AASLD Social Media Guide
An Introduction to Social Media for Health Care Professionals
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Social media is the term we use to describe websites and applications that let us connect and talk to each other.

Health care professionals are no exception. Your peers are joining social media, and having conversations there too. Online they are discussing research with one another, sharing professional stories, connecting with patients and educating their communities.

In this guide, we’ll help you join the conversation.
Protecting Privacy

Health care professionals must adhere to specific regulations when sharing information online. In terms of protecting health care information, the Healthcare Insurance Portability and Accountability Act (HIPAA) sets guidelines that detail the protection and confidential handling of an individual’s health records. There are a variety of courses and online articles that offer tips for avoiding HIPAA violations online (such as this one).

While not a comprehensive list, here are some helpful tips to keep in mind when using social media:

- Avoid any discussion of patients, even in general terms
- Speak generally about conditions and treatments
- Do not provide medical advice online
- Make sure you know and follow your organization’s social media policies
- Understand that even posts on a private personal page can be accessed by users other than friends and followers.

For health care professionals, privacy is not only a concern for their patients, but also for their own personal channels. Luckily, many social media platforms and third party scheduling platforms allow for two-factor authentication. How does it work? If someone tries to log into your social media account from an unknown browser or device, they will need to enter a secondary code for verification before they can proceed.

Follow these instructions on setting up two-factor authentication for your social media accounts.
SOCIAL MEDIA PLATFORMS

[Social media icons for Facebook, Twitter, Instagram, LinkedIn, Snapchat, Reddit, YouTube, Doximity, RG, and SERMO]
<table>
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<th><strong>What is it?</strong></th>
<th><strong>Twitter</strong></th>
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<tr>
<td>A social networking microblogging service that allows registered members to broadcast short posts called tweets.</td>
<td>A social networking site designed specifically for the business community. It allows registered members to establish and document networks of people they know and trust professionally.</td>
<td>A popular social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.</td>
<td>Instagram is a photo-sharing application and social network platform that allows users to edit and upload photos and short videos through a mobile app.</td>
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<td>Somewhat more popular among highly educated audiences compared to other platforms; also widely used by professionals and journalists to share news and breaking stories.</td>
<td>61% of LinkedIn users are aged 30 to 64 years old. Men have a higher presence here than women. 26% of all male internet users have a LinkedIn profile.</td>
<td>The largest demographic on Facebook is those aged 25-34. Women have a higher presence on Facebook than men.</td>
<td>As with Facebook, women are more likely to use Instagram. The second largest Instagram age demographic is 30 to 49 years-old.</td>
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<th><strong>Key things to know</strong></th>
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<td>Limited to 140 characters.</td>
<td>Invented the use of #hashtags to organize information by topic.</td>
<td>Originally created specifically for professional use.</td>
<td>Facebooks newsfeed favors highly visual content so photos and videos are absolutely essential.</td>
<td>Posting can only be done through the mobile app.</td>
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<td>Invented the use of #hashtags to organize information by topic.</td>
<td>A hashtag is word or phrase preceded by a hash or pound sign (#) allowing it to be clicked on and used to identify messages around specific topic.</td>
<td>Like Twitter, hashtags can be used to search specific topics.</td>
<td>Videos can be posted through the app.</td>
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<td>Twitter allows health care professionals to post quick and factual updates as they pertain to the industry. Twitter is an ideal destination for live posting about industry news and announcements, events and conferences.</td>
<td>The most popular professional social media network, LinkedIn is ideal for sharing educational and professional industry content with your contacts in the broader health care profession.</td>
<td>Facebook offers the ability to reach the broadest audience with posts about a variety of topics. It also offers both a public and private community space to interact with peers.</td>
<td>Instagram gives health care professionals the ability to humanize the health care profession with emotion and communicate quickly and conveniently through visuals.</td>
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### Platforms: Health Care Specific

