

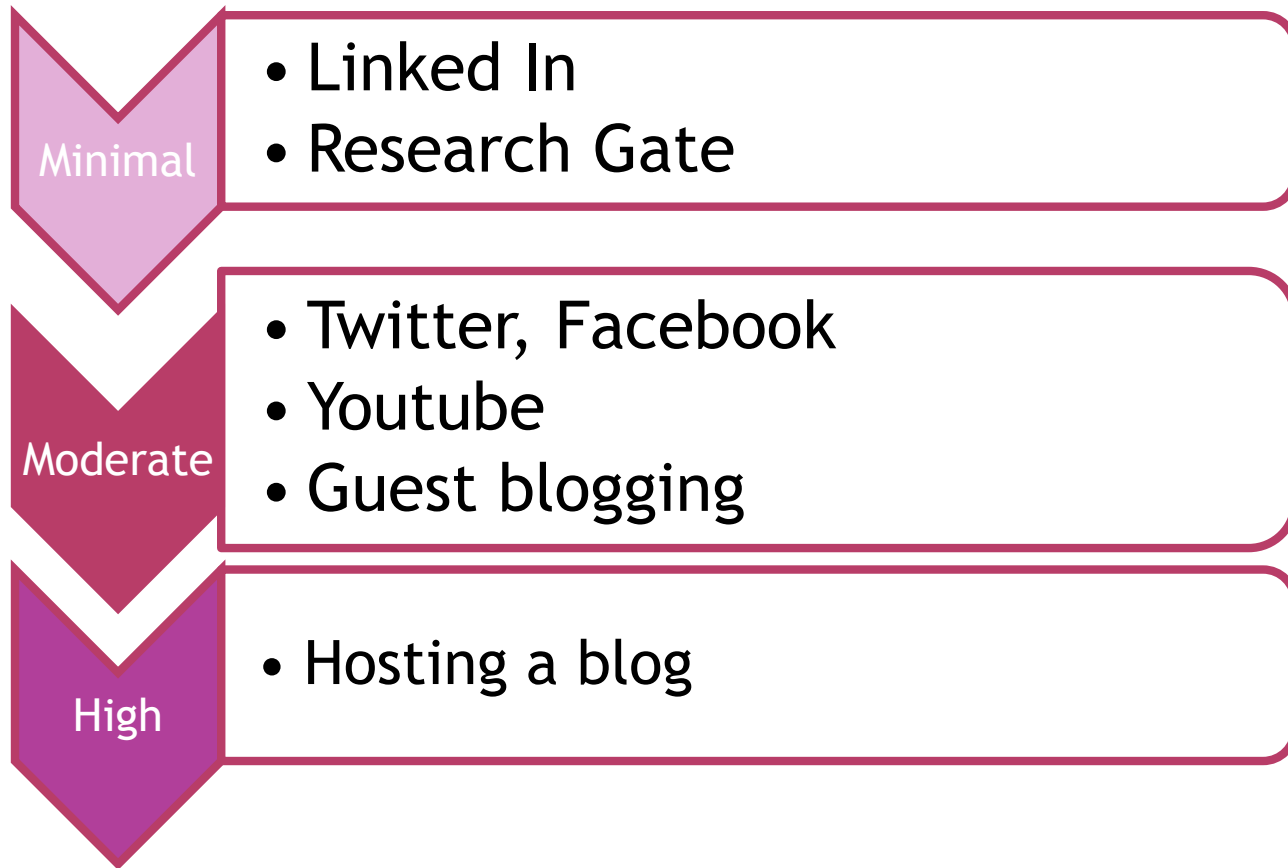
# HOW TO CREATE A SOCIAL MEDIA PRESENCE

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**WHAT IS YOUR  
PURPOSE?**

# SOCIAL MEDIA ACTIVITIES BY INTENSITY



# LINKED IN, RESEARCH GATE

- Purpose is to network with other professionals
- Have a detailed, up-to-date bio
- **Active** follow strategy - social networks must grow or they will stagnate
  - When you meet someone new, connect with them on Linked In
  - Be liberal about accepting connections

# LINKED IN

- Post updates regularly

- Published research
- Media for your research
- Accomplishments
- Articles of interest

- Join discussion groups (like SBMs!)

