

To Tweet or Become Extinct?: Why Surgeons Need to Understand Social Networking aka #PS114



**This is a CCC and CESTE Sponsored Panel for #ACSCC12
@amcollsurgeons and #ACS100**

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(aka @glicklab)**

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Professor of Surgery, Pediatrics, Obstetrics &
Gynecology, SUNY @ Buffalo**





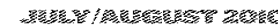
2012 Clinical Congress Presenter Disclosure Slide

American College of Surgeons ♦ Division of Education

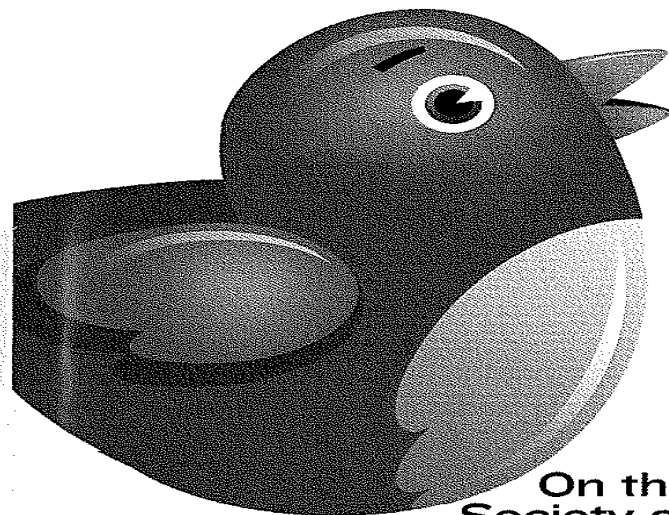
Philip L Glick, MD, MBA, FACS

Nothing To Disclose





A MEETINGSNET MAGAZINE



On the agenda at the American Society of Clinical Oncology Tweetup: How to use social media without committing Twittercide





Panel's Agenda (#PS114)

- Introduction “To Tweet or Become Extinct?: Why Surgeons Need to Understand Social Networking and Social Media” (@glicklab)
- “To Twitter or Die: The ABC’s of Safe Surgical Social Networking and the XYZ’s of Cyber Security” (@z1g1)
- “Can Tweeting Make You Smarter or “Dumber”: Using Social Networking for Physician Education and Patient Care” (@sani2012)
- “*Meaningful Use of Social Media by Surgeons*” (@briansmcgowan)
- “Operating Safely on Social Networks: Legal Do’s and Don’ts, 2.0” (@PhillyFader)
- Live/Online Panel Q & A and “Concluding Remarks” (@dscottlind)
- Our Live Twitter Audience Ombudsman (@bnwomeh)





Yes, Please! @glicklab, #PS114





Guidelines for a Live Twitter Comments and Q and A (The Back Channel)