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<td><strong>SERMO</strong></td>
<td>SERMO is a physician-exclusive network.</td>
<td>• Members must go through a three-stage credential check. • SERMO offers rich real-time interaction and engagement, much like Facebook. It's the #1 site for conversations and medical crowdsourcing.</td>
<td>SERMO offers rich real-time interaction and engagement allowing physicians to upload photos derived from real medical cases and crowdsourcing advice or diagnoses from fellow SERMO members.</td>
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<td><strong>Doximity</strong></td>
<td>Doximity membership is reserved for US physicians, medical students and clinically-practicing health care professionals.</td>
<td>• 70% of Doximity's activity is on mobile devices and 85% of its doctors use iPhones.</td>
<td>Doximity serves a variety of functions including roldex, professional profile page, CME tool, email/fax/text service, news portal, and digital doctors lounge for curbsides and conversation.</td>
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<td><strong>ResearchGate</strong></td>
<td>ResearchGate's members consist of scientists and researchers.</td>
<td>• ResearchGate is open to researchers and scientists, as opposed to just physicians.</td>
<td>ResearchGate links researchers around selected topics and specializations – these can be chosen or edited at any time by members. Members can track and follow the research publications of others in their field.</td>
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<td>The world’s largest online video site allows users to upload, subscribe, share and view videos of interest.</td>
<td>A popular mobile app that allows users to send and share videos and photos that self-destruct after 24 hours.</td>
<td>Reddit is a social news website and forum where content is socially curated and promoted by site members through voting. The site name is a play on the words “I read it.”</td>
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<td>While it attracts an even split of women and men, YouTube is still fairly male dominated. Men spend 44 percent more time on the site per month than women.</td>
<td>On any given day, 41 percent of 18- to 34-year-olds use the app.</td>
<td>Due to its niche presences, overall, 2% of US adults get news on Reddit.</td>
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<td>• YouTube is owned by Google which means that YouTube videos will rank in a Google search.</td>
<td>• Snapchat can only be used on a mobile app. • Information shared on your story deletes after 24 hours.</td>
<td>• Unlike many other social media websites, Reddit is not about “showing off.” Most of its content focuses on discussion. • Reddit offers focused subreddits that allow for niche discussions.</td>
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<td>It offers health care professionals the opportunity to create industry focused videos on new advancements, daily health tips and more that can be shared with patients.</td>
<td>Health care professionals can use Snapchat to give patients a behind-the-scenes look at conferences and events.</td>
<td>Reddit, specifically the Medicine subreddit, offers health care professionals a community where information can be shared to colleagues and others interested in specific areas of medicine.</td>
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Create a profile that showcases your presence in the health care profession while positioning you as a thought leader / credible source.

- Profile picture should be a professional headshot or other high quality photo.
- Profile cover image should incorporate your brand or something related to you personally.
- Bio should include information related to you both personally and professionally (handles if applicable).
- Profile to include your company or personal website.
HOW TO KNOW WHAT CONTENT TO POST

Getting the most out of social media requires **consistency** and **regularity**. But, your time and resources are limited, so don’t try to do everything.

**Make sure your content:**
- Meets your needs and followers’ needs by sharing the appropriate content.
- Supports your personal and professional objectives by ensuring your channels are open to the right followers.
- Pays attention to the publishing context, such as what’s trending online, and current events in the industry or world.
- Is achievable with your resources and will not take up too much of your time.

Above all, **it’s critical to provide real value** through content tailored to your followers’ interests, preferences, concerns and professional / personal identities.
10 TIPS FOR CREATING CONTENT

- Headlines are critical
- Stand out with pictures and video
- Relevance drives engagement
- Quality affects reputation
- Don’t be afraid to write long posts
- Help your followers be in the know
- Encourage users to engage
- Write posts that are easy to read
- Post regularly and consistently, but not constantly
- Test different times and formats for engagement
EXAMPLES OF GREAT POSTS

These social media posts highlight great imagery and copy writing while offering followers information relative to their area of study.

From @LTxJournal: How will #Japan overcome the shortage of donors during efforts to promote organ donation? onlinelibrary.wiley.com/doi/10.1002/lt...