*This is the best way to forge connections!*

[Are You a Female Manager? - Apply Now to the National Association of Professional Women.](#)



## Digital Health

20,945 members

Member



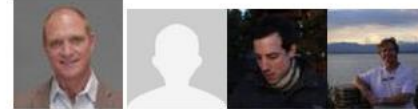
Discussions Promotions Jobs Members Search



Solutions - Events - News - Discussion

STORY OF  
**DIGITAL HEALTH**.com  
By Paul Sonnier  
Catalyzing the Digital Health Revolution

### Top Influencers in this Group



Paul Sonnier

Head of Digital Health Strategy at Popper and Company, Founder, 20,000+ member Digital Health group on LinkedIn  
[See all members](#)

### ADS YOU MAY BE INTERESTED IN



#### Attention Professors

Apply to the Worldwide Who's Who network for Successful Women.



#### Master of Public Health

Pursue a Public Health Masters **Master of Public Health**  
Pursue a Public Health Masters Online at George Washington Univ. [Get Info!](#)



#### MPH in Epidemiology

Top Ranked & CEPH Accredited. [Online MPH Degree from USC](#)



Your Activity

Start a discussion or share something with the group...

Popular Recent  
Popular Recent



### Sad that the mass media continues to miss the Digital Health revolution that's underway, re Fitbit's New Wristband

Paul Sonnier



REVIEW: Fitbit's New Fitness-Tracking Wristband, The Force  
businessinsider.com  
The Fitbit Force is a good tracking device, but still has some limitations.  
Like (13) • Comment (34) • Follow • 4 days ago

Bill Swavely, Paul Sonnier and 11 others like this

See all 34 comments



Paul Sonnier Careful what you ask for. lol. Long hours. No pay. ...  
1 hour ago



Susan Williams That's true! Isn't that what this whole thing's about? I'm sure the constant LinkedIn element can be exhausting, but the pay is truly in ...  
1 hour ago



Paul Sonnier Totally.  
1 hour ago

Add a Comment...

### Latest Activity



13 people have joined the group, including Allen Reed, Jeff Hines and Jasper Chimanzi  
1 hour ago



Paul Sonnier and 1 more commented on: [Sad that the mass media continues to miss the Digital Health revolution that's underway, re Fitbit's New Wristband](#)  
1 hour ago



Paul Sonnier likes this comment by Susan Williams [Sad that the mass media continues to miss the Digital Health revolution that's underway, re Fitbit's New Wristband](#): That's true! Isn't that what this whole thing's about? I'm sure the constant

# FACEBOOK

- ◉ Can represent you as a professional, your blog, or your lab
- ◉ Groups and Pages vs individual page
  - “Likes” not “friends”
  - “Like” a few to get an idea of what others are doing
- ◉ Need to procure “likes” for your page
- ◉ Need a plan for steady updates
  - Engage lab members
- ◉ DrSharma example  
<http://www.facebook.com/pages/Dr-Arya-Sharma/115328778486319>

# FACEBOOK VS WEBSITE

- ◉ Facebook page has more dynamic content than a website
- ◉ Facebook is more interactive
- ◉ Your Facebook updates get put into people's streams, not true for web updates.
- ◉ Website will probably have far fewer visits--- it's difficult to draw repeat visitors to a static website.
- ◉ Facebook presents potential for spread
- ◉ Each serve different purposes
- ◉ Both is ideal to have a presence



# FACEBOOK UPDATES

- ◉ Papers coming out of lab
- ◉ Papers the lab is interested in
- ◉ Health information related to your field
- ◉ Study recruitment advertisements
- ◉ Hiring
- ◉ Science-related humor/anecdotes---make it fun!

