

SOCIAL MEDIA IN HEALTH CARE

John Sharp, MSSA, PMP

Objectives

- Define Social Media
- Describe the impact of social media on patient care
- Outline appropriate use of social media for health care professionals, both during work hours and on personal time

Disclosure

- Advisory Board, Within3.com

Within3 enables that engagement by building and sustaining secure online communities for formal and informal networks of health professionals.

Within3

Social Media Defined



- Social media is a blending of technology and social interaction for the co-creation of value
- Uses web-based technology to enable dialog
- User-generated content
- Social Networking a large part
- Health 2.0 – User generated healthcare

Traditional Websites

- limited interaction

The screenshot displays the Johns Hopkins Medicine website's patient care section. At the top, a blue navigation bar contains the text "Explore Johns Hopkins Medicine" with a right-pointing arrow, and a "PATIENT" tab. Below this is the Johns Hopkins Medicine logo, which includes a yellow shield with a blue cross and the text "JOHNS HOPKINS MEDICINE". A dark blue banner below the logo reads "Patient Care". Underneath this banner is a yellow navigation bar with three links: "Hospitals & Locations", "Conditions & Treatments", and "For Health Professionals". At the bottom of the page, there is a footer area with "FONT SIZE" controls (minus and plus icons), a "PRINT THIS PAGE" link with a printer icon, and a "Share this page:" section with icons for email, Twitter, Facebook, and a "More" link. The main content area has a breadcrumb trail: "Home > Johns Hopkins Patient Care". The primary heading is "Request an Appointment". Below this is a sub-heading "If You Live In Maryland". The text describes the services offered and provides instructions on how to request an appointment, including a link to the "online physician directory" and a phone number (410-955-5464 for adults, 410-955-2000 for pediatrics). It also mentions the "Johns Hopkins Community Physicians" and provides a link to their "Web site".

Explore Johns Hopkins Medicine ▶ PATIENT

 **JOHNS HOPKINS**
MEDICINE

Patient Care

Hospitals & Locations Conditions & Treatments For Health Professionals

FONT SIZE   PRINT THIS PAGE 

Share this page:     More

[Home](#) > [Johns Hopkins Patient Care](#)

Request an Appointment

If You Live In Maryland

Johns Hopkins Medicine provides a wide range of comprehensive and cost-effective health care services. To request an appointment with a specific provider, please visit our [online physician directory](#) to find a doctor by name, specialty or location. If you'd prefer to speak with someone directly, please call 410-955-5464 (Adults) or 410-955-2000 (Pediatrics).

Additionally, Johns Hopkins Community Physicians offers primary care, including internal medicine, obstetrics and gynecology, and pediatrics, and some specialty care at 25 convenient locations throughout Maryland. For more information, or to make an appointment, please visit the [Johns Hopkins Community Physicians Web site](#).

One-way communication

- contact us
- request appointment
- ask a question



Cleveland Clinic Wellness Tip: Just 30 minutes of secondhand smoke a week can up your risk of stroke by 56 percent. If your friends smoke, politely ask them to put it out. 8 hours ago

[Wall](#)
[Info](#)
[About Us](#)
[Facts](#)
[YouTube](#)
[Events](#)

Cleveland Clinic
[Contact Us 800.223.2273](#)
[Make an Appointment](#)
[Phone Directory](#)
[Visit Us](#)
[Health Information](#)
[Find A Doctor](#)
[Locations](#)
[Contact Us](#)


Social Media – Two way communication

[Who We Are](#)

[Quick Facts](#)

- Founded in 1921
- Headquartered in Cleveland, OH, USA

[2008 Annual Report](#)
[Specialties](#)

- Anesthesiology
- Cancer (Taussig)
- Children's Hospital
- Dermatology & Plastic Surgery
- Digestive Disease
- Endocrinology & Metabolism
- Head & Neck
- Heart & Vascular (Miller)
- Infectious Disease

- Neurology
- Respiratory
- Surgery
- Urology & Kidneys (Glickman)
- Wellness & Prevention
- Women's Health

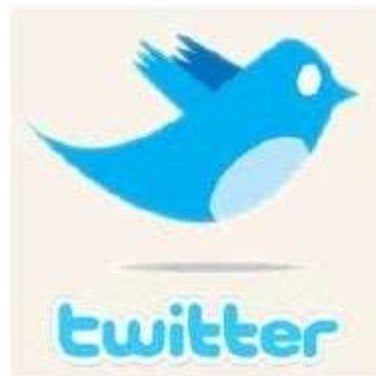

[Spring Allergies](#)

The beauty of spring can mean misery for allergy sufferers. Learn how to avoid hay fever with these tips and treatments.

My husband has had one conversation with a staff member at Cleveland Clinic, and I love you all already. The person he talked with was knowledgeable, professional, empathetic, and encouraging. Thank you for giving him hope after a long and difficult medical crisis. We can't wait for his surgery!

Social Media – the Big Four

- Facebook – 500 million users
- Twitter - 145 million users
- LinkedIn – 60 million
- YouTube – more than 12 billion video views per month





National Association of Social Workers

Suggest to Friends

Join NASW Today!
<https://www.socialworkers.org/join.asp>

Twitter @nasw
<http://www.twitter.com/nasw>

LinkedIn Group
[m/gr 39](https://www.linkedin.com/group/urn:li:group:656839)

Facebook for
organizations

Founded:
1955

17,104 People Like This



Kate
Nicholson



Heather
Baker



Aubrey
Carter



Liberty
Moody



Sarah
Breen



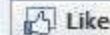
Melissa
Samuel

Favorite Pages

4 Pages

See All

National Association of Social Workers



Wall

Info

Notes

Career Center

Discussions

Photos



National Association of Social Workers + Others

National Association of Social Workers

Just Others



National Association of Social Workers Newly released U.S. Census data on poverty rates are alarming. To aid discussions about how to reduce this trend, NASW is making its full policy statement on Poverty and Economic Justice available to its members and the public FOR A LIMITED TIME ONLY.