#PS114 and @bnwomeh

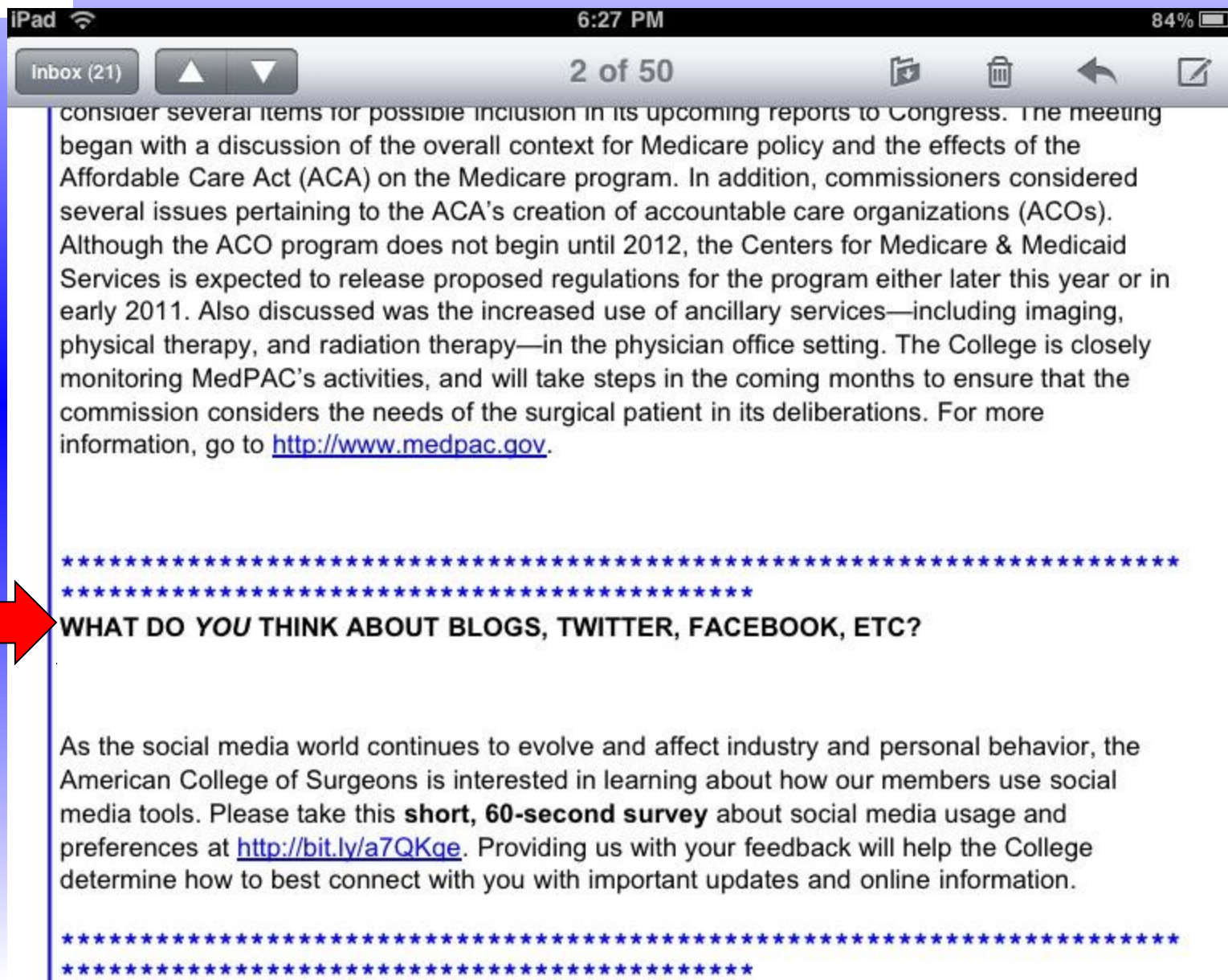
- Our Live Twitter Audience Ombudsman is **@bnwomeh**
- Please be courteous to our Front Channel Speakers, they can't see the Twitter Feeds or the Audience
- Real Time Comments are Encouraged
- Multitasking Obviously is Encouraged
- The Ombudsman May Interrupt the Speaker for Timely Comments or Questions or Save Them for the Q &A
- The Back Channel Activity Should be Constructive, Synergistic, & Value Added!
- Any Comments or Questions We Can't Get to During PS114 Will be Responded to shortly After the Session
- Fellows or others not able to attend PS114 are encourage to comment or ask questions (**#PS114 and @bnwomeh**)
- If You Have a Different Interest or Agenda than PS114 share it somewhere else, please!





ACS Weber Shandwick Survey*

(ACS Newscope 9/18/2010)

