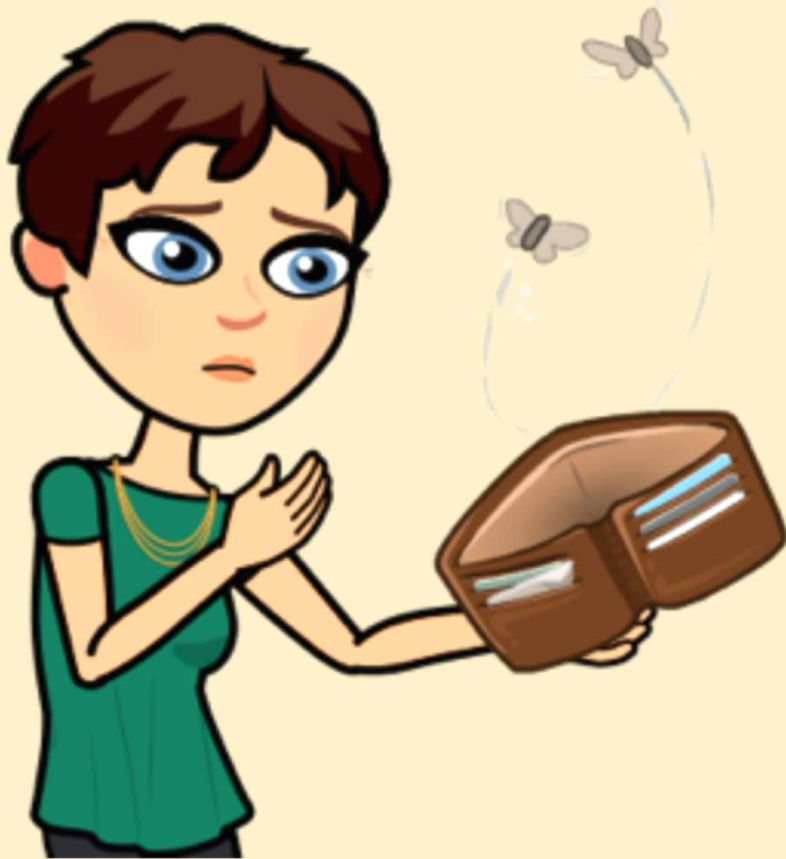


Social Media Advocacy

Dr. Katherine F. Duncan, MD MSPH

Director of Pediatric Advocacy & Global Health

Beverly Knight Olson Children's Hospital | Navicent Health



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.

Key components will include:

1. A new, formalized longitudinal advocacy curriculum.
2. An advocacy workshop series on legislative advocacy and print media, TV media, and social media advocacy.
3. Practice with on-camera interviews, setting up professional social media accounts, writing op-eds 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