Poverty and Economic Justice

**NASW Policy Statement - Poverty and Economic Justice**
www.socialworkers.org

Newly released U.S. Census data on poverty rates are alarming. To aid discussions about how to reduce this trend, NASW is making its full policy statement on Poverty and Economic Justice available to its members and the public FOR A LIMITED TIME ONLY.

Friday at 4:43pm · Share · Flag

15 people like this.

View all 4 comments



Sandra Rhodes Most people are only a paycheck away from poverty. I can't believe anyone would not want to get out poverty. I know people that are hard working and have been unemployed for over a year. I do agree with Angela we must focus on providing clients with positive coping mechanism, but along with hope, people need JOBS!!! and as Angela said it can't happen overnight

Yesterday at 7:38am · 1 person · Flag



National Association of Social Workers The link is now available.

Yesterday at 10:45am · 1 person · Flag



National Association of Social Workers NASW Credentials - Certified Clinical Alcohol, Tobacco, and Other Drugs Social Worker (C-CATODSW) - Recognizes highly trained social workers in the substance abuse field



Certified Clinical Alcohol, Tobacco, and Other Drugs Social Worker (C-CATODSW)

Twitter

Tags - #hcs
Health Care
Social Media

Social Media

twitter

Home Profile Find

What's happening? 140

New! Add a location to your tweets. Turn it on - No thanks

Latest: The #EMR Daily is out <http://bit.ly/dwJdgh> • Top stories today by @HealthTECHlive @_EXIGENT @Les_Murphy @healthITjunkie about 15 hours ago

Tweet

Real-time results for hcs [Save this search](#)
[Search for users »](#)

ShareMyIdea The loss of warmth and human touch in hospitals <http://lat.ms/deQSC6> #hcmktg **#hcs**
1:27 PM Sep 16th via TweetDeck
Top Tweet 7 Retweets

leximaven Would 40% of us really pay for mobile health care services? <http://bit.ly/aYsrSY> #hcsmeu #hcs #co_health
2:40 PM Sep 15th via TweetDeck
Top Tweet 4 Retweets

eyeonfda Lilly joins the blogoshere!? <http://ow.ly/2Exyf> #fdasm #hcs
8:36 AM Sep 15th via HootSuite
Top Tweet 4 Retweets

miller7 Open mic #hcs tonight! Join in!
2 minutes ago via TweetDeck

rawarrior RT @ePatientDave: @RAWarrior is on e-patients.net! "The Unwilling E-Patient: Learning to use my mother...." // #epatients #hcs
3 minutes ago via web

LinkedIn

610 Connections
link you to
4,782,747+
professionals

Social Media

LinkedIn [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [More...](#)

[Edit My Profile](#) [View My Profile](#)

John Sharp you

Manager, Clinical Research Informatics at Cleveland Clinic
Cleveland/Akron, Ohio Area | Hospital & Health Care



John Sharp eHealth blog post/book review - Connected for Health: The KP HealthConnect Story - must read for EHR implementations



eHealth » John W. Sharp on eHealth and Health IT »
Connected for... ehealth.johnwsharp.com

2 days ago • Like (1) • Comment • Share • See all activity

Current

- **Advisory Board at Within3**
- **Manager, Clinical Research Informatics at Cleveland Clinic**

Past

- IT Project Manager at Cleveland Clinic
- Web Administrator at Cleveland Clinic

Education

- Case Western Reserve University
- Case Western Reserve University

Recommendations

2 people have recommended John

Connections

500+ connections

Websites

- My Blog
- My Company
- My RSS Feed

Twitter

- JohnSharp

LinkedIn Groups Discussions

Updates: Last 7 Days



Gary Roll started a discussion:
midVenturesLAUNCH

17 minutes ago • [Add comment](#)



Sam Basta, MD, MMM, FACP, CPE started a discussion:
Guide to the Mayo Center for
Innovation Transform Symposium

2010 Talks (work in progress :-)

38 minutes ago • [Add comment](#)



Kathlyn Stone and 3 more
commented on:

Can healthcare be outsourced ?

Why cant we have doctors sitting in
India examining patients in US via webcams
and advance technology

2 hours ago • [69 comments](#)

[See all updates »](#)

YouTube – Hospitals, Health Information

The screenshot shows the Cleveland Clinic's YouTube channel interface. At the top, the Cleveland Clinic logo is displayed with the tagline "Every life deserves world class care." Below this is a navigation bar with links: "Visit Us", "Health Information", "Find A Doctor", "Locations", "Contact Us", and "Tour Cleveland Clinic". To the right of the navigation bar are social media icons for Facebook and Twitter. Below the navigation bar, the channel name "Cleveland Clinic" is shown with a "Subscribe" button and tabs for "Uploads" and "Playlists". The main video player displays a video titled "Innovation" featuring three medical professionals in a laboratory setting. Below the video player are tabs for "Info", "Comments", "Favorite", "Share", "Playlists", and "Flag". To the right of the video player, there is a sidebar with several video thumbnails and titles: "About Us" (1 day ago), "Cleveland Clinic Facts Campaign" (5 days ago), "Heart Health & Prevention" (2 days ago), "Nuclear Medicine" (2 days ago), and "Pediatric Care" (13 hours ago).