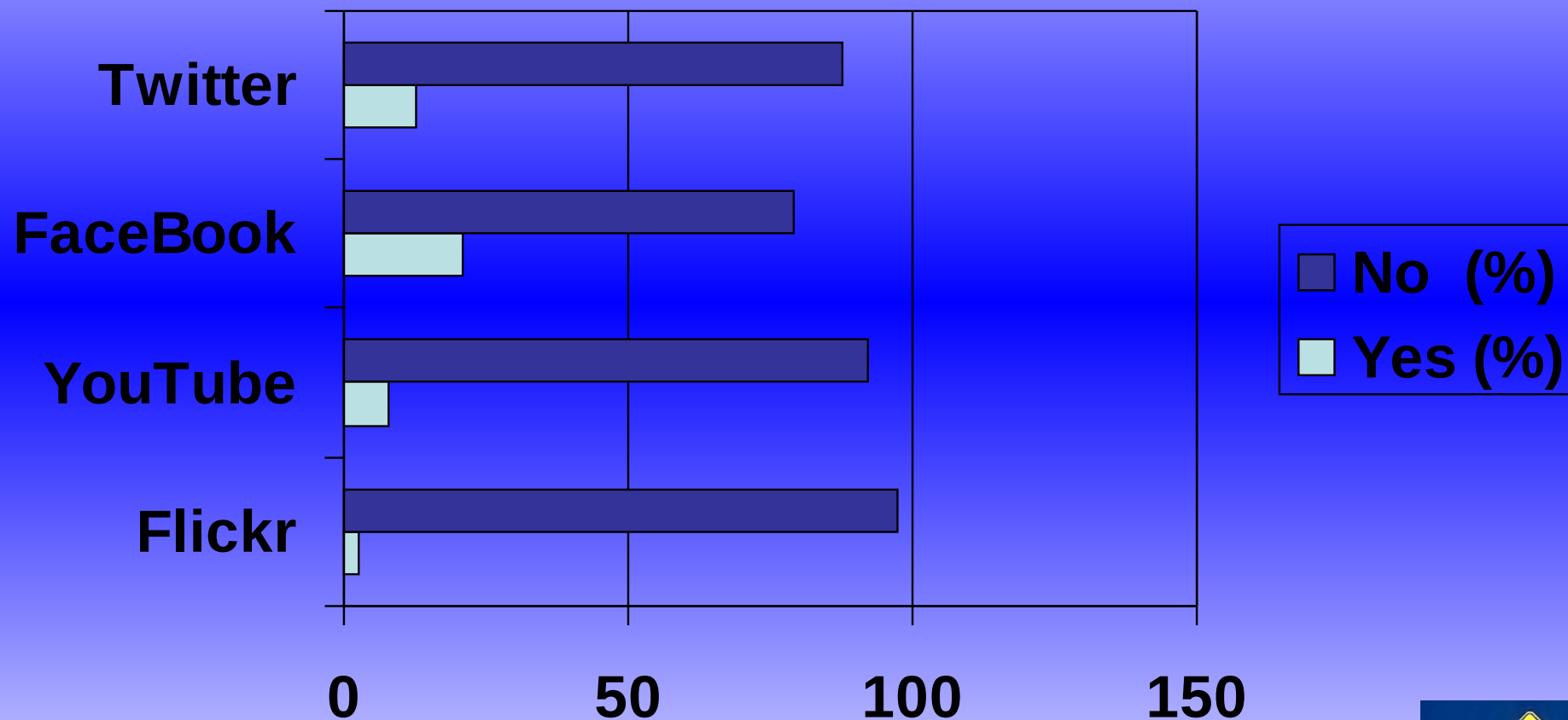




ACS Weber Shandwick Survey*

(N=307-313, September 2010)

Did You Know ACS Has an On-Line Presence for:?