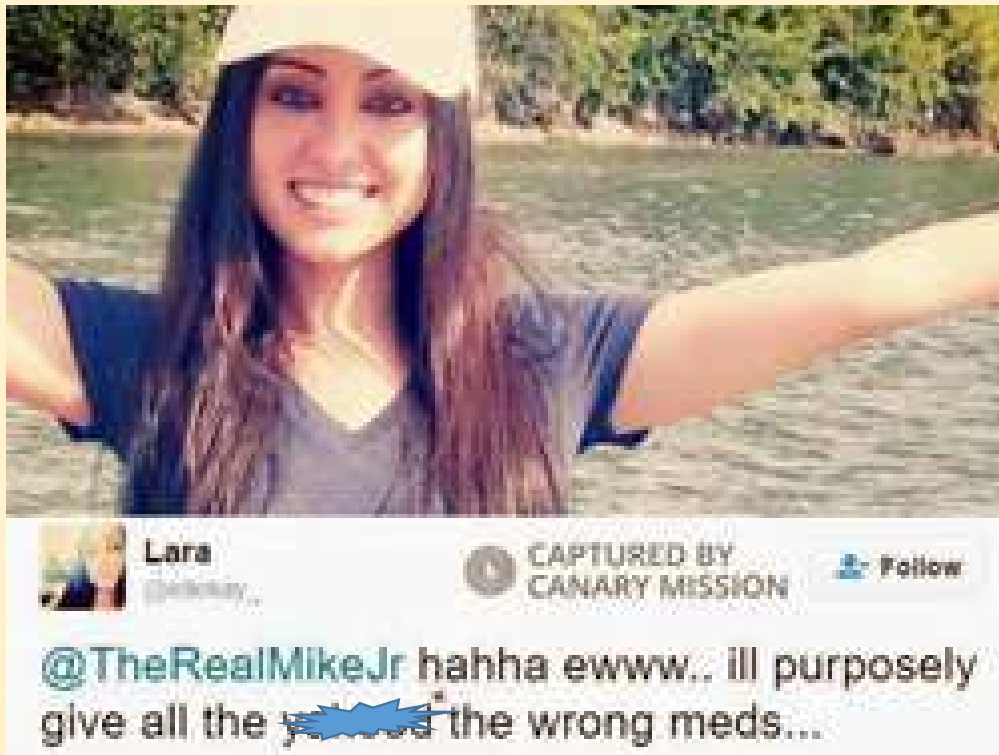
- Set up a professional twitter account
- Retweet to amplify important public health messages
- Network with others on Twitter
- Avoid career-damaging mistakes

Why add this to your checklist?



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

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

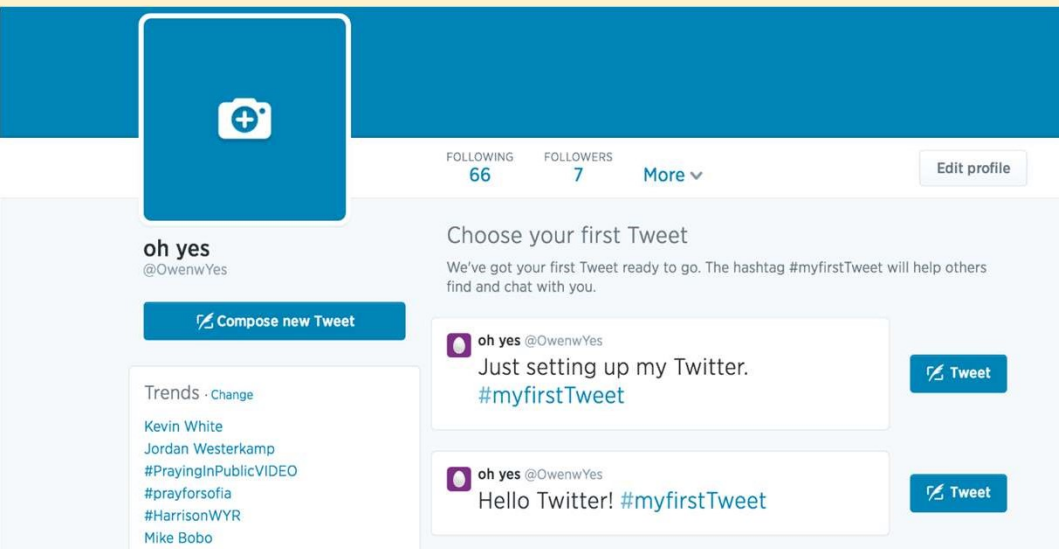
What's your platform?