Cleveland Clinic
Every life deserves world class care.

[Visit Us](#) [Health Information](#) [Find A Doctor](#) [Locations](#) [Contact Us](#) [Tour Cleveland Clinic](#)

Cleveland Clinic
ClevelandClinic's Channel [Subscribe](#) [Uploads](#) [Playlists](#)

Innovation

3:02 / 4:10 [GO](#) 360p

[Info](#) [Comments](#) [Favorite](#) [Share](#) [Playlists](#) [Flag](#)

About Us
1 day ago
[more info](#)

Cleveland Clinic Facts Campaign
5 days ago
[more info](#)

Heart Health & Prevention
2 days ago
[more info](#)

Nuclear Medicine
2 days ago
[more info](#)

Pediatric Care
13 hours ago
[more info](#)

[Search](#)[Browse](#)[Upload](#)[Create Account](#)[Sign In](#)

Susannah Fox - Transform 2010 - Mayo Clinic

[mayoclinic](#)

869 videos

[Subscribe](#)[Block](#)[mayoclinic](#)

September 14, 2010

Susannah Fox, Associate Director of Digital Strategy for the Pew Internet Pro...



918

views

[Like](#)

0

[Save to](#)[Share](#)[<Embed>](#)

Suggestions



Patch Adams, M.D. -
Transform 2010 - Mayo Clinic

by mayoclinic
153 views



Interval Training-Mayo Clinic

by mayoclinic
68 views



Diabetic Gastroparesis-Mayo
Clinic

by mayoclinic
54 views



Craniosynostosis - Mayo Clinic

by mayoclinic
30 views

[Load more suggestions](#)

Social Media Presentations

Social Media Uses in Health Care

- Facebook – Wellness, links back to website
- Twitter – daily wellness tips, seminars, discoveries
- LinkedIn – recruitment, professional community

□ **Social Media**

By posting on any site below, you are bound by the [Social Media Policy](#).

 Facebook	 LinkedIn
 YouTube	 Twitter

Social Media for Patients - Empowerment

- Patient Communities
- Health and Wellness Information
- Custom Tools for monitoring/managing illness





Patient Communities

PatientsLikeMe.com - profile



Member since: 05/10/06
Last updated: 09/02/10
Last login: 09/02/10

ALS: Public Registry



iceberg
Male, 61 years
Connellsville, PA

Condition History

Onset: Legs
First symptom: 07/93
Diagnosis: 10/01

Profile Activity
6520 Views

About Me

I was first told in Dec. of 1995 that I had ALS. Was not confirmed until 2001. I was a toll collector on the Pa. turnpike. I had to go on disability reirement as of Aug. 24, 2009 because of the loss of the use of my thumbs. Still walk with a walker, and do for myself. This photo was at my wife's birthday party last year. It is my wife (Sharon) my grandson (Jake) and me in the front row. Back row is my mother (Catherine) my oldest daughter Julianne (jakes mom) and my youngest daughter Kim. They are my life and they are my helpers too. Only with family can we survive. [▼ More...](#)

1 mo 3 mo 6 mo
1 yr 2 yr All



PatientsLikeMe – Personal Profile



Condition History

Onset: Legs
First symptom: 07/93
Diagnosis: 10/01

Profile Activity

6520 Views

iceberg

Male, 61 years
Connellsville, PA

About Me

I was first told in Dec. of 1995 that I had ALS. Was not confirmed until 2001. I was a toll collector on the Pa. turnpike. I had to go on disability retirement as of Aug. 24, 2009 because of the loss of the use of my thumbs. Still walk with a walker, and do for myself. This photo was at my wife's birthday party last year. It is my wife (Sharon) my grandson (Jake) and me in the front row. Back row is my mother (Catherine) my oldest daughter Julianne (jakes mom) and my youngest daughter Kim. They are my life and they are my helpers too. Only with family can we survive. ▼ [More...](#)



Connecting Family and Friends When Health Matters Most

English | Español
Hi, John | Home | Log Out | My Profile | Store | Contact | Help

Visit | Create | **About** | Share Our Service | Donate | Partners | Newsroom

Our Service

Personal Stories

- Unexpected Purpose
- Team Support
- Shared Hope
- Connection to Hope
- Finding Encouragement
- Hope in Numbers
- Collection of Prayers
- Triumph Over Cancer**
- Premature Miracle
- B-Strong
- Maggie's Journey
- Ellery's Miracle
- Traci's Fight
- Helping Shirley Smile
- Sara's Story

Stories Archive

History

CaringBridge Team

Board of Directors

Career Opportunities

Fulfilling our Mission

Annual Report & Financials

Chronicling Daughter's Triumph over Cancer

"With CaringBridge I was able to share my deepest thoughts, wishes and prayers without leaving Madison's bedside."
—Beth Beck, Madison's mom



Feeling Crummy

Madison Beck was a normal six year old who had just started first grade. Within days of starting the school year her teacher noticed that she was having trouble staying awake in class. Over the next few weeks she became ill and complained of aches. But there was always a simple explanation for each symptom. Being tired was due to low iron. Leg pain was due to feeling crummy for weeks? Well that was mononucleosis.