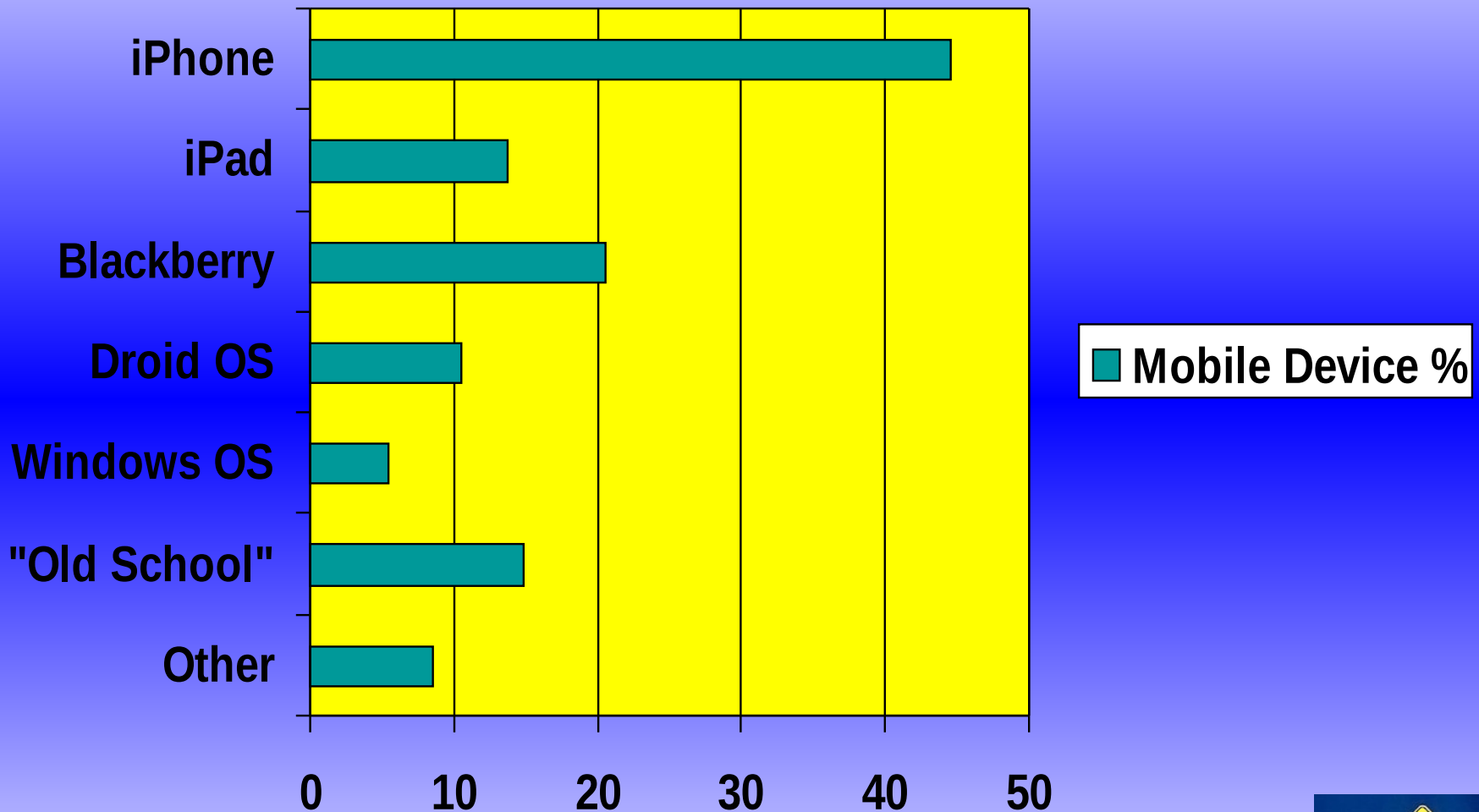
* http://www.surveymonkey.com/sr.aspx?sm=K1FaI2kH861MhqHLI5WbVcuC2xCZAOz6PgpLBiB6hWA_3d





ACS Weber Shandwick Survey*

(N=256, September 2010)



******US Population with Mobile “Apps” = 35% (v ACS ~ 70%)**

*http://www.surveymonkey.com/sr.aspx?sm=K1Fal2kH861MhqHLI5WbVcuC2xCZAOz6PgpLBiB6hWA_3d

