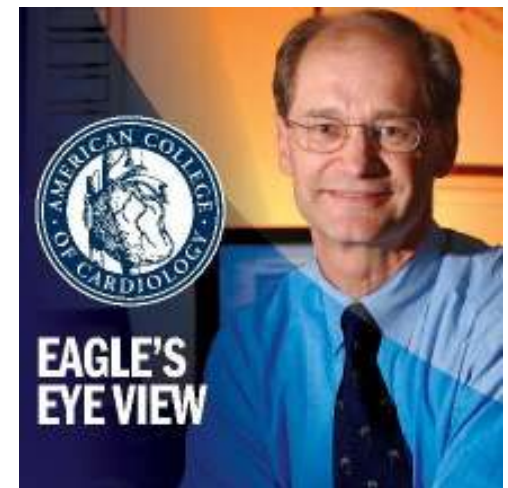
Bryan Vartabedian @Ooct... · 10/12/17

I'm not a statistician, but I play on one Twitter,...

laminopathies support gro... · 2/16/18

Replying to @drjohnm @hrs\_journal and 11 others

Why are so many doing it then? It was offered to my 86 year old father-in-law



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# Find your community...

@JACCJournals

@NEJM

@CircAHA

@AHAScience

@JAMACardio



@ACCCardioEd

@lots of individuals



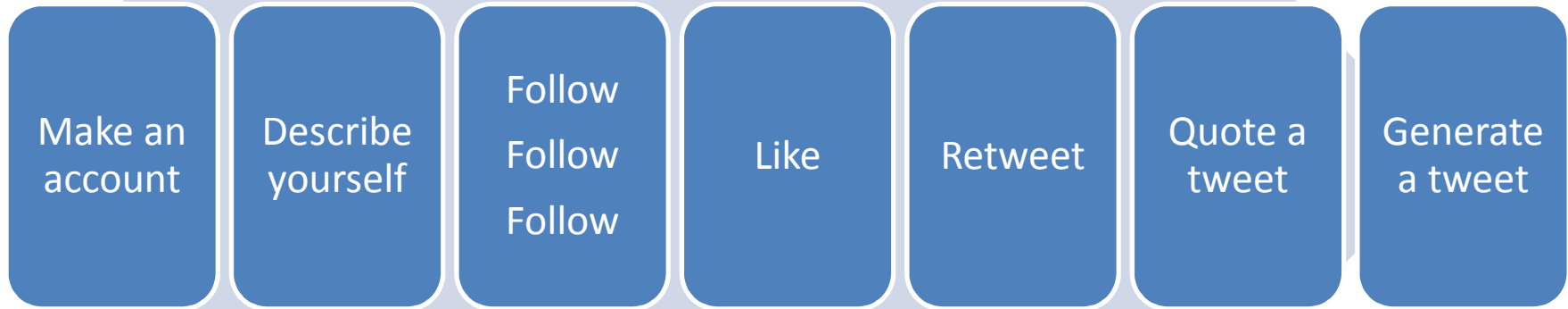
# What can a program do?

- Promote institution
- Promote fellows and faculty
- Conferences
  
- Hospitals typically have policies
- Future role for scholarly impact and promotions



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# How to



# Take Home Points

- **Social Media:** forms of e-communication where users create online communities to share information, ideas, messages, and other content
- **Use it to:** Network, Advertise, Advocate, Educate
- **Educate by:** Dissemination, Discussion, Dissection, Deliberation



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**#thankyou**



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# First Annual CV Program Director Survey

Coming shortly after ACC.18!

Help us better understand and address needs of  
our CV PD community

**Your participation is needed!**



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# CV Training Section Updates

- Google group (thank you!)
- Diversity initiatives
- Education research
- Training resources
- Acc.org publications



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