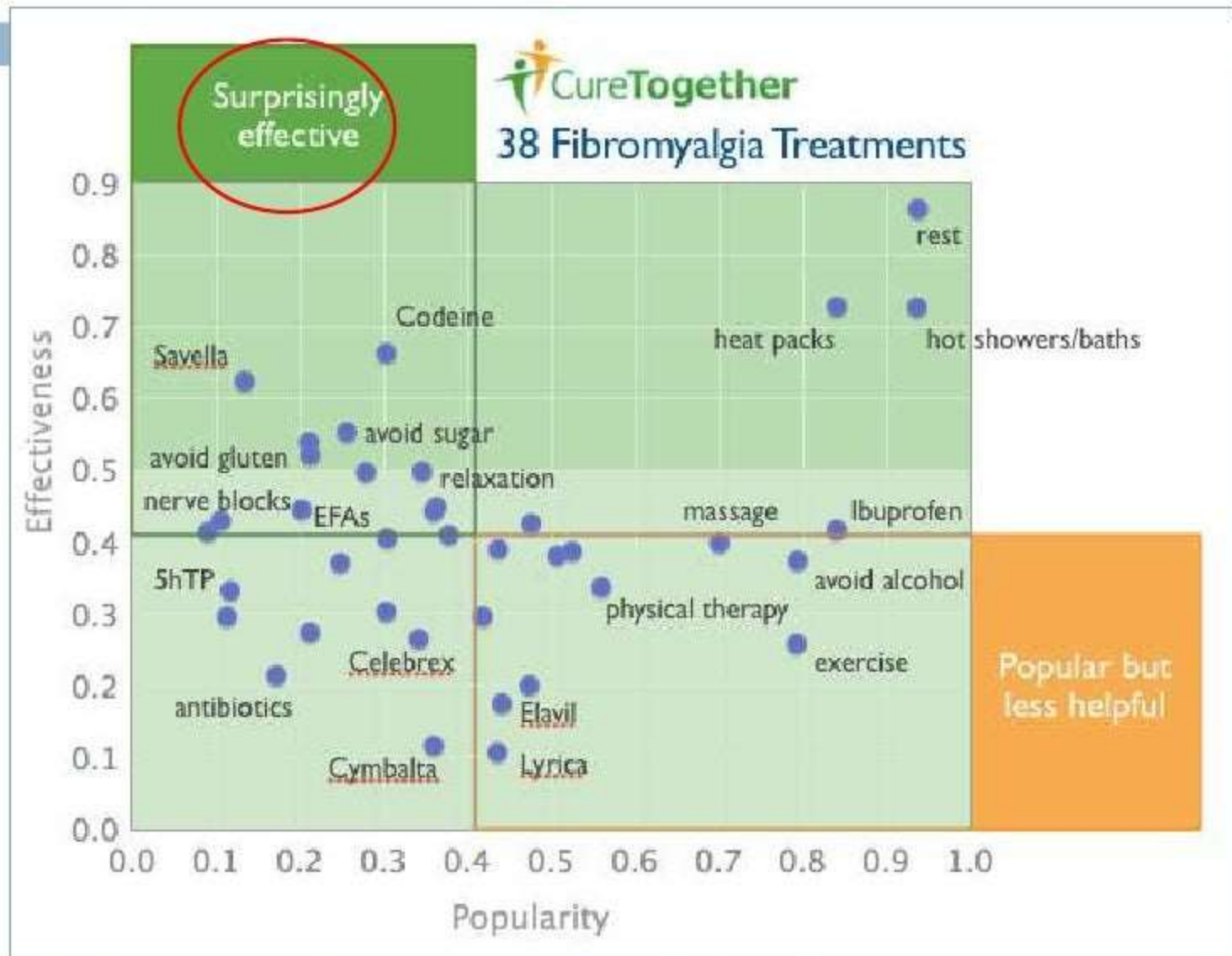
Madison's mom, Beth, was relieved to get the mononucleosis diagnosis. But that sense of relief didn't last long. The next day she had also sent Madison's blood work to the local children's hospital straight to the hospital and pack enough for a week's stay.

Cancer Journey Begins

"I will never forget the feeling I felt as I quickly gathered our clothes and made that first drive to the hospital," said Beth. "Within just a few hours we were given the life changing news that our child had leukemia."

Communicating with family, friends

Crowd Sourcing



Blogs as the Center of Online Communities



Diabetes Mine

A gold mine of straight talk and encouragement for people living with diabetes

[Home](#) | [Diabetes Essentials](#) | [Personal Stories](#) | [Products](#) | [Food](#) | [D-News Examined](#) | [Health 2.0](#) | [Books & Resources](#) | [Fun Stuff](#) | [Marketplace](#)



SHARE YOUR INNOVATION
FOR LIVING A BETTER LIFE
WITH DIABETES >>>



Diabetes Partner Pill



My Story
Newsweek



DiabetesMine.com
Merchandise



RECENT POSTS

Personal Stories

[« DiabetesMine: the all things diabetes blog home page »](#) [Previous Entries](#) [Next Page »](#)

My Own Definition of LADA

I've been reading up on LADA (Latent Autoimmune Diabetes in Adults) lately, and have come to a conclusion: I'm tired of quibbling about the scientific specs. To me, the term means just one important thing: It means I had this whole non-diabetic life until almost age 40, and then suddenly landed in the hospital and [...]

 [ShareThis](#)

[Read more »](#)

September 12th, 2010 | Categories: [Diabetes Essentials](#), [Self-Disclosure](#) | Comments: [\(37\)](#)

Meth Addiction & Diabetes: A Call for Help

I receive a lot of emails with questions about diabetes, mostly on pump models or how to motivate teenagers to test their glucose more often. I do my best to point people to the most valuable resources around. But late last week last I got an email I felt helpless to reply to: "I'm 28 [...]"

