Increasing Your Visibility
Part 1

Wednesday, July 10 • Noon – 1:00pm • Pickens 3rd Floor, Rooms 3 & 6

Using Social Media
Faculty panelists and an external guest share how they have leveraged social media to promote their work and their professional brands.

Michael Fisch, MD
Professor & Chair

Mark Lewis, MD
Assistant Professor

Naoto Ueno, MD, PhD
Professor

Jeanne Garbarino, PhD
Director of Science Outreach
Rockefeller University

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THE UNIVERSITY OF TEXAS
MD Anderson Cancer Center
The discussion started with “Why engage with social media” and “how do we manage it well”. We ended with social media as a way to personally engage with others who share interests, passions and experiences.

Inspired by the use of social media during the Arab Spring, Michael Fisch, MD, Chair of General Oncology, uses Twitter to inform far-flung patient populations about advances in treatment options or trials. He also uses Twitter to stay current on the most important developments in his fields of interest by following and sharing tweets. At the close of the event, he shared a mnemonic regarding how we should approach and use S.O.C.I.A.L. media: Serve, Open, Connect, Integrity, Action-oriented and Listen.

Mark Lewis, MD, Assistant Professor in General Oncology, joined a Facebook patient group focused on a rare condition with which he was also diagnosed. Drs. Lewis and Jeanne Garbarino, PhD, of Rockefeller University in New York underscored a major benefit of Facebook’s large user population: the ability to engage with a significant number of people on a global scale you may never otherwise meet. They also cautioned that you need to be aware of and responsible with what you share and periodically check default privacy settings as they are apt to change.

Naoto T. Ueno, MD, PhD, Professor in Breast Medical Oncology, is very active on Twitter and Facebook and shared various ways he uses social media to connect with others in Japan and the U.S. He uses Twitter to share information of professional interest and Facebook to share some of his personal interests such as pictures of the family pet - but not family members - and restaurant visits to help build familiarity and relationship. Professionally, he uses social media, esp. Twitter, to engage with patient and physician communities.

Noticing the lack of the scientist’s perspective on science-related issues in social media targeting the public sector, Jeanne Garbarino, PhD, Director of Science Outreach at Rockefeller University, began blogging and using Facebook and Twitter to fill this void. She shared how the different social media platforms she uses attracts different audiences. Her Facebook account attracts followers/friends with shared interests in science and science education. Reporters and other media types are well represented in her Twitter followers interested in knowing her perspective on the interesting news in science.

Laura Nathan-Garner, Program Manager in the Department of Integrated Media, shared an institutional perspective on social media with an emphasis on protecting the privacy of our patients and honoring the trust they and the public place in our mission (see below for institutional policy link).

Social media allows us to share something of ourselves, our interests and our passions. It can be a powerful tool to promote our and other’s visibility by allowing us to identify persons of interest and develop and nurture relationships locally, nationally and globally. If recognition comes with it is would be because as a teenager was once heard saying, “"Maybe the best person in a relationship is the one who is most willing to share."
Dr. Ueno's Shared Links:
Follow Dr. Ueno:
http://www.facebook.com/ntueno
http://twitter.com/teamoncology

Naoto T. Ueno and Brian Reid Discuss Social + Oncology at ASCO
You Tube Link

Profiles in Oncology Social Media:
Naoto T. Ueno, MD, PhD -
@teamoncology
Oncology Times Link

Dr. Garbarino's Shared Links:
Follow Dr. Garbarino:
https://twitter.com/jeannegarb
Double X Science Blog
https://plus.google.com/

Dr. Fisch's Twitter:
Follow Dr. Fisch:
@fischmd

Dr. Lewis’ Twitter:
Follow Dr. Lewis:
@marklewismd

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Institutional links and tips from Laura Nathan-Garner:

List of MD Anderson faculty and departments on Twitter
MD Anderson’s Twitter account
MD Anderson’s Facebook account
MD Anderson Social Media Policy (ADM1112)

Keeping social media a positive experience:

- Remember you represent an organization as well as yourself.
- Patients/potential patients search for information about us to ensure they’re making the right decisions about care.
- Protect patient care information or PHI, including a patient’s name or identifying info, photos, video or other electronic files.
- Social media is not the place to give specific medical advice.
- Social networking sites are searchable & anything you post could end up in the news or viral.
- Protect confidential, proprietary or other protected information.
- Be mindful of copyright laws respecting the ownership of ideas, images, and other creative work.
Twitter Resources
from Laura Nathan-Garner:

General Twitter resources

Twitter Help Center: https://support.twitter.com
Mashable’s Twitter Guide: mashable.com/guidebook/twitter

Finding other Twitter users

Twellow: www.twellow.com
Wefollow: www.wefollow.com
Twitter Search: https://twitter.com/search

Service for shortening web addresses & links

Bitly: https://bitly.com

Third-party Twitter apps

Tweetdeck: www.tweetdeck.com
Hootsuite: www.hootsuite
Tweetchat: www.tweetchat.com

Including Photos in Tweets using Twitter

Twitter help center link for photos
Twitpic service: www.twitpic.com

Hashtags

#twubs: www.twubs.com — aggregates tweets and uses a Wiki to share information on a given hashtag
Hashtags.org www.hashtags.org — shows how a hashtag has been used over time
Monitter www.monitter.com — real-time Twitter search tool that enables you to monitor keywords on Twitter
What the Trend www.whatthetrend.com — shows what’s trending, trends by location. Includes the option to add a trend.
Symplur http://www.symplur.com/healthcare-hashtags — health care hashtags
ASCO Cancer Communities http://connection.asco.org/Commentary/Article/ID/3590/Hashtag-Folksonomy-for-Cancer-Communities-on-Twitter.aspx