

Healthcare Social Media (#hcsm): One Residency Program's Experience Using Twitter

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#HCSM Background

Physician communication is dramatically evolving in the social media era. Since the creation of Facebook in February 2004 and Twitter in March 2006,1,5 social media use has dramatically increased. 65% of all American adults used social networking sites.³ Social media is a means to connect, share, and participate⁴—tasks all consistent with continuing medical education and professional development. Physician use of social media has grown in parallel to overall use: 72% of physicians use social media, for some combination of personal and/or professional use.⁵

Analysis of the impact of #hcsm repeatedly draws attention to its educational and professional development value, focusing on the power to rapidly connect via two-way communication. The public, open-access format of Twitter allows physicians at all stages of training to interact locally, nationally, and globally. 60% of physicians also report their most popular social media-related activity is following what colleagues are sharing and discussing.⁵ Global interaction, search optimization, lifelong learning, research dissemination, and enriched conference experience have been heralded as key reasons for physicians to be on twitter.⁶

Needs Assessment

In Spring 2015, the OHSU Internal Medicine Residency Program began discussions to develop and implement a new, dedicated Twitter account for the program. This was in large part driven by observing, and to a lesser extent, participating in the promoted #meetingtweeting at the 2015 National ACP Internal Medicine Meeting (#IM2015), which promoted the use of social media in conjunction with its 100th year (#ACP100Yrs).11 At the conference, core faculty members were able to witness other programs and individuals highlighting faculty and resident participation in sessions and poster presentations. The impetus behind our innovation was born.

On July 14, 2015, @OHSUIMRes was launched. Several program faculty and leadership team members were given access to the account, with a single faculty member assuming primary responsibility for content creation as well as responses to other tweets. Permission and instructions, in accordance with OHSU's Social Media Policy, were reviewed with the OHSU Social Media Coordinator at the time of account creation.

Here, we report our first 15 months' experience. Twitter analytics was used for data collection (analytics.twitter.com).

#HCSM and #Meded

Theoretically, social media provides residency programs the ability to disseminate knowledge in novel ways and to draw attention to its residents' accomplishments. The positive impact of social media to learners has been demonstrated. A 2015 study identified that Twitter provided value in two major domains: access and voice:⁷

"Students gained access to information, to experts, to a variety of perspectives including patient and public perspectives, and to communities of support. They also gained a platform for advocacy, control of their digital footprint, and a sense of equalization within the medical hierarchy." "Access" and "voice" have alternatively been phrased as "networking" and "identity".8

Literature on the impact of social media use by residency programs is currently limited, and what exists is often from non-internal medicine programs and remains a novel outlet for internal medicine programs.^{9,10} The available internal medicine-twitter literature also focuses on educational mission and dissemination of conference material, though the minority of tweets highlighting resident accomplishment or social events where highly rated as informative (80%).9

Among currently active internal medicine residency program twitter accounts, there are a mixture of program-wide accounts and chief resident-driven accounts. For reference, see: https://twitter.com/OHSUIMRes/lists/im-res-program-tweeters

Content/Theme (N = 894)	<u>Number</u>	<u>%</u>
Current events	16	1.8%
Holiday	5	
Politics	3	
Safety/weather	6	
Humor/whimsy	24	2.7%
Medical	12	
Non-medical	12	
IMRes community	410	46 %
Awards	5	
Blog (Chief Residents')	59	
Celebrations/events	48	
Conversations	70	
Noon conference	125	
Presentation	50	
Publication	50	
Volunteering	3	
Medical education	330	37%
External publication	118	
Grand Rounds	48	
Meeting tweeting	130	
Society news	31	
OHSU community	114	13%
Conversations	26	
Event	14	
Kudos	44	
Scenery	30	

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Conclusions

Tweeting as an IM residency program is possible! Evidence of impact through engagement with followers and the larger community can be measured in several ways. Successful tweeting with significant, incremental growth across multiple metrics is also feasible and sustainable:

