2020 AASLD
Social Media Guide
An Introduction to Social Media for Health Care Professionals
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WHAT IS SOCIAL MEDIA?

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.
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. Check with your employer or organization for trainings or policies covering social media use, especially with regards to protected health information. There are also a variety of courses and online articles that offer tips for avoiding HIPAA violations online.

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

- It’s safest to avoid discussion of patients, however, if you do want to include a general anecdote, make sure de-identification of the patient and / or specific informed consent is achieved.
- Include clear disclaimers in your profile description and posts that your content is not medical advice and does not replace a consultation with a health care provider.
- 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

Facebook
Twitter
Instagram
LinkedIn
Snapchat
TikTok
Reddit
YouTube
Doximity
RG
Sermo

Linking Medical Minds
talk real world medicine
## Platforms: Public

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<th>What is it?</th>
<th>Twitter</th>
<th>Linkedin</th>
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<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 professionals to connect with past, current and potential future colleagues and others. It’s a place for professionals to document accomplishments and position themselves as industry experts.</td>
<td>The largest social media network where users can create profiles, upload photos and videos, join groups and connect directly with personal and professional connections.</td>
<td>Instagram is a photo-sharing application and social network platform that allows users to edit and upload photos and videos through a mobile app.</td>
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<td>Who uses it?</td>
<td>Fewer users compared to Facebook but popular among media and other influential voices. #LiverTwitter is popular and active among the hepatology community as a place where professionals can share liver-related updates and news.</td>
<td>61% of LinkedIn users are aged 30 to 64 years old. Men have a higher presence here than women - 29% of American men have a LinkedIn profile.</td>
<td>Facebook is the most used social network globally among both American and international audiences. It also has the highest use among older populations.</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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<td>Key things to know</td>
<td>• Limited to 280 characters. • In the event a post or topic merits more than 280 characters, consider the use of Twitter Threads, where multiple tweets can be threaded together. • Polls are a unique way to engage with the audience, getting a glimpse into what they know, think and want.</td>
<td>• Differentiates from other platforms by being the network for professional use. • There are a variety of ways to engage with your network, peers and patients. This could be through making direct connections, joining and participating in groups, posting articles and more. • Like Twitter, hashtags can be used to join the conversation around particular topics or to search specific ones.</td>
<td>• Facebook’s news feed favors highly visual content, so photos and videos are absolutely essential. • There are hundreds of millions of Facebook Groups that allow for users to connect with others on a similar interest or topic. • Facebook Stories is another tool to share short visual content that disappears after 24 hours. • Anyone can broadcast Live videos on the platform.</td>
<td>• Photo and video posts are primarily done through the mobile app. • Instagram Stories is a very popular format for sharing short photo and video posts that disappear after 24 hours. Stories do have the ability to ‘live on’ if they are added to Highlights. • Like Twitter, hashtags can be used to search topics.</td>
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<td>Value for Health Care Professionals</td>
<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>As the professional social media network, LinkedIn is ideal for connecting with others within the health care profession. It’s also a platform to share educational and professional industry content with your colleagues, peers and patients.</td>
<td>From professionals and peers to patients and community members, Facebook offers the ability to reach and connect with the broadcast audience through posts and groups about a variety of topics.</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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<th><strong>What is it?</strong></th>
<th><strong>Who uses it?</strong></th>
<th><strong>Key things to know</strong></th>
<th><strong>Value for Health Care Professionals</strong></th>
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<td>An online social network exclusive to physicians where they can discuss clinical cases and business aspects of their profession.</td>
<td>SERMO is a global platform for physicians with over 800,000 fully verified and licensed physicians across 150 countries.</td>
<td>Members must go through a three-stage credential check.</td>
<td>SERMO offers rich real-time interaction and engagement allowing physicians to upload photos derived from real medical cases and crowdsource advice or diagnoses from fellow SERMO members.</td>
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<td><strong>Doximity</strong> is the largest online community of health care professionals in the country.</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 rolodex, 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> is a social media network for scientists and researchers to share papers, ask and answer questions, and find collaborators.</td>
<td>ResearchGate is a professional network for scientists and researchers with over 17 million members globally.</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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# Platforms: To Be Considered

