ARE YOU A RESEARCHER?
Reach new audiences
Use hashtags when sharing your work on Twitter, Facebook and other social networks to help it appear in relevant search results.

Collaborate with other researchers
Join ResearchGate, a network for scientists and researchers.

Follow news and industry events
When you can’t attend a conference, follow the event hashtags and presenters to see highlights.

ARE YOU A CLINICIAN OR MEDICAL ASSOCIATE?
Keep up with new discoveries and emerging best practices
Follow respected experts in your field, and then follow whomever they follow.

Network with fellow doctors
Try Doximity, a favorite social network for as many as 70% of US doctors.

Put your best foot forward when patients search for you online
Your social media profiles can replace sites like healthgrades.com in the first page of search results and give patients better insight into you and your work.

FOR ANYONE WORKING IN HEPATOLOGY AND LIVER DISEASE
Find new communities
Join new groups for peeks into their culture and concerns.

Broaden your horizons
Follow people you’d never get to interact with in real life.

Uncover new insights
Follow experts and advocates, not just fellow health care professionals. Also try following organizations (like AASLD!) and conference hashtags.

READY TO GET STARTED?
To learn more about social media and health care, visit Social Media Essentials at: aasl.org/socialmedia

*http://www.cdwcommunit.com/resources/infographic/social-media/