



Image credit: <https://www.futurelearn.com/courses/social-media-in-healthcare>

Social Media for Clinicians

Tips & Shortcuts

The Gustave L. and Janet W. Levy Library



PLUMx Profiles – showing off your research

Via PLUMx <https://plu.mx/mtsinai/g/> you will be able to:

Feature your research

Display the impact of your research via citations, downloads, views and social media attention

Display presentations, patents, and social media profiles

The screenshot shows a PLUMx profile for David Muller. At the top, the PLUMx logo is visible. Below it is a small profile picture of David Muller, followed by his name in large blue text. Underneath his name, his titles are listed: "PROFESSOR AND SYSTEM CHAIR | Medical Education" and "PROFESSOR | Medicine".

The "Artifact Summary" section displays four categories of research artifacts with their respective counts: "Article: 51", "Review: 3", "Letter: 6", and "Research Artifact: 2".

The "Recent Artifacts" section lists five articles, each with a small icon and a blue link to the full article:

- Global Health: the Past, the Present and What the Future Holds
- FlexMed: a nontraditional admissions program at Icahn School of Medicine at Mount Sinai
- How medical students learn from residents in the workplace: A qualitative study
- Reforming premedical education - Out with the old, in with the new
- An innovative portfolio of research training programs for medical students

At the bottom of the profile, there is a blue link that says "see details".



ORCID – It is now becoming a journal requirement

ORCID.ORG

You can update your ORCID profile
automatically through SCOPUS

PLUMx updates your profile through ORCID

DISTINGUISH YOURSELF IN THREE EASY STEPS

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. [Find out more.](#)

1 REGISTER Get your unique ORCID identifier [Register now!](#)
Registration takes 30 seconds.

2 ADD YOUR INFO Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).

3 USE YOUR ORCID ID Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

1. Your profile:
 - a. Your ORCID ID is like a SSN which ensures you are not mistaken for someone else
 - b. You can link it to your Scopus ID for easy updates
 - c. How will we work with you on setting up and linking your IDs?
2. How does ORCID tie to PLUM?
 - a. PLUM automatically updates through ORCID
 - b. Anything you add to ORCID will be displayed on your PLUM profile



Rules of Engagement: A Checklist for Avoiding HIPAA Violations on Social Mediaⁱ

- Keep personal social media accounts separate from practice accounts. This prevents patients from searching for clinicians and sending friend requests.
- Avoid “friending” patients and clients.
- Don’t take a chance with sending images or messages you will regret. Even when you delete a post, it exists in cyberspace and search engines can index and archive it without you knowing.
- Social networks enable friends of friends to access information. Be cautious when you post to your personal pages as well.
- Understand that HIPAA lists 18 personal identifiers that must stay private:
 - Names
 - Geographic information
 - Dates (e.g. birth date, admission date, [discharge](#) date, date of death)
 - Telephone numbers
 - Fax numbers
 - E-mail addresses
 - Social Security numbers
 - Medical record numbers
 - Health plan beneficiary numbers
 - Account numbers
 - Certificate/license numbers
 - Vehicle identifiers and serial numbers, including license plate numbers
 - Device identifiers and serial numbers
 - URLs
 - IP address numbers
 - Biometric identifiers (e.g. finger and voice prints)
 - Full-face photographic images and any comparable images
 - Other unique identifying numbers, characteristics, or codes
- Make sure that no one in your practice retweets or reposts patients’ private information even if they post the information themselves.
- Do not engage with patients on their own social media pages. Your comments can be seen by others.
- Do not post pictures of patients on social media outlets or others. A patient must agree to their picture being featured online in writing and must be signed and witnessed.
- Do not take pictures of patients on your phone – it can be accidentally reach others and violate their privacy.

- You must report any breach in privacy by you or anyone in your practice.
- Do not post information on personal social media pages as a representative of the hospital, practice or business.
- Make sure that during photographable events like office parties, all patient files or photos are hidden.

Do not let the following examples be youⁱⁱ:

Example 1: An ED physician in Rhode Island was fired, lost her hospital medical staff privileges, and was reprimanded by the Rhode Island Board of Medical Licensure and Discipline for posting information about a trauma patient on her personal Facebook page. According to the Rhode Island Board of Medical Licensure and Discipline, “[She] did not use patient names and had no intention to reveal any confidential patient information. However, because of the nature of one person’s injury ... the patient was identified by unauthorized third parties. As soon as it was brought to [her] attention that this had occurred, [she] deleted her Facebook account.” Despite the physician leaving out all information she thought might make the patient identifiable, she apparently did not omit enough information.