- total number of all Twitter activity steadily increased month-to-month
- number and percentage of tweets reflecting original content (tweets, quoted tweets) increased
- increased "sophistication" of tweet content, including use of hashtags, mentions, links, and media
- sustained growth in connections:
- increased followers, profile visits, and mentions
- sustained growth in audience, as defined by impressions, etc.
- month-by-month number of impressions increased steadily, with a nearly 15-fold increase between the first and twelfth months, and near doubling by month fifteen
- monthly profile visits also increased nearly 5-fold between early and recent months

However, these raw numbers only tell part of the narrative of maturing @OHSUIMRes. Our original mission was to gain exposure for our program and participate in #hcsm. Through it, we found a powerful voice for the program, our residents, and its faculty:

- it is feasible, practical, and pragmatic with a manageable learning curve with more experienced tweeters as
- is capable of significant and sustainable growth in number of tweets and amount of original content
- build a learning community connected through #meded and residency life, by tweeting a variety of content from a
- newsworthy external publications, noon conference tweets, candid "day in the life" photos, and scenery tweets embodying the "love where you work and the work you do there" theme
- be an extremely powerful tool for dissemination of resident accomplishments, with potentially immeasurable benefit to resident self-esteem.
- rapidly gain a national audience for local-level innovations, ex. the Chief Resident blog
- shrink effective distances to national medical societies and other residency programs.

Through evolution and maturation of tweet content, @OHSUIMRes became a powerful vehicle to encapsulate who we are as a residency program. We found it an interactive and dynamic process, facilitating new camaraderie and connections, locally to internationally. Through creating, sharing, and participating, we expanded our access & networking while establishing our identity & voice:7,8

- increased connectivity to the program family increased connectivity to the OHSU community
- increased connectivity to other IM residency programs
- increased connectivity to national societies

Beautiful Spring afternoon site! @OHSUSOM

The top tweet of the month, earning 659

ollowers during @OHS

→ March · · · ·

grand rounds today! @OHSUSOM

SO thrilled to be hosting this dept medicine

CELEBRATING ACHIEVEMENT

IN RESIDENT SCHOLARSHIP

DEPARTMENT OF MEDICINE

GRAND ROUNDS

@OHSUNews #meded @JournalofGN

increased dissemination of resident accomplishments

15 Rules for Tweeting as an Internal Medicine Residency Program

- a. Practice makes perfect
- b. Move up the learning curve, build momentum, gain following, help establish your voice
- Identity your "local" community of Twitter accounts and potential material . Other institutional accounts (hospital, school of medicine, departments, non-IM residency programs)
- . Other internal medicine residency programs (see https://twitter.com/OHSUIMRes/lists/im-res-program-tweeters)
- Engage in conversations on twitter, support their interests (physical exam, history of medicine, humanism)
- . Share/disseminate EVERY resident accomplishment—lecture, publication, presentation, poster, award, editorial
- Engage your faculty (internal medicine and non-internal medicine) on twitter a. Learn/solicit handles
- b. Engage in conversations, bring their teaching directly to your audience
- Determine your tone and "go to" adjectives/adverbs
- b. Be liberal with use of "excited", "thrilled", "proud", etc., esp. when it applies to your residents' activities (see #3)
- Know your residency program's calendar of key annual events, and use as source material:
- b. Grand rounds, especially resident or chief participation
- l. Conferences with major resident participation (ex. Local/state ACP/SGIM), Doctor's Dilemma
- e. Know which residents are traveling to specific conferences, tweet photos of posters/presentations Engage a team for "boots on the ground" source material, encourage emailing to central tweeter
- Non-clinical events off campus
- b. Residents emailing their own photos from afar conferences
- Keep your eyes open & chin up!
 - a. Be mindful of your surroundings and all the wonderful learning that may be occurring even in the "small" moments
- b. Scenery photos are ok—"love where you work and the work you do there"
- Don't be afraid of Twitter Analytics, indeed utilize and embrace it
- a. Learn what tweets are effective and have impact, & analyze why/how
- b. Positive reinforcement of certain types of tweets over others as you move up the learning curve
- a. These aspects of tweets help increase reach, impact, and conversations
- 1. Identify preferred content/themes within internal medicine
- Medical education, general medicine/primary care, hospital medicine, point-of-care ultrasound
- Follow core medicine journal twitter accounts, use as basis for source material, BUT.. . Don't "retweet" when you can "quote tweet" and add your own layer of commentary/analysis
- 2. Don't be afraid to tackle "big"/non-neutral topics
- a. Opioid epidemic, gun violence, LQBT health, ObamaCare, for example, if these values align with the program's
- b. However, do so from a place of professionalism, knowledge, perspective, fact + EBM (see also 13d)
- 13. Be professional and follow the 5-second rule at all times: think first, tweet later
 - a. You don't have to be saccharine sweet at all times, but avoid negative/condescending tones; don't rant o. Respect patient privacy AT ALL TIMES
- c. Consult your hospital/institution social media policy
- d. Make sure you are logged in through the correct account before posting! 4. Don't be afraid to brag or toot your own horn!
- Highlight your educational endeavors and successes (ex. Fellowship match), plus resident and faculty achievements