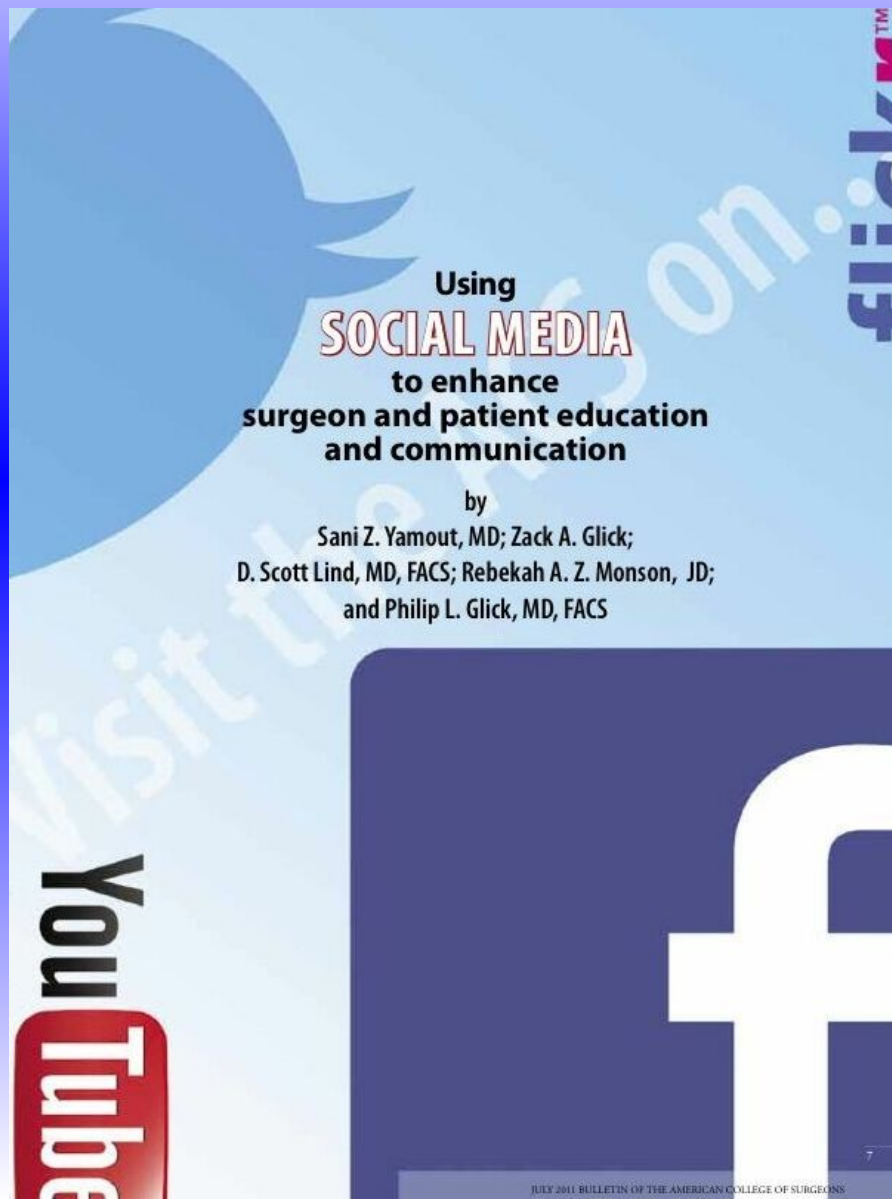
**** <http://pewinternet.org/Reports/2010/The-Rise-of-Apps-Culture.aspx>





ACS Bulletin

(96: 7-15, 2011)

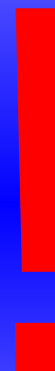




ACS Bulletin

(Volume 97, Number3, 2012)

Survey shows
social media usage
increasing
among ACS Fellows





ACS Bulletin

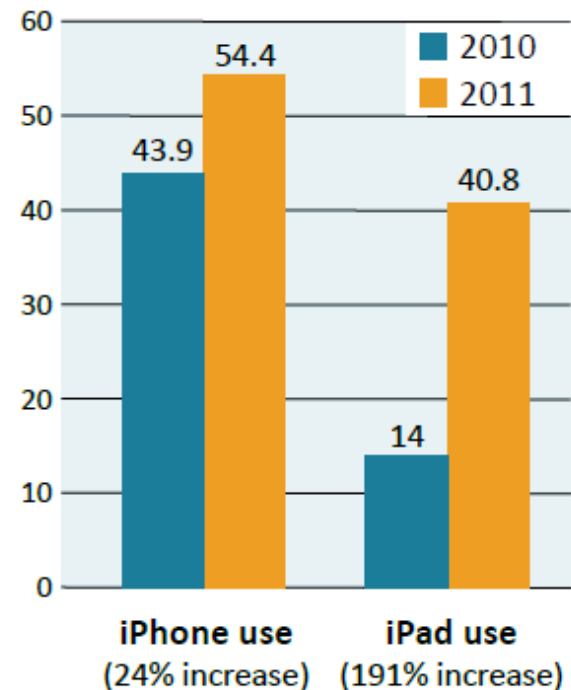
(Volume 97, Number3, 2012)