Example 2: An OB-GYN in St. Louis took to Facebook to complain about her frustration with a patient: “So I have a patient who has chosen to either no-show or be late (sometimes hours) for all of her prenatal visits, ultrasounds, and NSTs. She is now 3 hours late for her induction. May I show up late to her delivery?” Another physician then commented on this post: “If it’s elective, it’d be canceled!” The OB-GYN at issue then responded: “Here is the explanation why I have put up with it/not cancelled induction: prior stillbirth.” Although the OB-GYN did not reveal the patient’s name, controversy erupted after

someone posted a screenshot of the post and response comments to the hospital’s Facebook page. The hospital issued a statement indicating that its privacy compliance staff did not find the posting to be a breach of privacy, but the hospital added it would use this opportunity to educate its staff about the appropriate use of social media. Many believe this physician got off too easy.

Doctors to follow on Twitter:

<http://www.healthcareitnews.com/news/10-physicians-follow-twitter>

Facebook example: Dr. Kevin Pho, M.D., a primary care doctor in New Hampshire who writes the popular [KevinMD blog](#), maintains both a personal and a professional online presence. His professional Facebook page contains his writing and commentary and can be “liked” by anyone. He limits access to his personal Facebook page to family and close friends.

ⁱ. <http://www.law360.com/articles/743560/a-checklist-for-avoiding-hipaa-violations-on-social-media>

ⁱⁱ. <http://www.the-hospitalist.org/article/how-to-avoid-data-breaches-hipaa-violations-when-posting-patients-protected-health-information-online/>



Twitter – You REALLY don't need an assistant for that!

1. Make it personal:
 - a. Don't use cryptic user names that cannot be identified as you. This could result in followers thinking it's spam
 - b. Add your credentials (PhD, MBA)
 - c. Stay away from generics because there are too many of them
2. Say something about yourself
 - a. Include your affiliation
 - b. Include your specialty
 - c. Include location
 - d. Include some main hash tags (keywords) so people can find you
3. Use a scheduler to optimize your tweets
 - a. Decide how many times you are able to tweet
 - b. Schedule your tweets in advance
 - c. Change your timing once a week using the timing optimizer
4. Don't just talk about yourself – use the 80/20 rule
 - a. Use articles, studies and news items that relate to your field
 - b. Re-tweet others
 - c. Add your own insight when quoting others
5. Follow others
 - a. Follow as many relevant accounts as you can when starting out (the user gets notifications)
 - b. Use an app to help you filter out spam and garbage followers
 - c. Say thank you to those who follow you
6. When you publish
 - a. Use the journal's author tools to reference your article
 - b. Find your co-authors on twitter and acknowledge them
 - c. Include a short description (you are limited to 140 characters anyway) of your study
7. When you travel to conferences, take pictures
 - a. Take pictures and tag them (where are you? With whom?)
 - b. Comment on the presentations you hear, people you met (tag them too!)
8. Stay away from controversy



Research Gate – make it work for you

<https://www.researchgate.net/home>

1. Create a profile:
 - a. Add your photo
 - b. Use the profile tools to enhance your presence
 - c. You can login via Facebook or LinkedIn
 - d. Add skills, experience and keywords (will make it easier for others to find you)
2. Create your network
 - a. Find others in your fields, department, institution, then follow them
 - b. When prompted to endorse a person – do
 - c. Follow publications and projects
 - d. Invite colleagues
 - e. Interact by using the questions tool
3. Adding your research
 - a. Claim your work - RG will (sometimes) find your articles and ask you if they are yours
 - b. You can also add white papers, newspaper articles and projects
 - c. You can add your grants and awards too!
4. Don't pay (too much) attention to RG metrics
 - a. They are closed and apply only to RG
 - b. Some metrics are interesting – Look at your stats to see peak interactions and interests



Tips to making the most of your Doximity Profile

From Bryan Vartabedian, MD

(<http://33charts.com/2014/10/secrets-doximity-profile.html>)

Known as LinkedIn for clinicians, Doximity allows you to connect with colleagues and expand your professional network.

1. Let Doximity scour the web for you: Patients and professionals never stop searching for information on physicians' online. Your public facing professional profile

represents a 24/7 representation of who you are and what you've accomplished. While keeping everything updated can represent a big challenge for all of us in medicine, Doximity does the heavy lifting. The professional network scans the Web for the latest information on publications, awards, and speaking engagements related to your professional CV. The average physician's profile receives 30 automatic data updates each year from Doximity. If you've been away from your Doximity profile for a while, log in and check it out.