OHSU IM Residency

NoonConference @NEJM SAVE trial debate

1st up @DAlexPerry arguing against routine

intern intensive week, with far more

Great primary care track potluck! Love seeing

attending, residents, & families enjoying time

active tweeting than the year prior.

September •——

luse CPAP in moderate OSA #meded

- 2. Be generous with your own replies/comments/retweets
- Don't be afraid of clever/whimsy/humor
 - . Show the world you love to learn, teach, practice internal medicine

OHSU IM Residency @OHSUMfiles - Aug 6 #NoonConference but not done yet! Now tackling differential for severe hypertriglyceridemia

£3 Ø t dt ----

OHSU IM Residency @OHSUMRiss Aug 8 fincencenference glucose=595, LFTs "unable to be processed". because too milky!

Eruptive Xanthoma

Chiefs' related blog post.

• August •——

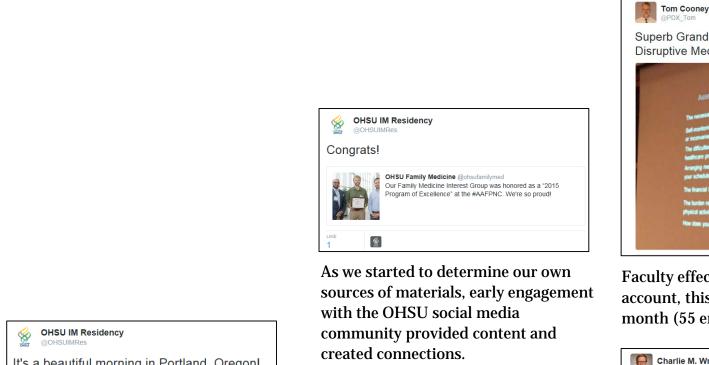
The evolution of noon conference

tweeting—a longer narrative in real-time

points, and then follow-up via link to the

with media, incorporation of learning

45 1 123 ₩ 1 ill ···



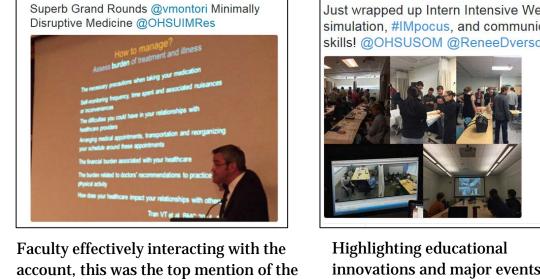
OHSU IM Residency

Excellent read in August's SGIM Forum

SocietyGIM "The Ideal Morning Report"

It's a beautiful morning in Portland, Oregon! ooking forward to sharing updates about our residency program + internal medicine/GME Our first tweet, announcing our presence on #hcsm. Notice the

absence of hashtags, mentions, links,



month (55 engagements) Charlie M. Wray

@PDX Tom spent a month w/@OHSUIMRes vonderful program that I cont. to brag about to The first mention from outside the OHSU community. Since then, we have

as we started to find our own voice in writing tweets.



antastic noon conference case to kick of



Oregon ACP. This was our first experience #meetingtweeting, serving as the main source of tweeting at the conference. This would lead to even more robust activity in 2016. Tweeting here also gave us the opportunity to mention other residency programs.