Figure 1. Key survey findings

	Survey responses	Survey response rate (45,000 potential respondents)
2010 survey	324	0.7%
2011 survey	2,070	4.6%

2011 statistical highlights:

- 64% get their news online followed by broadcast outlets (55%) and newspapers (54%)
- 28.6% get news on their mobile device
- 54.2% receive medical news through online journals
- 47% of write-in responses noted meetings and medical conferences were how they stay informed

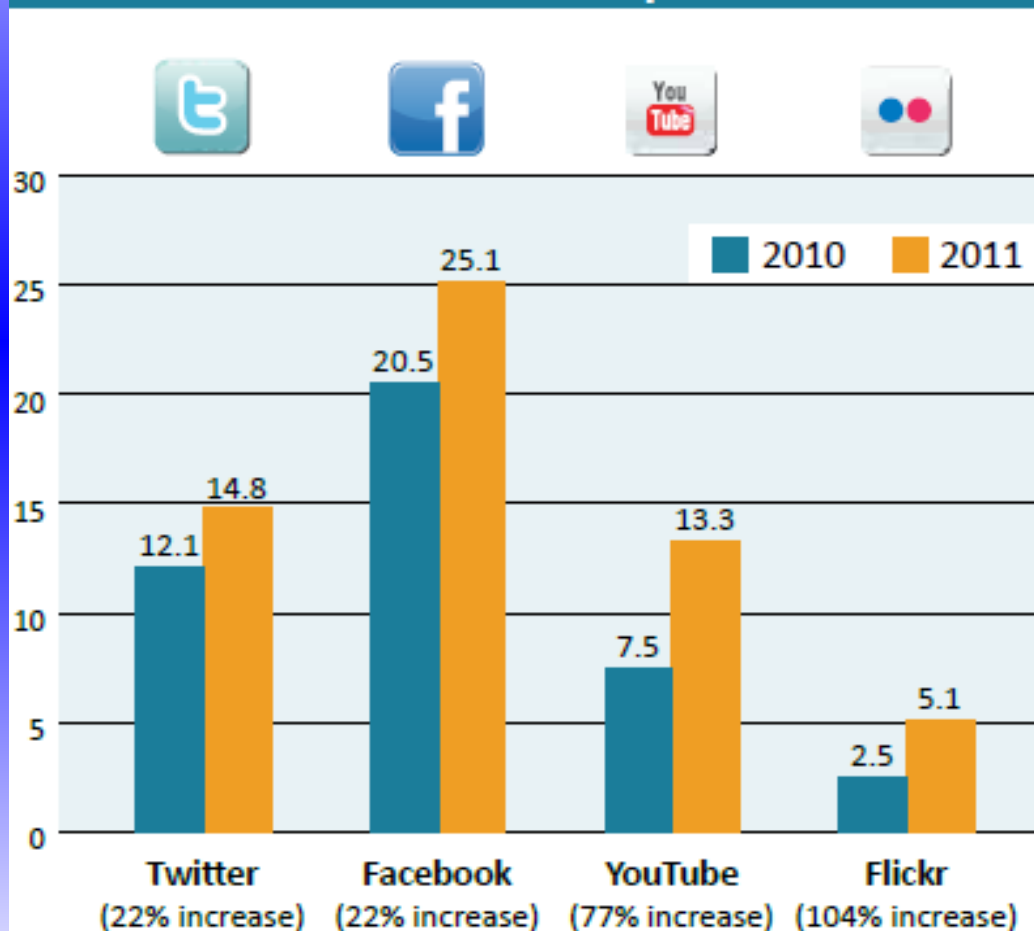




ACS Bulletin

(Volume 97, Number3, 2012)

Figure 2:.
Awareness of ACS social media presence increases





ACS Bulletin

(Volume 97, Number3, 2012)

Twitter correspondents included the following:

- David Tom Cooke, MD, FCCP, FACS
(@UCD_ChestHealth)
- Philip Glick, MD, MBA, FACS
(@glicklab)
- Niraj J. Gusani, MD, MS, FACS
(@NirajGusani)
- Osama Hamed, MB, BS
(@hamed_os)
- Raphael Malikian, MD
(@NavyBlueScrubs)
- Oluwatosin O. Thompson
(@tosinthompson)

Figure 3.