2. Take a top-secret shortcut: It's not publicized, but Doximity will upload your CV information for you. Just send over your most recent resume to cvupload@doximity.com and their crackerjack team of CV elves will do all the work. The average curriculum vitae received by Doximity is 21 pages long—that's a lot of typing you get to skip. Since about 85% of Doximity profiles appear on the first page of a Google name search, you should maximize the chances that your hard work gets connected to your name.

3. Add "clinical interests" to make your profile more interesting: You should list your clinical interests in your Doximity profile. Just start typing and Doximity will provide you an intelligent list of commonly selected clinical subjects. Here's why these interests are important: They allow more targeted outreach for referrals and better news curation with Doximity's DocNews delivery.

4. Claim your very own custom URL: Click "Edit" on your Doximity profile and you'll see a section to claim a custom link at the top. You can shorten your link and optimize it for

your own expertise. Include your Doximity profile link in your email signature, on other social media profiles and in your bio when you speak/publish to boost the quality of your professional presence online. Your Doximity profile should represent who you are and what you're about. This link offers a simple, consolidated connection to that information.

5. Get recognized by U.S. News & World Report: Did you know that your U.S. News & World Report physician profile automatically refreshes anytime an update is made to your Doximity CV? The two companies have a partnership where Doximity physician data instantly transfers to the U.S. News Doctor Finder service. If you don't take advantage of this you're just crazy.

6. A picture is worth a thousand clicks: A quality headshot has become a key element in every online profile. Make a good first impression by choosing a headshot that's clear, professional and high-resolution. Your headshot should probably be updated at least every two years. While Doximity will find and suggest photos to match your profile automatically, uploading your own is a best practice. Doximity profiles with photos appear first in search results and get more interest than those without pictures.

7. Make yourself automatically available to new job opportunities: There are over 175,000 job offers sent to physicians each year on Doximity. Get matched with the best jobs by indicating your salary and career preferences in the Doximity "careers" section. You can select specific areas where you want to work (Hawaii!) and can choose between

full-time, part-time and locum tenens. Each opportunity is highly targeted, with physicians only receiving a handful of offers specifically matched to their CV each year. Plus, recruiters are required to provide a salary range with each job message.

8. Make a speech: Doximity alerts you when your work is being discussed in online physician conversations. Plus, you can expand the reach of your content by adding a presentation to your Doximity profile. Any PDF, PowerPoint or Word file can be embedded in your CV. You might upload slides recently presented at a medical conference or share a preview of the first chapter of your upcoming book with colleagues. Do you have even more to share? Post your Twitter feed, blog, video clips, kickstarter campaigns or any other social sites in the "Links" section at the bottom of your profile.

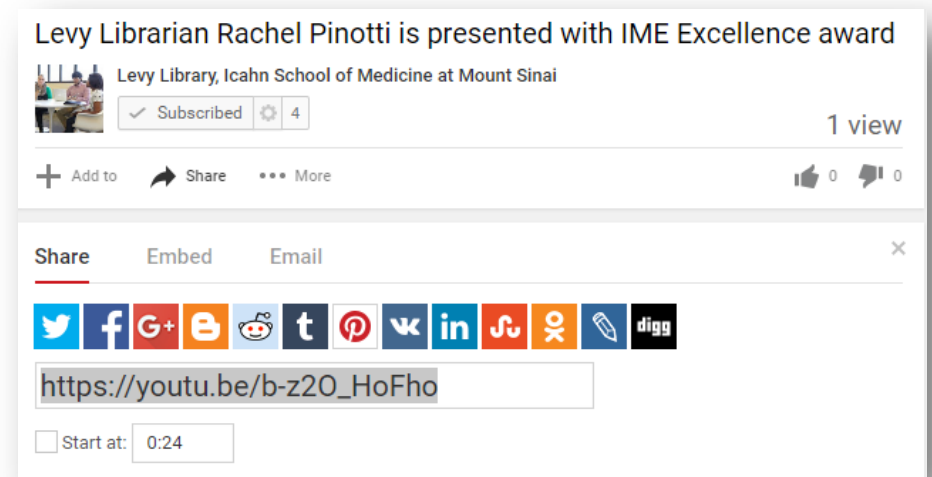
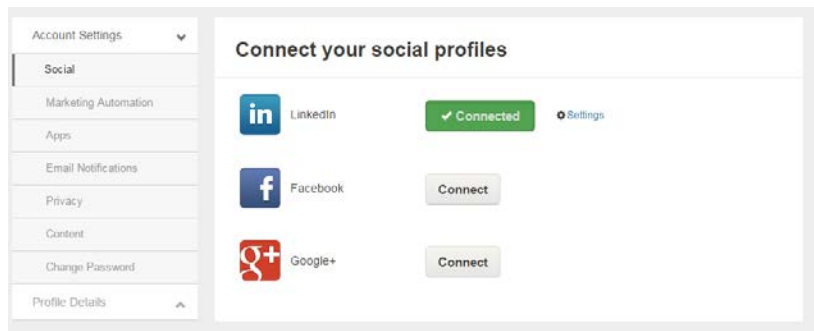
9. Your Doximity profile works for you—keep it updated: After you've updated the information on your Doximity profile, turn your attention to establishing your professional network. Doximity members have an average of 53 professional connections on the network—can you do better? Connect with alumni from medical school and residency training. Reach out to your referral network on the platform. Set Doximity to share your direct contact information within your private network and you'll be amazed at how quickly new opportunities start to arrive from colleagues.