One of the earliest noon conference tweets, as we expanded medical education content. This was a single tweet with

→ November •—



the #nonconference hashtag.

Top media tweet of the month with 212 since grown to >2100. The second use of white board, is included.



oon conference tweets around New Years begin to expand to several tweets. Our voice begins to blossom, as we learn to tell the narrative rather than just compose a static tweet at the end. A

View from the hill. Very icy up here! #pdxsnow

@OHSUSOM @OHSUDoernbecher



ar #PVAMC @VeteransHealth @OHSUSOM

OHSU IM Residency promoted hashtag (#ProudtobeGIM)

What a morning! We also hit 100 Twitter Milestone for the residency program twitter account! We would then go on to reach 200 followers within a week of our 1st birthday

April was a quiet month overall (see

also grafts), not quite maintaining the

1651 impressions. This also highlighte participation) and utilizing content from those physically at a venue.

momentum of the prior 3 months, hsufamilymed family though would be followed by a burst of activity beginning in May. What was In transition: OHSU evolves to aid transgender patients." TY to the @Oregonian for haring this important story: bit.ly/1XcU4lh Retweeting an article about OHSU's away from being completely politically or socially neutral.

OHSU IM Residency

ws Drs. Luo & Garster presenting

The top tweet of the month, earning

this hashtag has become a very effective means to archive/catalog and quickly search for past resident publications

part of the @OHSUSOM @OHSUNews

nvitation just because of a tweet!



our @twitter birthday! Exciting year of likes. The bottom photo earned 1996 impressions and 10 likes (1st and 2nd

highest likes, respectively).

46.1 123.1 W.1 *** OHSU IM Residency connections to the OHSU community. Kellie Littlefield earned herself an

troducing the new #ChiefResident IMRESPDX blog!! check here for onConference learnings, articles, & some OHSU IM Residency

> 45 1 147 1 W 3 *** OHSU IM Residency @PDX Tom @WravCharles Thanks! And looking forward to connecting with @UCSF_VAChiefs @SFGH_Chiefs @ChiefsAtMoffitt via #hcsm this year, too

Docs agreed, great tool for

connections based on an expanding radius of

Ryan Gamlin distance. Thanks, guys! Francis Deng, MD AM - 14 Aug 2016 1 17 1 9 2 Reply to @francisdeng **♦ 2 17 ♥ ···** UM Medicine Chiefs @UM_IntMedCMRs · Aug 14 @francisdeng @MedChiefs @VA_Boston_CMRs 6.1 13 9.1 ... VA Joint Chiefs @VA_Boston_CMRs · Aug 14
@UM_IntMedCMRs @francisdeng @MedChie
@UCSF_VAChiefs @BMCimRES -6-1 t3 ♥ 1 ···· OHSU IM Residency @OHSUIMRes · Aug 14



#ChiefResidents blog #winoftheweek! Primar care attendings feed the residents! jin of the User Primary care attendings feed the residents!

Twitter account.

Oh glorious AM! Just realized ALL FOUR current #ChiefResidents are on Twitter! @BaileyPope_MD @katie_thilo @kel_lilfil @acoehler 💁 🚰 🔤 🙈 🔝

OHSU IM Residency

Oh holy moly! Amazing view from 14th floor

At 15 months, this tweet became our most

popular tweet ever. The BMJ itself quickly

tweet has earned > 14K impressions, and it

retweeted it to its very large audience. The

solidified the ability to effectively extend

solidified the amazing ability to celebrate

accomplishments with the potentially very

reach by mentions/retweets. It also

and support residents through their

large reach of #hcsm.

→ October 2016

OHSU IM Residency

Fireside chat tomorrow with PD

homemade s'mores? Check!

DesaisSima? Chief res @katie thile

Rounding out our first 15 months with whimsy, life-work balance, and comradery and connections—as well as emphasizing the expanding role the current Chief Residents have in generating source material for the