Update a few times a week up to daily.

# FACEBOOK NETWORK BUILDING

- ◉ Engage collaborators in your page (send a mass email to all collaborators with your Facebook page link)
- ◉ Put link in your UMMS email signature
- ◉ Have students and collaborators promote to their personal networks
- ◉ Make patients aware of the page by posting it in the office (Visit us on Facebook!)
- ◉ “Share” others content on your page--- encourages reciprocity

# YOUTUBE

Health gone viral...

<http://www.youtube.com/watch?v=aUalnS6HI>

Go



Dr. Mike Evans, 23 and ½ hours Youtube video, went viral.

Over 3 million views in 1 year

# YOUTUBE

- Have a Youtube “channel”
  - Collection of videos that are accessible to public, your patients, students, colleagues, etc

Steve Messineo, DrPT

<https://www.youtube.com/user/allaccessfa>

Yoni Freedhoff, MD

[https://www.youtube.com/watch?v=-BdFkK-HufU&list=UUVNyZUMykNKrK70JC\\_Q1qug&index=1](https://www.youtube.com/watch?v=-BdFkK-HufU&list=UUVNyZUMykNKrK70JC_Q1qug&index=1)

# TWITTER

- The experience is only as good as who you follow (their content)
  - Follow Justin Bieber and listen to Justin Bieber
  - Follow NIH Chief Francis Collins and listen to NIH Chief Francis Collins
- A strong bio is key
- Your worth to followers is your content

# THE TWITTER BIO

- ◉ Every account should have a pic and a bio
- ◉ 160 character bio should tell the world who you are!
- ◉ Let's look at some bios!
- ◉ Let's write your bio!



#plankaday goddess  
@drsherrypagoto on "10  
trouble with power



**Sherry Pagoto**  
@DrSherryPagoto

UMass professor (obesity, melanoma, #mhealth), psychologist and skeptic  
sounds off-cover your ears. Need a #reasontoexercise? I have 1,000 including  
#plankaday.

Boston Metro · FUdiet.com



**Kristin Schneider**  
@DrKrisSchneider FOLLOWS YOU

Health behavior researcher committed to helping people find a physical activity  
they love. Psychologist. Avid runner. Social media enthusiast.

Chicago, IL



## Dr. Kate Wolin

@DrKateWolin FOLLOWS YOU

Researcher: healthy lifestyles for disease prevention and outcomes in cancer survivors. A practical approach to wellness and prevention. @Loyola Univ Chicago

[drkatewolin.com](http://drkatewolin.com)



## Gary Bennett

@drgarybennett FOLLOWS YOU

Duke professor, obesity researcher, mhealth innovator, and rabid coffee geek.

Research Triangle, NC · [drgarybennett.com](http://drgarybennett.com)



# SUGGESTED TWITTER FOLLOWS FOR AN ACADEMIC

- ◉ Funding agencies
- ◉ Colleagues in your field and adjacent fields
- ◉ Health news
- ◉ Local health journalists
- ◉ Journals
- ◉ Professional orgs
- ◉ Local politicians, stakeholders
- ◉ Nonprofit orgs (American Cancer Society, American Diabetes Assoc, etc)
- ◉ Your target patient population

# TWITTER: BUILDING A FOLLOWING

- See who your colleagues are following
- Follow several people each time you log in
- Follow others back or you may risk losing them as a follow
  - Is the person a potential reader of your blog?
  - Is the person a potential collaborator?
  - Is the person in an interesting field?

# INTERACTIONS AND SYMBOLS

## ○ # hashtag

- A symbol used to mark keywords or topics in a Tweet

*Study showed that #obesity rates in children are falling in some states.*

- Often used for humor though

*The diabetes fundraiser I attended served pizza and cake. #FAIL*

- Sometimes overused...

