Social Media in Pathology

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What is social media?

- Interactive, digital platforms that allow content to be shared among members of an online community
- Content directed by users and is instantly available
- Facilitates interactions/conversations remotely over any physical distance
- Permits users to interact within convenience of their personal schedules
- Intended to enrich, not replace real-life interactions
### What is social media?

<table>
<thead>
<tr>
<th><strong>Twitter</strong></th>
<th><strong>Facebook</strong></th>
<th><strong>Instagram</strong></th>
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<tbody>
<tr>
<td>• 280-character “tweets”</td>
<td>• Capacity for longer posts and comments</td>
<td>• Must contain images, photos, or videos</td>
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<tr>
<td>• Up to four images, URL, short videos</td>
<td>• Multiple photos, videos, links</td>
<td>• Short captions, comments, and “hashtags”</td>
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<tr>
<td>• Indexed content through “hashtags”</td>
<td>• Staying in touch with colleagues</td>
<td>• “Stories” curate shared content from last 24 hours</td>
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<tr>
<td>• Open forum, rapid dissemination of information</td>
<td>• Groups and pages based on interests</td>
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Using Twitter

@IUraizee3MD. Available at: https://twitter.com/IUraizee3MD/status/1063460121710379011.
Using Twitter

- Examples of commonly used hashtags in Laboratory Medicine:
  - #LabMed – Laboratory Medicine
  - #ClinPath – Clinical Pathology
  - #PathBugs, #MicroRounds – Microbiology and Infectious Disease Pathology
  - #Blooducation– Blood Bank/Transfusion Medicine
  - #PathTwitter – General Pathology and Education
“Live tweeting” at conferences

- #InSituPathologists at #USCAP2015 in Boston, MA
  - 24 attendees published tweets from various sessions and events in real-time
- 5,869,323 total impressions from 6,524 tweets during conference (33.9% by #InSituPathologists)
- Additional 566,246 impressions from 909 tweets up to 17 months after conference

“Live tweeting” at conferences

• More interactive and engaging experience
• Distilling conference topics into short pearls and take-home points
• Reaching a worldwide audience, including interested parties unable to physically attend conference
• “Attend” multiple sessions simultaneously by following live tweets from concurrent lectures
• Networking and in-person meetings (#MOTTIRL)

Social media-inspired collaboration

#EBUSTwitter

Novel Use of Social Media for Conception, Coordination, and Completion of an International, Multicenter Pathology Study

Marcos Lepe, MD; Pembe Oltulu, MD; Mariana Canepa, MD; Roseann I. Wu, MD, MPH; Amy Deeken, MD; Deepu Alex, MD, PhD; Carme Dinares, MD, PhD; Erika E. Doxtader, MD; Valerie A. Fitzhugh, MD; Jean-Baptiste Gibier, MD; Deepali Jain, MD; Nafiseh Janaki, MD; Alexis Jelinek, MD; Tania Labiano, MD; Vincenzo L’Imperio, MD; Claire Michael, MD; Sanjay Mukhopadhyay, MD; Fabio Pagni, MD; Angel Panizo, MD; Lara Pijuan, MD, PhD; Liza M. Quintana, MD; Sinchita Roy-Chowdhuri, MD, PhD; Albert Sanchez-Font, MD, PhD; Irene Sansano, MD; Jennifer Sauter, MD; Daniel Skipper, DO; Laura S. Spruill, MD, PhD; Vanda Torous, MD; Jerad Michael Gardner, MD; Xiaoyin Sara Jiang, MD

- Research idea inspired by a tweet about biopsy-related changes in resected mediastinal lymph nodes
- Coordination by #EBUSTwitter and direct messaging

Keeping up with new information: “pushed content”

- Select users, journals, medical societies, organizations to follow based on individual interests
- Content from followed accounts is curated and delivered (or “pushed”) directly to user
Advocacy and Visibility

@_AACC. Available at: https://twitter.com/_AACC/status/1179442207146811392.
Professionalism and accuracy

- Social media posts are instantaneous, quickly seen by users, easily screenshot, and difficult to retract
- Peer review by “crowdsourcing”
- “Pause before posting” – deliberately review every post and avoid publishing content on impulse
- Avoid heated personal discussions and debates
- Public accounts can be screened by employers
Protecting patient privacy

- Images on social media subject to same standards as those in peer-reviewed medical journals
- Health Insurance Portability and Accountability Act of 1996
- Modifying patient details as a useful protective measure for online posting
  - Dates, unusual circumstances, patient age, geography, anatomic site/patient history, accession numbers

How can you get started on Twitter?

@SanjayMukhopadhyay
@smlungpathguy

1/
Are you new to Twitter? Are you a pathology resident or a pathologist? Are you wondering what to tweet about or where to start? This brief tutorial is for you. Pathology on Twitter is awesome 🤓❤️✔️

#Tweetorial = Tutorial of tweets

#pathtweetorial = Pathology version

3:18 PM · Aug 18, 2018 from Pepper Pike, OH · Twitter for iPhone

206 Retweets 420 Likes

@smlungpathguy. Available at: https://twitter.com/smlungpathguy/status/1030911764240781317. Accessed December 25, 2019. Screenshot with permission from author.
References


9. @smlungpathguy. Are you new to Twitter? Are you a pathology resident or a pathologist? Are you wondering what to tweet about or where to start? This brief tutorial is for you. Pathology on Twitter is awesome #Tweetorial #pathtweetorial. Available at: https://twitter.com/smlungpathguy/status/1030911764240781317. Accessed December 25, 2019.

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