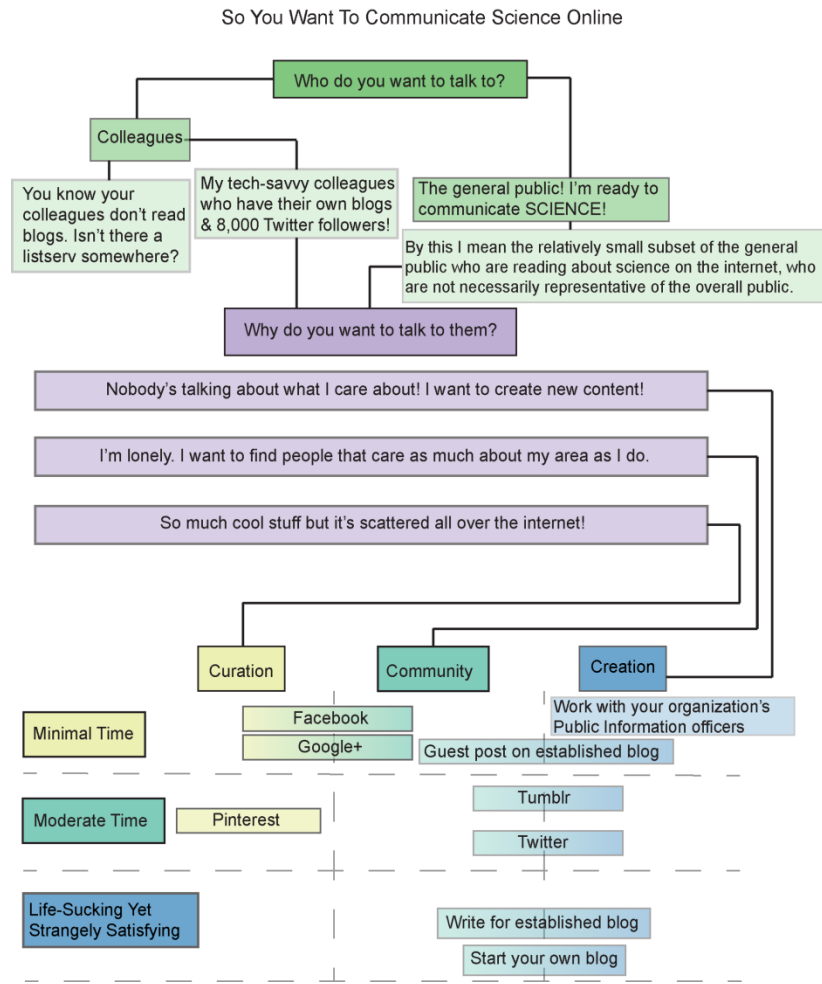
Create a YouTube channel for your recorded presentations so you can share them practically everywhere

Slide Share – LinkedIn – Facebook – Google+

1. LinkedIn and Slideshare are now connected
2. Use your account settings to share your slides on LinkedIn, Facebook and Google+



Bik HM, Goldstein MC (2013) An Introduction to Social Media for Scientists. PLoS Biol 11(4): e1001535.
doi: 10.1371/journal.pbio.1001535



