#### Social Media Advocacy

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#### **Disclosures**

Mercer/Navicent General Pediatric Program/Georgia Chapter

Faculty & Resident: Katherine Duncan, MD, FAAP and Patricia Tran, MD

Goal: Establish a formal, sustainable residency curriculum that prepares residents to be effective advocates for children when issues arise, by inspiring them to meet the need for pediatric advocacy, building skills for successful advocacy through didactic lectures & hands-on training in a variety of pediatric advocacy issues & reducing barriers to participation through supervised practice.

Kev components will include:

- A new, formalized longitudinal advocacy curriculum.
- An advocacy workshop series on legislative advocacy and print media, TV media, and social media advocacy.
- Practice with on-camera interviews, setting up professional social media accounts, writing opeds and blog posts, speaking to legislators, and framing advocacy messages effectively for various audiences.

Outcomes: We will start an ongoing advocacy curriculum while increasing the visibility of advocacy at our organization. The theme "Getting Started in Advocacy" will help residents develop and apply knowledge and skills in media, community, and legislative advocacy, leading up to Georgia's Primary Care Legislative Day.

#### Goals



- Increase volume of accurate health info available online
- Empower participants to advocate in new mediums
- Encourage participants to diversify their perspectives
- Reduce perceived barriers to online advocacy

#### **Objectives**



- Set up a professional twitter account
- Retweet to amplify important public health messages
- Network with others on Twitter
- Avoid career-damaging mistakes

#### Why add this to your checklist?



- Tweetiatrician
- The fiction is out there
  - Combat bad actors
  - Amplify accurate information
- You're already on your phone

2

#### What does it cost?



- Time
- Image management
  - Don't be sloppy
  - Don't be a jerk
  - Don't share patient info or 'out' patient stories

#### What's your platform?



- The Web Blogs, est. sites
- The Facebooks
- Twitter
- Instagram
- Pinterest

#### How to get started:

- Once you first Tweet

  Was a your first Tweet

  Was a first Twee
  - Download & open account
  - Upload Photo
  - Upload Photo
  - 1-liner bio
  - Identity issues
    - Anonymous vs.
       Credentialed



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#### 1 | Do 1 | Teach 1

- Follow
  - People that interest you.

  - Your professional org
    CDC, NIH, Journals you admire.

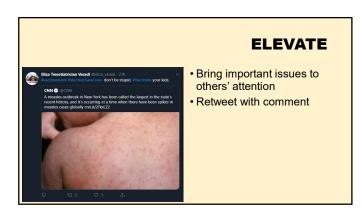
#### How do you advocate on Social Media?



- A--
- E—
- 0-
- U—
- Sometimes Y

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#### **ELEVATE**

- Bring important issues to others' attention
- Retweet with comment



#### INTERJECT

Replies



#### **INTERJECT**

- Scheduled chats like
  - #WomenInMedicine

  - #MedEdChat
     @MedHumChat

	SirlMedTwitter #med	twitter
	THE FREE GUIDE TO MEDICAL SCHOOL ADMISSION  **Introduct Valuation**	HAVE QUESTIONS ABOUT APPLYING TO MEDICAL SCHOOL? Coack out The Free Guide to Medical School Admission written by medical students, residents. 6 attendings Available as a free ebook at
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#### **INTERJECT**

- Less formal conversations
  - •#AAPNCE2019
  - #GirlMedTwitter
  - #FOAMed

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#### OPINIONS & ORIGINAL CONTENT

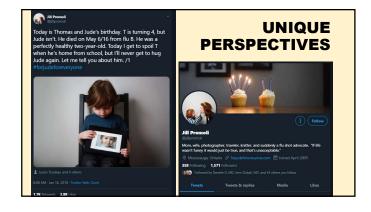
- News
- Something you learned today
- Questions/Polls

#### OPINIONS & ORIGINAL CONTENT



- News
- Something you learned today
- Questions/Polls

## UNIQUE PERSPECTIVES • What is the story that ONLY YOU can tell? • What is the story that ONLY YOU can tell? • What is the story that ONLY YOU can tell? • What is the story that ONLY YOU can tell? • Matthee Cortland, esc. • Matthee Cortland, esc.





#### **Sometimes Y**

- Don't be afraid to show your humanity & personality.
- Keep it light
  - Exceptions: on-brand anecdote
- Examples
- Goofy ties / socks
- Kids / Pets
- Competitive races



#### What Else Can I do on Twitter?

Increase visibility

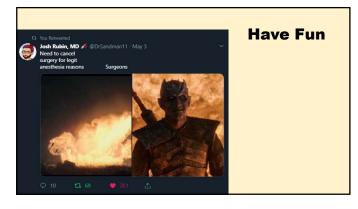


#### **Medical Education**

- #FOAMed
- Free
- +/- CME credits

### Stay current in areas of your interest 13 You Relevented 14 You Relevented 15 You Relevented 16 You Relevented 16 You Relevented 16 You Relevented 17 You Relevented 18 You Relevented 18 You Relevented 19 You Relevented 19 You Relevented 10 You Relevented 11 You Relevented 10 You Relevented 11 You Relevented 12 You Relevented 13 You Relevented 16 You Relevented 17 You Relevented 17 You Relevented 18 You Relevented 18 You Relevented 19 You Relevented 19 You Relevented 10 You Relevented 17 You Relevented 10 You Rele





#### **Branding**

- · Categories will likely overlap
- Should reflect your authentic
  - Interests
  - Values
  - Expertise



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# Focus on the work, offline. (If you don't know what your work is, find it. Out there, not in here of the deep dive into your work is, find it. Out there, not in here). In the course of the deep dive into your work, when you came across stuff you're so excited about you have to talk about it, tweet that.

#### **Pro-tips**

- Focus on the process numbers & influence will come over time.
- Follow a diverse range of perspectives to avoid echo-chamber effect.

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When was the last time you	
Cared for a sick child?     Reassured a worried parent?	
Problem-solved in real-time during an appointment?     Explained a complex medical	
issue in a way that was easy for a family to understand?	
Mark Del Monte, AAP LegCon 2019	
Advocacy is a part of the work you do every day	
Questions & Answers	
Questions & Answers	