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

How to get started:

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



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e 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—
- I—
- O—
- U—
- Sometimes Y

AMPLIFY

- RETWEET
- RETWEET
- RETWEET



AMPLIFY

🔄 You Retweeted



Amer Acad Pediatrics @AmerAcadPeds · May 6

If you have a pool at home, the most effective [#Drowning](#) prevention strategy is a 4-sided fence that is at least 48 inches tall, with self-closing and self-latching gates that completely separates the pool from the house.
[#DrowningPrevention](#) ow.ly/gjHO50tF1lp



🔄 17

❤️ 17



- RETWEET
- RETWEET
- RETWEET

ELEVATE

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



ELEVATE

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



INTERJECT

- Replies





INTERJECT

- Scheduled chats like
 - #WomenInMedicine
 - #MedEdChat
 - @MedHumChat

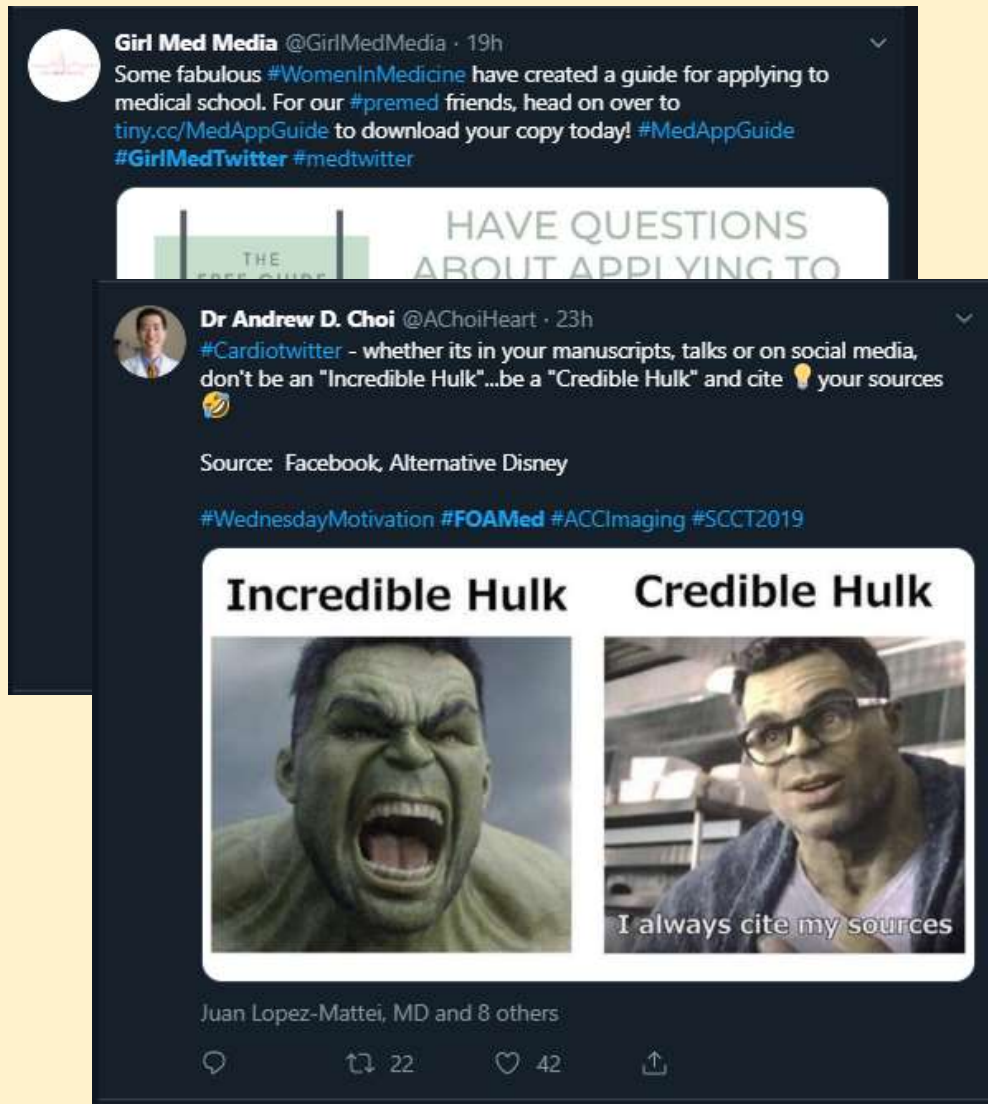
INTERJECT

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



INTERJECT

- Less formal conversations
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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?