Advice for New Users

In academia, there is often a particular stigma attached to online activities. Actively maintaining an online profile and participating in social media discussions can be seen as a waste of time and a distraction from research and teaching duties. We believe this perception is misguided and based on incorrect interpretations of what scientists are actually doing online. When used in a targeted and streamlined manner, social media tools can complement and enhance a researcher's career. When exploring online tools for the first time, new users can maximize their reach by considering the following points:

Explore online guides to social media

- The Superfund program at Oregon State University maintains an exhaustive list of resources (i.e., blog articles, videos, how-to guides) focused on science and social media: <http://bit.ly/WkdNOG>. We recommend this site as a good jumping-off point for new users.

Establish a professional website (at minimum)

- To establish an online presence and avoid undesirable Google search results, *at minimum* researchers should set up a personal website that lays out their specific research projects and areas of expertise, searchable by colleagues, journalists, and the public alike.
- Although professional websites can be established through your university/institute, external hosts

(i.e., a free site at <http://wordpress.com> or a custom paid domain) offer more flexibility and are easier to access and maintain.

- If desired, a website can be supplemented with social media accounts (e.g., Twitter and Google+ profiles), which will also appear high in Google search results.

Locate pertinent online conversations

- Find people with common interests; follow the social media that they link to and that links to them.
- Use established social networks (e.g., a base of Twitter or LinkedIn contacts) or a means of notification (RSS feeds or personal messages from colleagues/acquaintances) to get started.
- It is completely acceptable to “unfollow” people or groups if their information is not relevant or useful.
- It can be beneficial to read first without contributing (“lurking”) to learn logistics and basic etiquette of different social media platforms.

Navigate the deluge of online information

- Strictly maintaining and organizing online accounts is an effective way to filter information (e.g., grouping people using Twitter lists and Google+ circles).
- Similar efficiency can be achieved by tracking and prioritizing the most relevant blogs and articles for reading (e.g., using RSS services such as Google Reader that can be accessed and synced to mobile devices via apps such as MobileRSS).

- Popular content is often heavily reposted and shared; the most important articles and conversations will usually reach you at some point.
- Explore multiple social media tools and related sites/apps for managing online accounts (Box 1). Find ones that you prefer with the appropriate features; consistent use of fewer tools is better than spreading yourself too thin across too many platforms.
- Don't be afraid to ask for help; there are many friendly and established communities who are willing and eager to assist new users.

Interact with diverse participants

- Effective social media use *requires* engagement with the audience.
- New users must be open to engaging with people outside one's own professional background or realm of scientific expertise.
- Tone of discussions can vary wildly, from cordial (e.g., conversations about fascinating species) to highly argumentative (e.g., politically sensitive topics such as climate change).
- Users striving to impose a specific viewpoint on their audience (e.g., #arseniclife, <http://nbcnews.to/152OCTH>) or that are perceived to promote discrimination/sexism (e.g., #womenspace, <http://bit.ly/KnEPRy>) often face significant backlash and outrage.

Reach your audience

- Online communication methods only reach people who are interested in talking about science online.
- Mainstream media continues to represent the most effective platform for disseminating scientific information to broad audiences; 66% of Americans get their news through television, 43% through the internet, 31% through newspapers, and 19% through radio (participants were allowed to name two sources; 2011 Pew poll, <http://goo.gl/g2j45>).
- Online communities, conversations, and user demographics (sex ratios, racial demographics [15]–[17]) can vary across different tools, with surprisingly little overlap. Using multiple tools may be necessary to achieve one's goals. Notably, many people shy away from using Facebook in light of lingering concerns about privacy (<http://nyti.ms/KkwbDE>).
- The majority of established bloggers (72% of 126 blogs surveyed [3]) use Twitter as a complementary outlet for disseminating new blog posts to followers.

References

¹ <http://www.law360.com/articles/743560/a-checklist-for-avoiding-hipaa-violations-on-social-media>

¹ <http://www.the-hospitalist.org/article/how-to-avoid-data-breaches-hipaa-violations-when-posting-patients-protected-health-information-online/>

Our website: <http://icahn.mssm.edu/about/ait/levy-library>



Ask A Librarian

Get help from a librarian through chat,
email or phone



We are on Twitter (@Levy_Library),
Facebook, YouTube, Snapchat
and our "Research Insider" Blog

Research Insider

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Upcoming Events

A variety of workshops and special events are
hosted at the Levy Library