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<tr>
<th>What is it?</th>
<th>YouTube</th>
<th>Snapchat</th>
<th>Reddit</th>
<th>TikTok</th>
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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>
<td>This video-sharing social networking service is one of the fastest growing social media platforms in the world. It allows users to create short dance, lip-sync, comedy, talent and other-type videos.</td>
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| Who uses it? | YouTube is used by nearly three-quarters of US adults. It is also the second-largest search engine in the world. | About eight-in-ten users aged 18 - 29 use the app daily, including 68% who do so multiple times a day. | Due to its niche presences, overall, 2% of US adults get news on Reddit. | It’s most popular among Generation Z, however it’s also the fastest growing network so its demographics are shifting rapidly to also include older users. |

| Key things to know | • YouTube is owned by Google which means that YouTube videos will rank in a Google search. • In addition to posting pre-made videos, users can now also livestream on YouTube. | • Snapchat can only be used on a mobile app. • Information shared on your story deletes after 24 hours. | • 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. | • Users can create, post and engage with short videos. • TikTok poses some security and data privacy concerns, even as it has drawn mass user growth and engagement. |

| Value for Health Care Professionals | 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. | Health care professionals can use Snapchat to give patients a behind-the-scenes look at conferences and events. | 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. | TikTok offers a creative, fun way to communicate with patients and community partners around specific topics. |
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.
- Social media handles should be simple and professional, and ideally it’s the same name across all platforms.
- Custom URLs (e.g. facebook.com/AASLDNews/ vs facebook.com/AASLD-News-463953450738694/) should be created for Facebook and LinkedIn.
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.

**As you develop content, ask yourself, “Does this post...”:**

- Tell my audience what they want or need to hear?
- Support my personal and professional goals on this platform?
- Add value to the online conversation around this topic?
- Tap into what’s trending online right now?
- Prompt any additional follow up, and will I have enough time to commit to that?

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

1. Headlines are critical
2. Don’t be afraid to write long posts
3. Stand out with pictures and video
4. Help your followers be in the know
5. Relevance drives engagement
6. Encourage users to engage
7. Quality affects reputation
8. Write posts that are easy to read
9. Post regularly and consistently, but not constantly
10. Test different times and formats for engagement
These social media posts highlight great imagery and copy writing while offering followers information relative to their area of study.
WHERE TO FIND CONTENT FOR POSTING

AASLD-Related Channels

AASLD ACCOUNTS
AASLD on Twitter
AASLD on Facebook
AASLD on Instagram
AASLD on YouTube
AASLD on LinkedIn

AASLD LEADERSHIP
Matthew D’Uva – CEO
Julie Deal - ED of the AASLD Foundation
AASLD President

AASLD JOURNALS
HEPATOLOGY
Liver Transplantation
Clinical Liver Disease
Hepatology Communications

Liver Hashtags
#Cirrhosis #HepatitisC
#FattyLiver #Hepatitis
#HBV #LiverFibrosis
#HCC #LiverTransplant
#HCV #LiverTwitter
#HepB #NAFLD
#HepC #NASH

Actual, Factual, Functional Hyperlinks!
(as seen on TV)
WHERE TO FIND CONTENT FOR POSTING (CONTINUED)

OTHER LIVER ORGANIZATIONS
Asian Pacific Association for the Study for the Liver [APASL]
Canadian Association for Study of Liver [CASL]
European Association for the Study of the Liver [EASL]
Hepatitis B Foundation
Latin American Association for the Study of the Liver [ALEH]
Mexican Association of Hepatology [AMH]
World Hepatitis Alliance

GI ORGANIZATIONS
American College of Gastroenterology [ACG]
American Gastroenterological Association [AGA]
American Society for Gastrointestinal Endoscopy [ASGE]

GOVERNMENT ORGANIZATIONS
CDC’s Division of Viral Hepatitis
HHS Office of Viral Hepatitis

AASLD MEMBERS
Jorge A. Bezerra
Adrian Di Bisceglie
Patty Pringle Bloom
Ray Chung
Oren K. Fix
Guadalupe Garcia-Tsao
Donald M. Jensen
W. Ray Kim
Anna S. Lok
David Mulligan
Nancy Reau
Vijay Shah
Elliot B. Tapper
Norah Terrault
Nneka N. Ufere
Elizabeth Verna
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.

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<th>Social Media Apps</th>
<th>Social Media Alerts</th>
<th>Third-Party Platforms</th>
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<td>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.</td>
<td>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.</td>
<td>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.</td>
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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!