Matthew Cortland, esq.
@mattbc Follows you

Healthcare is a human right // Disabled, chronically ill // writer, lawyer, public health nerd. he/him. patreon.com/mattbc

📍 Massachusetts 🌐 patreon.com/mattbc 📅 Joined April 2011

2,089 Following 14.4K Followers

Followed by Student Doc Jane Doe, Jennifer K. Chen, MD FAAP, and 116 others you follow

Tweets Tweets & replies Media Likes

Matthew Cortland, esq. Retweeted



Matthew Cortland, esq. @mattbc · 11h

I live with an Inflammatory Bowel Disease. I have to take immune-suppressing drugs to keep it from killing me. The combination of IBD and immune suppressants means that foodborne illness is seriously bad news

NYT Business @nytimesbusiness

F.D.A. has stopped routine food safety inspections of seafood, fruits, vegetables and many other foods because of the federal government shutdown, said F.D.A. Commissioner Scott Gottlieb on Wednesday. nyti.ms/2CZsIMj

11 30 87



Jill Promoli
@jillpromoli

Today is Thomas and Jude's birthday. T is turning 4, but Jude isn't. He died on May 6/16 from flu B. He was a perfectly healthy two-year-old. Today I get to spoil T when he's home from school, but I'll never get to hug Jude again. Let me tell you about him. /1

[#forjudeforeveryone](#)



Justin Trudeau and 9 others

8:08 AM · Jan 16, 2018 · [Twitter Web Client](#)

1.7K Retweets **2.8K** Likes

UNIQUE PERSPECTIVES



[Follow](#)

Jill Promoli
@jillpromoli

Mom, wife, photographer, traveler, knitter, and suddenly a flu shot advocate. "If life wasn't funny it would just be true, and that's unacceptable."

📍 Mississauga, Ontario 🔗 [forjudeforeveryone.com](#) 📅 Joined April 2009

358 Following **1,571** Followers

  Followed by Daniele G, MD, Jenn Dubail, MD, and 34 others you follow

[Tweets](#) [Tweets & replies](#) [Media](#) [Likes](#)



Dr. Dipesh Navsaria
@navsaria

Speaking at a conference at @uwstout this morning before the first @ForwardMSNFC home game?

No problem, I'm still ready to go #FullMingo!

(Hoping for no delays returning to snowy Madison later...)



10:30 AM · Apr 27, 2019 from Menomonie, WI · Twitter for iPhone

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



Katie Wiskar
@katiewiskar

Reason #23 why I love scrubs: major savings on maternity clothes 🤪 #7monthspregnant



What Else Can I do on Twitter?