 [ShareThis](#)

[Read more »](#)

September 9th, 2010 | Categories: [Holy @#! Amazing Stories](#), [Personal Stories](#) | Comments: [\(8\)](#)





ABOUT AMY TENDERICH,
DIABETESMINE™

ADVERTISEMENT

KUDOS



ACHIEVING SUCCESS WITH DIABETES



WINNER
The Best of 2007
HealthCentral.com

"Wonderful!"
— Brian Kipper,
TheHealthCareBlog.com

"Straight from the heart and
creatively written!"
— Paul Chaney, The Diabetes
Blog

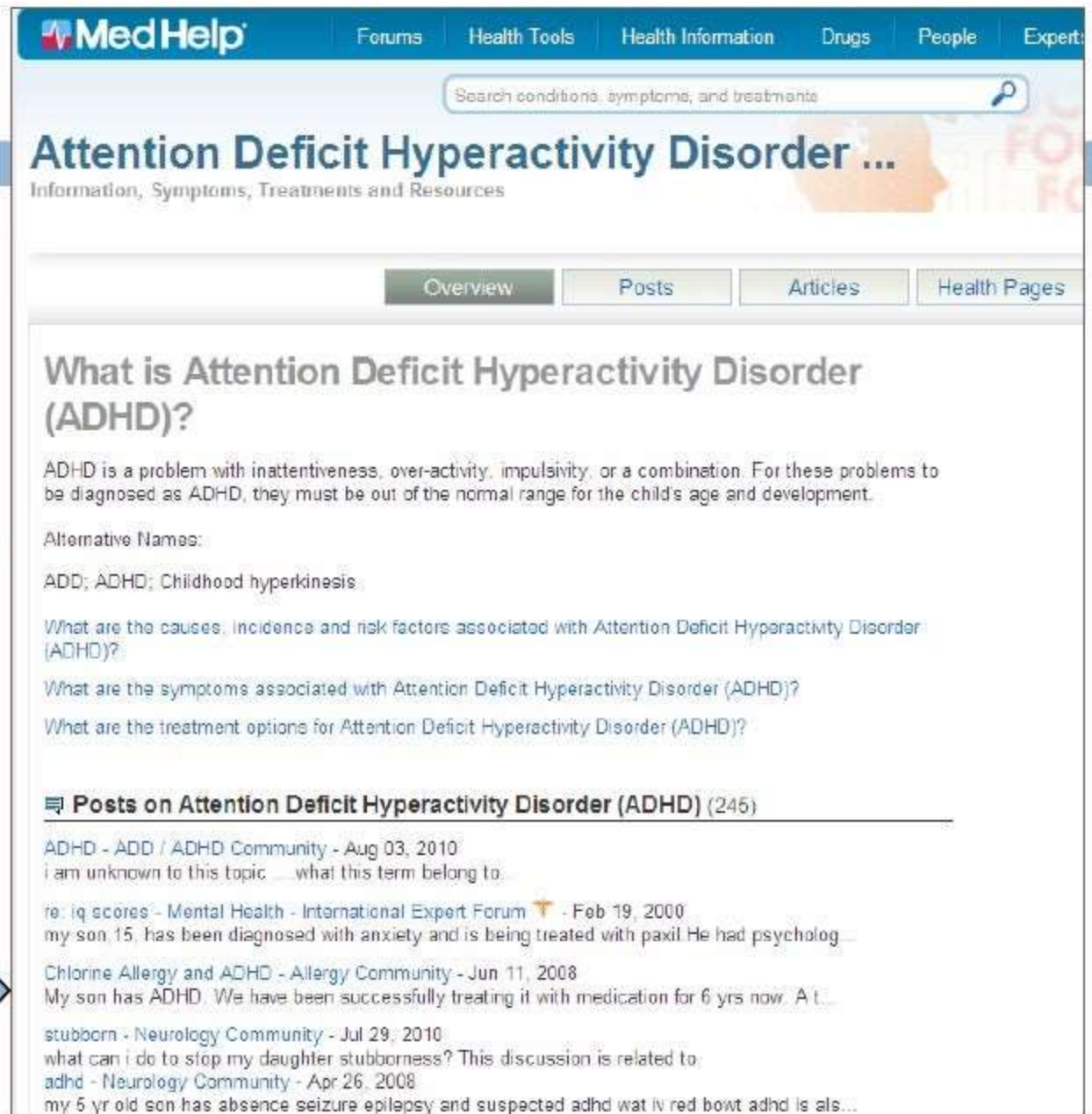


Health Information for Patients

Combining Health Content and Community

Content

Discuss



MedHelp Forums Health Tools Health Information Drugs People Experts

Search conditions, symptoms, and treatments

Attention Deficit Hyperactivity Disorder ...

Information, Symptoms, Treatments and Resources

Overview Posts Articles Health Pages

What is Attention Deficit Hyperactivity Disorder (ADHD)?

ADHD is a problem with inattentiveness, over-activity, impulsivity, or a combination. For these problems to be diagnosed as ADHD, they must be out of the normal range for the child's age and development.