Social media site engagement highlights post Clinical Congress 2010 and 2011

Social media outlet	Post-Clinical Congress 2010 (October 12, 2010)	Post-Clinical Congress 2011 (October 28, 2011)
	<ul style="list-style-type: none">• 907 followers• 230 #ACSCC10 mentions	<ul style="list-style-type: none">• 2,972 followers• 1,111 #ACSCC11 mentions
	<ul style="list-style-type: none">• 11 videos• 1,150 video views• 727 channel views• 7 subscribers	<ul style="list-style-type: none">• 40 videos• 45,809 video views• 9,311 channel views• 90 subscribers








ACS Bulletin

(Volume 97, Number3, 2012)

Where is Social Networking For Surgeons?

Figure 4.
American College of Surgeons social media sites

 Twitter.com/AmCollSurgeons	 YouTube.com/AmCollegeofSurgeons	 Facebook.com/AmCollSurgeons
<p><i>What you'll find here:</i></p> <ul style="list-style-type: none">• News from the College• Inspiring Quality initiative updates• Latest JACS studies• Surgical and health care industry news	<p><i>What you'll find here:</i></p> <ul style="list-style-type: none">• Inspiring Quality videos• Surgeon stories• Other videos from the College	<p><i>What you'll find here:</i></p> <ul style="list-style-type: none">• News updates from the College• Conversations with ACS members• Photos of recent events





What is Social Network(ing)?

- The interaction between a group(s) of people who share a common interest(s)
- The use of the Internet (sites/communities/media) to communicate between people sharing common interests, related skills, or geographical locations

Social networking – Wiktionary (http://en.wiktionary.org/wiki/social_networking)
Social network Definition from PC Magazine Encyclopedia (http://www.pcmag.com/encyclopedia_term/0,2542,t=social+network&i=55313,00.asp)





What is Social Networking For Surgeons?

- The interaction between a group(s) of people (surgeons, healthcare teams, patients, families, etc) who share common interests (pt care, quality, GME, CME, advocacy, etc)*

**** "The American College of Surgeons (ACS) was established in 1913, at the initiative of Franklin Martin, MD, FACS, Chicago, IL, as a surgical society dedicated to promoting the highest standards of surgical care through education of, and advocacy, for its Fellows and their patients, and to safeguarding standards of care in an optimal and ethical practice environment."***

(ACS Archives <http://www.facs.org/archives/index.html>) #ACS100





What is Social Media / Social Network(ing)?

Six Common Sites 4 Surgeons

- **Twitter*** (friends, colleagues, & patients; all in format)
<http://www.twitter.com>
- **Facebook*** (friends, colleagues, & patients; opt in format)
<http://www.facebook.com>
- **Flickr *** (photo sharing)
<http://www.flickr.com/>
- **YouTube*** (a place to share video clips)
<http://www.youtube.com/>
- **LinkedIn** (business & professional networking)
<http://www.linkedin.com>

*** See ACS Bookmark You Received at Registration**





Why Surgeons Need to Understand Social Networking and Social Media?

- **Who's there: Your Colleagues, Your Trainees (at every level), Your Patients, Their Families, Your Potential New Patients, Your Payors, Your Hospitals, Your Universities, Your Professional Organizations, Your State Medical Licensing Boards, etc**
- **It is a Time Efficient, Low Cost, Geographically Borderless (Flat) Way to:**
 - **Share “Interesting cases” with Colleagues**
 - **Share knowledge for GME to greater numbers of trainees**
 - **Obtain CME**
 - **“Market” New Programs**
 - **“Recruit” New Patients**
 - **Provide Patient Education Materials**
 - **Put the World at Your Finger Tips**
 - **Prevent burnout or Rejuvenate the mid-career “Blues”**
 - **Provide “Second Career” Opportunities**
 - **...**