- Increase visibility

Medical Education



- #FOAMed
- Free
- +/- CME credits

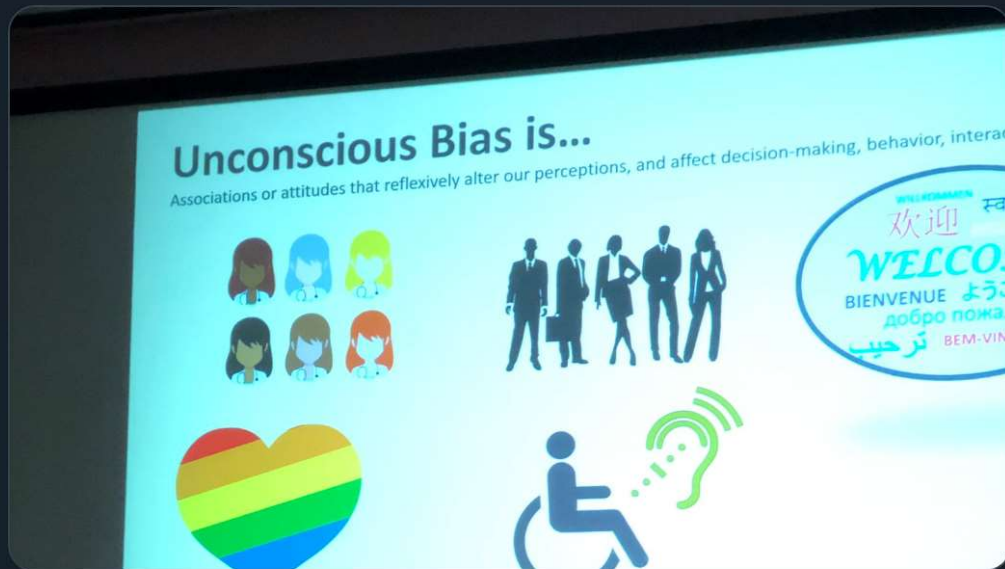
Stay current in areas of your interest

You Retweeted



Susan Moeschler MD @SMoeschlerMD · 20h

Unconscious Bias is the "story we make up about people before we know who they are" - Verna Myers; captivating presentation by [@DrJRMarcelin](#)



Amy Oxentenko M.D. and 3 others



23

78



Stay current in areas of your interest

↻ You Retweeted



Amy Shriver, MD @shriver_amy · 21h

I ❤️ this article by @NerissaBauer on the impact of #ACES and what to do about them!

#FindYour3

ACEs – Adverse Childhood Experiences [healthychildren.org/English/health...](https://www.healthychildren.org/English/health...)



1



2



7



Have Fun

You Retweeted



Josh Rubin, MD  @DrSandman11 · May 3

Need to cancel
surgery for legit
anesthesia reasons

Surgeons



10

69

351



Branding

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



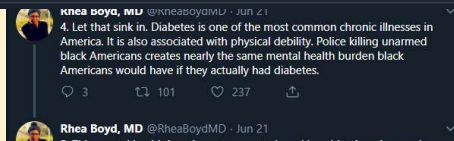
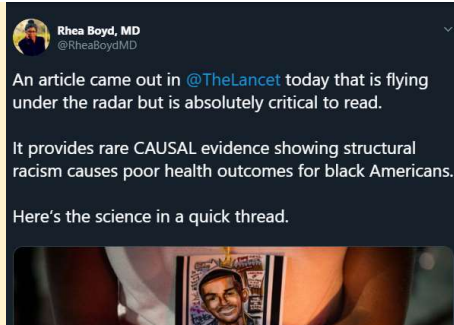
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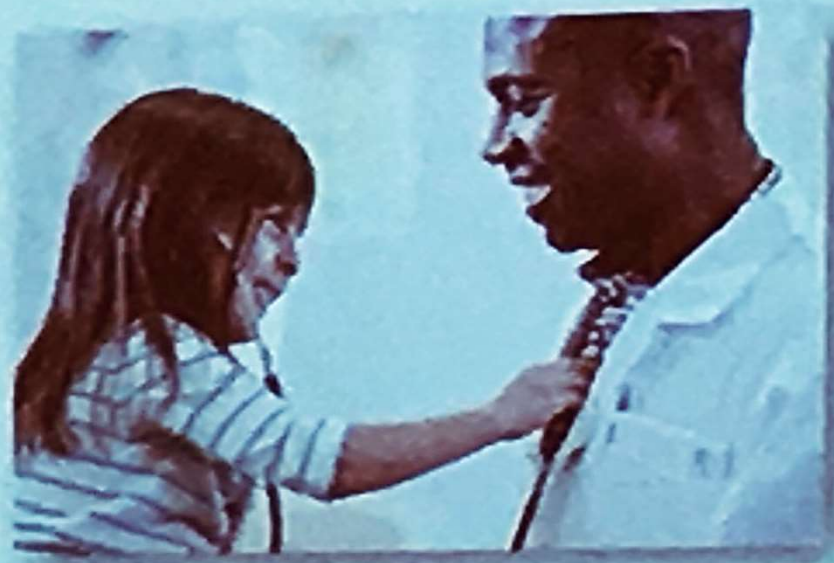
Pro-tips

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



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