Alternative Names:

ADD; ADHD; Childhood hyperkinesis

[What are the causes, incidence and risk factors associated with Attention Deficit Hyperactivity Disorder \(ADHD\)?](#)

[What are the symptoms associated with Attention Deficit Hyperactivity Disorder \(ADHD\)?](#)

[What are the treatment options for Attention Deficit Hyperactivity Disorder \(ADHD\)?](#)

Posts on Attention Deficit Hyperactivity Disorder (ADHD) (245)

ADHD - ADD / ADHD Community - Aug 03, 2010
i am unknown to this topic ... what this term belong to...

re: iq scores - Mental Health - International Expert Forum - Feb 19, 2000
my son 15, has been diagnosed with anxiety and is being treated with paxil. He had psycholog...

Chlorine Allergy and ADHD - Allergy Community - Jun 11, 2008
My son has ADHD. We have been successfully treating it with medication for 6 yrs now. A t...

stubborn - Neurology Community - Jul 29, 2010
what can i do to stop my daughter stubbornness? This discussion is related to...

adhd - Neurology Community - Apr 26, 2008
my 5 yr old son has absence seizure epilepsy and suspected adhd wat iv red bowt adhd is als...

Information on Treatments

Integration with Personal Health Record



SEARCH CLINICAL TRIALS

near

Advanced Search

OR

GET TRIALS USING YOUR PERSONAL HEALTH RECORD



[Learn More...](#)

BROWSE BY CONDITION

- | | |
|---|---|
| COPD Clinical Trials | Diabetes Clinical Trials |
| Breast Cancer Clinical Trials | Pancreatic Cancer Clinical Trials |
| Asthma Clinical Trials | Multiple Myeloma Clinical Trials |
| Asthma Clinical Trials | Pancreatic Cancer Clinical Trials |
| More... | |

LATEST CURE BYTES

-  Gilad wrote Cure Hero, Professor Dan ... 2 days, 8 hours ago
-  Gilad wrote Inspired by Cure Heroes, ... 4 days, 15 hours ago
-  Steve wrote Depression and Insomnia Clinical ... 5 days, 16 hours ago
-  Kamal wrote Thank You For Not ... 6 days, 10 hours ago

LATEST CURE TALKS

-  cureguru wrote Your partnership can make ... 1 week, 5 days ago
-  cureguru wrote You can now contribute ... 1 week, 5 days ago
-  cureguru wrote There a number of ... 1 week, 5 days ago
-  cureguru wrote There a number of ... 1 week, 5 days ago



Custom Health Tools for Patients

Wellness Challenge



f Sign in with Facebook

t Sign in with Twitter

@ Sign in with Email

Challenge your friends.

I will

If my friend will

Get up and move

Why?



Catherine Calhoun will run and walk the dog today.

Created 20 minutes ago • Join Catherine Calhoun



Vinay Pefly will do 10 pushups.

Created 2 hours ago • Join 2 people



Veer Pefly will walk to work.

Created 3 hours ago • Join 3 people



ShaunDakin will Run / walk every day this week.

Created 3 hours ago • Join ShaunDakin



Charity Reed will run for 20 minutes.

Created 13 hours ago • Join Charity Reed



clily will run 30 min 3x this week.

Created 14 hours ago • Join clily



Patti Mossey will exercise 3x this week.

Created 15 hours ago • Join Patti Mossey



CarlosRizo will walk to and from work this week.

Completed yesterday, ended



Ian Fry will reach Level 100 on Treasure Isle! xD.

Created yesterday • Join Ian Fry



Ian Fry will get to 700 followers on twitter!

Created yesterday • Join Ian Fry

Managing Diabetes

The screenshot shows the dLife website homepage. At the top left is the dLife logo with the tagline "FOR YOUR DIABETES LIFE!". To the right of the logo is a navigation bar with icons and labels: a pot for "Diabetic Recipes", an apple for "Healthy Eating", a TV for "dLifeTV", a group of people for "NEW! Diabetes Community", and speech bubbles for "Diabetes Forum". Below the logo is a search bar with a dropdown menu set to "Information" and a "SEARCH" button. A vertical sidebar on the left lists various topics: Diabetes Home, Type 1 Diabetes, Type 2 Diabetes, Gestational Diabetes, Blood Sugar, Diabetes Complications, Healthy Eating, Inspiration and Expert Advice, Watch, Listen, & Learn, and Diabetes Management. The main content area features a blue header "Your Diabetes Resource" and a green banner "Healthy Low Carb Lunches". Below the banner is a photo of two healthy low-carb lunch options: a stack of avocado, tomato, and meat, and a lettuce wrap filled with chicken and vegetables. At the bottom of the photo is a social media sharing bar with icons for S, M, T, W, T, F, S. Below the photo is a green banner with the text "A Monday to Sunday plan so you don't have to think!" and a red play button icon. At the very bottom of the main content area are three small circular icons: a left arrow, a pause symbol, and a right arrow.

dLife
FOR YOUR DIABETES LIFE!