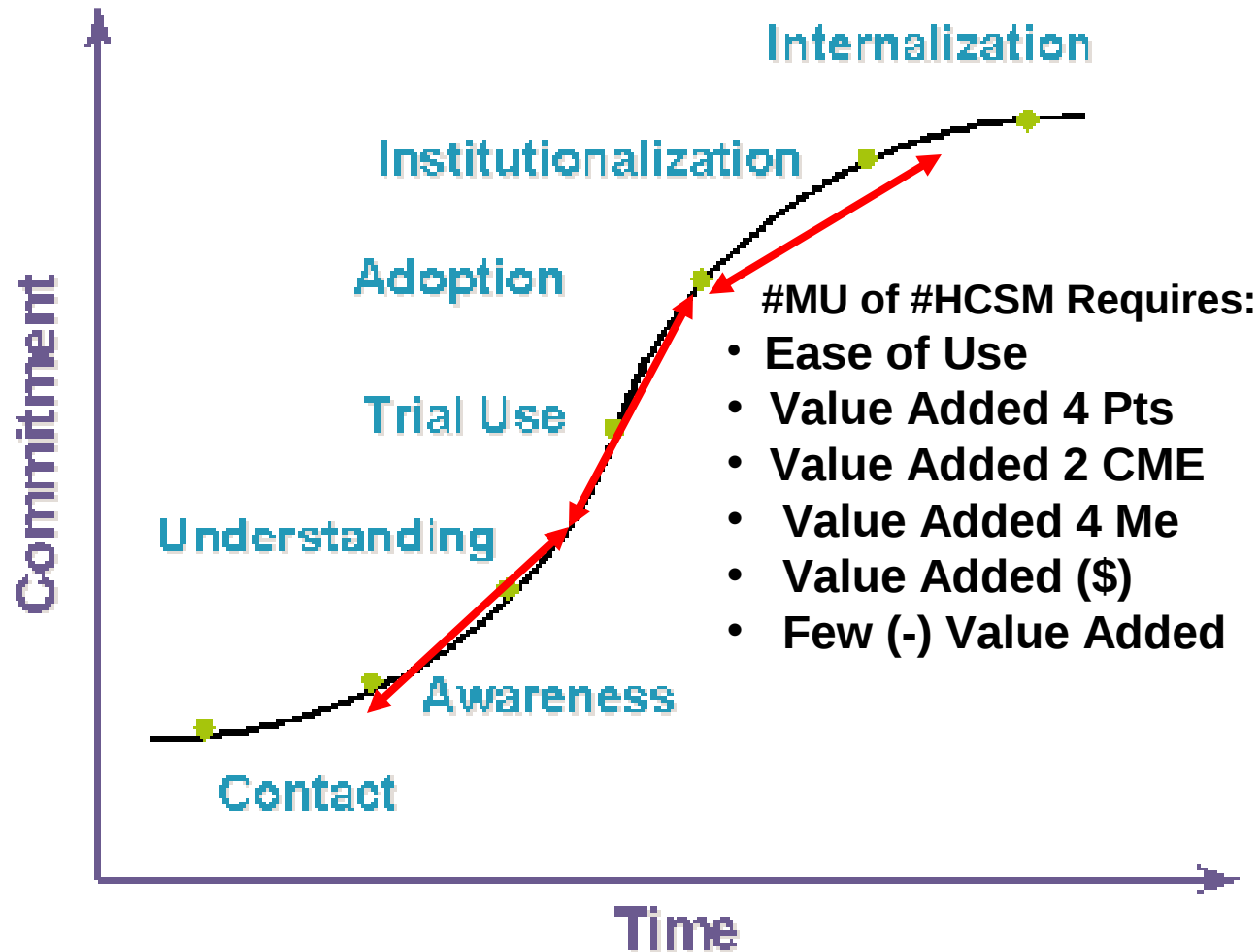
What is Social Media / Social Networking?

By @equalman <http://www.youtube.com/watch?v=oalBUgzKaLw>





ACS Social Networking Adoption Curve



<http://www.stsc.hill.af.mil/crosstalk/1999/11/paulk.asp>





Crossing “The Chasm” Between “Visionaries” → “Pragmatists”

“The Chasm”



Innovators
“Techies”

Laggards
“Skeptics”

Majority
“Pragmatists”





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