*#CDC is having a #webinar on #socialmedia for #academics and #physicians*

## MORE ON HASHTAGS

- ◉ Conferences use them so that you can follow the conference-related tweets #sbm2014
- ◉ Twitter chats use them so you can see all the tweets in the discussion, #PHchat
- ◉ They often denote group membership or activities, e.g., #girlsgonesparty
- ◉ Some hashtag topics are heavily followed, e.g., #mhealth, #bcm

# INTERACTIONS AND SYMBOLS

- ◉ @ mention

- ◉ Starting a tweet with someone's name directs the tweet at that person

*@drsherrypagoto When is your next blog post coming out?*

- ◉ Using a mention within a tweet is a way to tag someone to the tweet.

*Love using @loseit to track my diet with @drgarybennett*

*Great article on why the ACA will be good for AIDS care. cc @drbenjones*

# MENTIONS

- ◉ Automatically goes into the tweet when you hit REPLY.
- ◉ Put other people's names in front of your followers and thus generates follows for them (i.e., people like to be mentioned)
- ◉ Don't want to overuse by making your entire stream a conversation between you and one other. This isn't of much interest to your followers.

# RETWEET (RT)

- Pressing the RT button sends that person's tweet into your stream.
- People like to be RT'ed because it shows their content is being spread
- Always good to spread good content too.
- Simple way to help populate your stream, especially if you browse a lot.

# FAVORITE

- ◉ Clicking “Favorite” on a tweet will save it in your favorites.
- ◉ You might do this for a tweet you want to save so you can read it later
- ◉ You might do this as a way to “like” a tweet because the person will get notified that you favorited their tweet.
- ◉ Nice thing to do if you don’t have a comment but would like to acknowledge good content.



# #FF AND #SCHOLARSUNDAY

- ◉ Follow Fridays and Scholar Sundays
- ◉ Every Friday some people will promote a small number of followers by firing off a tweet that starts with #FF and then mentions those followers

*#FF Great scientists! @drgarybennett  
@drkatewolin @drkrisschneider*

- ◉ People like to be FF'ed because it draws followers to them

# TWITTER: GETTING THE MOST OUT OF YOUR FOLLOWERS

- “List” your followers by topic
  - This will streamline your browsing
  - Allows you some leeway in following people you really don’t care to listen to regularly but would like to have as a reader/consumer
  
- Interact with followers regularly
  - Favorite a tweet
  - Reply
  - RT - retweet
  - #FF follow Friday

# WHAT IS YOUR FEED?

- ◉ Be a resource

- ◉ Tweet what you read, think, and do.

“NEJM: Study shows that salt intake is not associated with increased risk for hypertension”

“Eric Topol’s Creative Destruction of Medicine is a must read for anyone in the health care field.”

“Had a great time giving a lecture on Why We Eat So Much at Northeastern University.”

“Look forward to training nurses in lifestyle counseling this afternoon.”

“I keep reading about the terrible impact the fiscal cliff will have on medical research. Scary.”

# WHAT IS YOUR FEED?

- Avoid trivial updates
  - Four square check-ins
  - “What is up with traffic on the Pike!”
- Relevant trivial updates might be good
  - “Just got my flu shot! Don’t forget to get yours!”
  - Anything that shows you embrace health
- On Twitter, daily or multiple times daily updates ideal.

# TIME TO UNFOLLOW

- ◉ Following a lot of people with few who follow back may give the perception that your feed is not interesting.
- ◉ Having a huge following but not following many back can be a sign that you aren't interactive (want to talk, not listen)
- ◉ [www.justunfollow.com](http://www.justunfollow.com) will show you who doesn't follow you back and you can click to unfollow these people.