Diabetic Recipes Healthy Eating dLifeTV **NEW!** Diabetes Community Diabetes Forum

Information **SEARCH**

Diabetes Home
Type 1 Diabetes
Type 2 Diabetes
Gestational Diabetes
Blood Sugar
Diabetes Complications
Healthy Eating
Inspiration and Expert Advice
Watch, Listen, & Learn
Diabetes Management

Your Diabetes Resource
Healthy Low Carb Lunches

S | M | T | W | T | F | S

A Monday to Sunday plan so you don't have to think! ▶

Helping Patients Find Useful Social Media Tools

MEDICAL CENTER

NAME _____ AGE _____
ADDRESS _____ DATE _____

Rx

Post 3 times a day

SIGNATURE

☐ LABEL
REFILL 0 1 2 3 4 5 PRN NR

What to Recommend to Patients

- As with healthcare websites, start with reliable, well known organizations – hospitals, non-profits
- Depends on the patient's motivation, tech savy-ness
- Review the sites within your area of interest
 - ▣ Cancer – ACOR.org
 - ▣ Diabetes – Diabetesmine.com
 - ▣ ALS, MS – PatientsLikeMe.com
- Prescribe social media? The ePatient Dave Story

ePatient Dave

- Diagnosed with Stage IV kidney cancer
- Oncologist prescribe ACOR
- Discovered a support group and new information on current treatments
- Now cancer free
- Speaking, writing on the empowerment of online communities



Unhelpful Social Media

- Promote unproven treatments
 - ▣ Cancer communities promoting marijuana use
 - ▣ Pain communities as potential sources for prescription drugs
 - ▣ Unsubstantiated rumors about vaccination side effects
- Links to bogus treatments
 - ▣ Social media like Twitter and Facebook can link to anything and may point someone away from effective treatment (experience-based rather than evidence-based)
- Information overload
 - ▣ health information sites plus social media can easily overload a desperate patient



Social Media At Work

Communities for health care professionals


- Promote a broad base of professional support
- Latest news, trends
- Job opportunities
- Reviews of books and journal articles
- Greater ownership in national organizations

Physician Social Networking

- Clinical case discussions
- Clinical Trial management
- Professional associations
- Discussions before, during and after professional meetings



Social Work Networks



SOCIALWORKCHAT.ORG®

Sponsored by
the National Association of Social Workers &
The New Social Worker® Online

[home](#)
[about us](#)
[bulletin board](#)
[chatroom](#)
[calendar](#)
[help](#)
[search](#)
[login](#)
[register](#)

Welcome, **Guest**. Please login or register.
Did you miss your activation email?
September 19, 2010, 09:53:55 PM

News: 01:18:08 Welcome to our Bulletin Boards: To Chat, select the chatroom icon above and re-enter your user name and password

Social Work Chat Forum
September 2010

August 2010

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September 2010

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

September 2010

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3	4
*							
*	5 Events: Licensure Process	6 Labor Day	7 Events: Creative Opportunities in SW	8	9	10	11
*	12 Events: Open Mic	13	14 Events: Open Mic	15	16	17	18
*	19 Events:	20	21	22 Autumnal Equinox	23	24	25

Nursing Communiti es



LinkedIn – for Recruitment

The screenshot shows the LinkedIn interface for the 'Cleveland Clinic' group. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox (1)', and 'More...'. A search bar on the right is set to 'People' with an 'Advanced' search option. The group page has tabs for 'Overview', 'Discussions', 'News', and 'Jobs'. On the left sidebar, there is a 'Discussions' section with a 'Start a discussion' button and a search box. Below this is a 'Recent Activity' menu with options: 'Recent Discussions', 'Most Comments', 'My Discussions', 'My Comments', and 'My Followed Discussions'. The main content area displays a list of discussions. A large, semi-transparent black overlay with a 'jobs' logo is positioned over the top discussion, which reads: 'Nursing Jobs: -APN-Nurse Practitioner (Neonatology) Job: Nursing Nurse Practitioner at Cleveland Clinic in OH' followed by the URL 'http://bit.ly/cNOGLV' and the text 'Nursing_Job, [+] Sat 17 Apr 12:26 via twitterfeed'. Below the overlay, several discussion entries are visible, including 'Have you heard about Cleveland Clinic's 360-5 Daily Wellness tips special offer?' and 'Exciting expansion will add new jobs!'. Each entry includes a profile picture, a featured icon, the discussion title, the poster's name and role, and options to 'Follow discussion' or 'Add comment'.

LinkedIn Home Profile Contacts Groups Jobs Inbox (1) More... People Advanced

Cleveland Clinic

Overview Discussions News Jobs

Discussions

Start a discussion »

Search

Recent Activity

- Recent Discussions
- Most Comments
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Discussions: Recent

Nursing Jobs: -APN-Nurse Practitioner (Neonatology) Job: Nursing Nurse Practitioner at Cleveland Clinic in OH
<http://bit.ly/cNOGLV>
Nursing_Job, [+] Sat 17 Apr 12:26 via twitterfeed

Featured Discussion

Have you heard about Cleveland Clinic's 360-5 Daily Wellness tips special offer?
Posted 1 month ago by Debbie Whitehead (DeBoer), Web Master at Cleveland Clinic
Follow discussion | Add comment »

Featured Discussion

Exciting expansion will add new jobs!
Posted 11 months ago by Margaret Vandervort, Talent Sourcing Specialist at Cleveland Clinic
Follow discussion | 1 comment »

Featured Discussion

Cleveland Clinic now has a Facebook page. If you are on Facebook please become a fan! Here is the link for the page: <http://www.facebook.com/home.php#pages/Cleveland-Clinic/57114943099?ref=nt>
Posted April 13, 2009 by Caroline Emmet, Marketing Communications Manager at Cleveland Clinic
Follow discussion | 1 comment »

Employee Social Media Policy



- ❑ **Don't** share any information about patients
- ❑ Any selling or soliciting donations must be **approved in advance**
- ❑ Make it clear that you are posting your own opinions and not those of your employer
- ❑ **Don't** publish confidential or proprietary information
- ❑ Posting and viewing social media sites should **not interfere with your work**
- ❑ Post to social media sites should **not contain any product or service endorsements** or any content that may be construed as political lobbying, solicitations or contributions
- ❑ Approved Social Media Networkers should **stay within the scope** of their role in posting on behalf of the organization

Professional versus Personal

- What is appropriate to share?
- Who to share with?
- How to control privacy?
- Does privacy exist anymore?
- What about harassment?