CDC
July 26 at 5:00pm

Did you know? Today marks the 27th Anniversary of the Americans with Disabilities Act (ADA). Many social barriers have been removed or reduced for people with disabilities, but there is more work to be done. Learn how CDC is helping people with disabilities thrive: http://bit.ly/2xFb5W

HHS_ViralHep
@HHS_ViralHep

Pregnant? Protect your baby by getting tested for #HepB and ask for the #HepB vaccine when your baby arrives! go.usa.gov/xNH6Z
WHERE TO FIND CONTENT FOR POSTING

AASLD-Related Channels

AASLD ACCOUNTS
- AASLD on Facebook
- AASLD on Twitter
- AASLD on LinkedIn
- AASLD on Instagram
- AASLD on YouTube
- @AASLDPresident
- Steve Echard, CEO
- Julie Deal
- @AASLDFoundation
- @HEP_Journal
- @LTxJournal
- @CLD_Learning

AASLD MEMBERS
- Gyongyi Szabo
- Donald M. Jensen, MD
- Adrian Di Bisceglie
- Jorge Bezerra
- Elliott Tapper
- Adam Mikołajczyk, MD
- Alison Faust
- Sonal Kumar, MD, MPH
- Doug Mogul, MD, MPH

HEALTH CARE INFLUENCERS
- Henry E. Chang
- CDC Division of Viral Hepatitis
- HHS Viral Hepatitis
- Kevin Pho, MD
- Mayo Clinic
- National Institutes of Health
- World Hepatitis Alliance
- Hepatitis B Foundation
- Michigan Hepatology

AASLD PUBLICATIONS
- AASLD Publications
- AASLD Podcasts
- AASLD LiverLearning®
WHERE TO FIND CONTENT FOR POSTING (CONTINUED)

Liver Specific Hashtags
- #cirrhosis
- #fattyliver
- #HBV
- #HCV
- #HepB
- #HepC
- #HepatitisC
- #Hepatitis
- #liverfibrosis
- #livertransplant
- #NAFLD
- #NASH
- #steatohepatitis

Additional Societies, Organizations and Trade Journals
- Clinical Gastroenterology & Hepatology
- Journal of Hepatology
- Digestive Disease Week
- Nature Reviews Gastroenterology & Hepatology
- American College of Gastroenterology
- American Gastroenterological Association
- Society of American Gastrointestinal and Endoscopic Surgeons
- European Association for the Study of the Liver
- Gastrointestinal Endoscopy
- Gut
- CDC Viral Hepatitis
- HHS Viral Hepatitis

Popular Publications

Medical News Outlets Like:
- Medical News Today
- Physician’s Weekly

Mainstream Publications Like:
- Forbes
- USA Today
By now you are able to understand how important it is to have a presence on social media. The commitment to social media does not have to be a time commitment. There are many ways to save time while not compromising effectiveness.

**Social Media Apps**

With many social media platforms having mobile apps, gaining access to your profiles is right at your fingertips. Most mobile apps have the same functionality as their desktop counterparts, such as posting and engaging with followers while offering ease for users who are on the go.

**Social Media Alerts**

Within social media apps, you are able to set up profile notifications that alert you to activity or engagement on your profile. Notifications offer real-time updates without the hassle of constantly checking in on your social media profiles. Examples of notifications include post tags or mentions, replies, and posts to your individual wall.

**Third-Party Platforms**

Third-party publishing tools are a great way to stay involved in relevant social media conversations without using too much of your time. Many third-party publishing tools allow you to link several social media platforms to one account and schedule content in advance. On the next page are three third-party social media platforms that allow posting to multiple social media channels.
Buffer is a simpler and easier way to schedule posts, track the performance of your content, and manage all your accounts in one place.

Hootsuite saves you time by putting all of your social media platforms in a single dashboard with tools to manage all your social profiles and automatically find and schedule effective social content.

Sprout Social’s management tools can help you and your team monitor, respond, and collaborate for faster communication.
Social media offers health care professionals the opportunity to share research with peers, connect with patients and educate communities. By following the steps and information outlined in this guide, you’ll be able to jump-start your social media presence and impact with ease.

NOW GO GET STARTED!