Understand privacy settings

Sharing on Facebook

	Everyone	Friends of Friends	Friends Only	Other
My status, photos, and posts	*			
Bio and favorite quotations	*			
Family and relationships	*			
Photos and videos I'm tagged in		*		
Religious and political views		*		
Birthday		*		
Can comment on posts			*	
Places I check in to [?]			*	
Contact information			*	
<input checked="" type="checkbox"/> Let friends of people tagged in my posts see them.				
Customize settings				
Apply These Settings				

Closed versus Open Communities

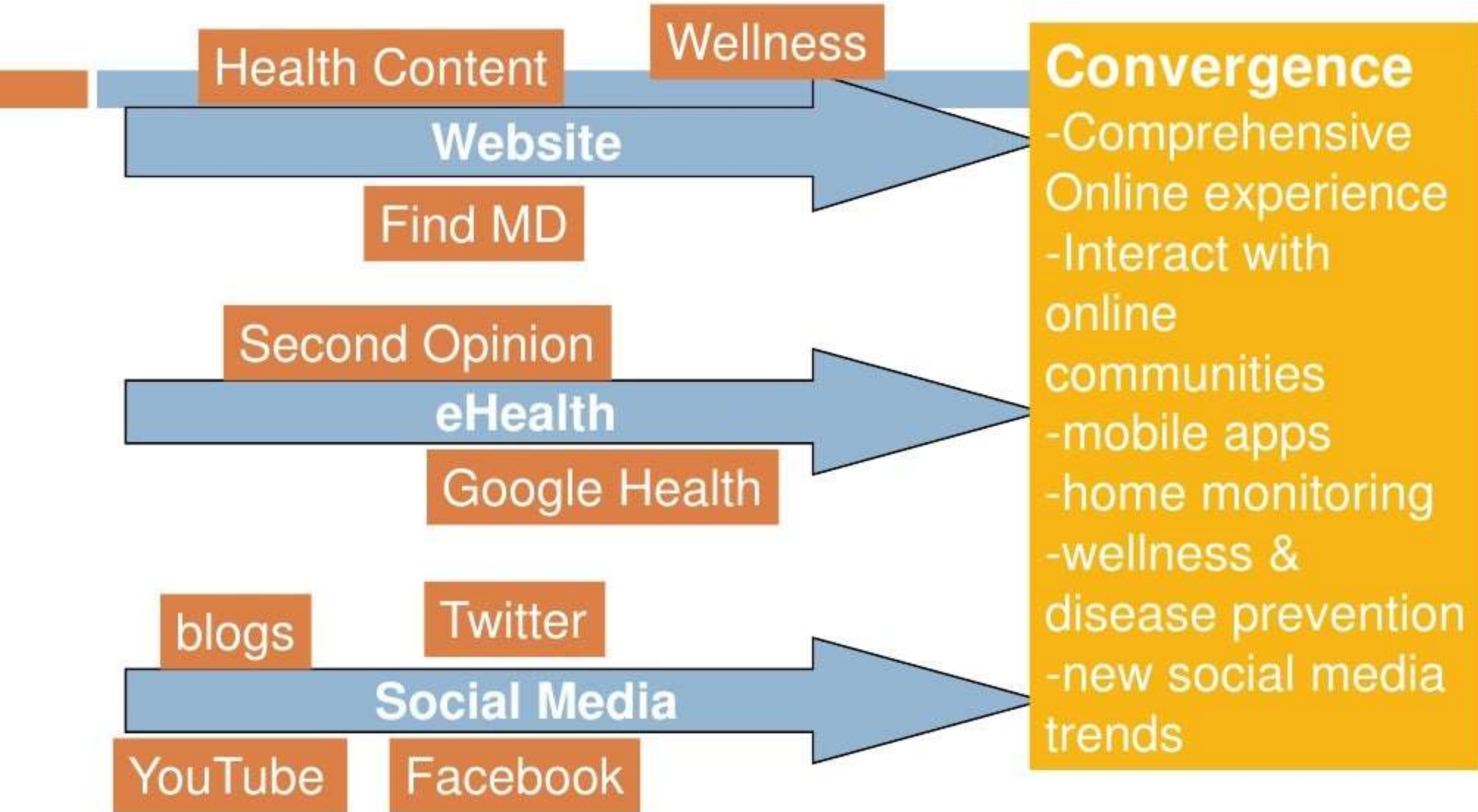
- ❑ Closed communities are rare in social media
 - Will ask you to validate your identity
- ❑ Most allow anonymous user accounts
 - can't confirm other's identity
- ❑ Who is listening, watching?
 - hospital staff post photo taken of dying patient on Facebook – LA Times, 8/8/10



Patient Contact Through Social Media

- Patients or families want to “friend” you on Facebook
 - ▣ Ignore? – will they ask you in person
 - ▣ Allow? – how will you respond outside of the clinical setting? Do you want them to know about your family, vacations, fiends?
 - ▣ HIPAA violation once you discuss clinical issues
- Have a personal policy which follows the institutional policy
 - ▣ “I don’t friend my patients/clients online but I would be glad to direct you to some helpful sites/communities”

Future





card.ly/JohnSharp

Links

- www.delicious.com/johnsharp/promedica
- Delicious is an online bookmark organizer which allows you to tag links and share with others