# SAVE YOUR TWEETS

- You feed may be a huge resource for you, one that you want to save.
- You'll be surprised how often you want to go back and find that article you tweeted.
- Go to settings and click “request your archive”

# BLOGGING (GUEST AND HOST)

## ○ Guest blogging

- Occasional contributing a post to a blog that has multiple contributors
- Advantages - you can get your work out there without long-term commitment to your own blog; can net Twitter and FB followers; could lead to opportunities to regularly contribute to established blogs; some have high visibility
- Disadvantages - harder to build followers to your blogging activity if scattered across blogs. Visibility depends on the site.

# GUEST BLOGGING

- Locate and follow blogs that take contributors
- Make sure blog has your target audience
  - KevinMD.com, Huff Post, PlosBlogNetwork
- Interact with commenters
- Good way to get out editorial type pieces that are harder to publish in journals



# BLOGGING

## Hosting a blog

- Advantages - higher impact; builds a following; could lead to revenue; nice if you want to get in regular routine of writing; can use guest blogging to drive high traffic to your blog; could get contributors to offset the workload.
- Disadvantages - more work; have to build your following on your own; at first it will seem like nobody is reading—requires persistence.

# HOSTING A BLOG

- ◉ Wordpress and Blogger are freely available software used to set up blogs
- ◉ Need to buy a URL, go to [www.godaddy.com](http://www.godaddy.com)
- ◉ Use a free Wordpress template

# BLOGGING BASICS

- ◉ Naming your blog?
  - Must describe the content
  - Must be easy to remember
  - Must be same as URL
- ◉ Monitor traffic
  - Google analytics
- ◉ Leverage social media to improve traffic
- ◉ Use key words in titles to increase your SEO (search engine optimization aka Google power)
- ◉ Link to other blogs

# BLOGGING BASICS

- ◉ Post at least once per week
- ◉ Be 1-2 posts ahead of the game
- ◉ Write short, succinct posts
- ◉ Avoid jargon in posts
- ◉ Use lists in your posts, e.g., “5 reasons why you shouldn’t ignore back pain”

# BLOG WRITING

- ◉ Brief, informative, engaging (i.e., don't be an academic)
- ◉ Do not need to as heavily rely on referencing everything
- ◉ Read blogs to get a flavor of different writing styles
- ◉ Must hook reader in first few sentences
- ◉ Be engaging, inject humor, more personal than scientific writing
- ◉ Focus on topics that have popular appeal, timely, things in the news (take advantage of headlines)

# BLOGGING TIPS

- Your target audience should be heavily represented in your social media strategy
  - Follow and interact with potential readers
- Interested in blogging but nervous about the commitment?
  - Try a guest blog post for starters
  - Could co-host a blog or have a lab blog

# BLOGS TO CHECK OUT:

## Medicine

- ◉ [Kevinmd.com](http://Kevinmd.com) (multi-contributor, largest)
- ◉ [Thehealthcareblog.com](http://Thehealthcareblog.com) (health care general)
- ◉ [MomMD.com](http://MomMD.com) (women in medicine)
- ◉ [DrSharma.com](http://DrSharma.com) (obesity doc)

## Behavioral Science

- ◉ [Psychologytoday.com](http://Psychologytoday.com) (blogs)

## Science

- ◉ [Scienceblogs.com](http://Scienceblogs.com)
- ◉ [Blogs.PLOS.org](http://Blogs.PLOS.org)

# GENERAL RULES OF SOCIAL MEDIA

- ◉ Participate daily
- ◉ Professionalism
  - You represent both you and your profession
- ◉ Show your personality
- ◉ Interact
  - Listen as much as you talk, talk as much as you listen
- ◉ Constantly build
  - Active growth vs passive growth



# SOCIAL MEDIA TIME MANAGEMENT

- Get mobile apps for every site so you can browse and update anywhere, anytime
- Use Hootsuite (or other social media manager)
  - Updates can hit all social networks at once
  - Schedule updates for later
  - View lists and social networks all in one place
- Post every paper/article you read and like
  - Look for “share” button or just tweet the link with a brief description understandable to the layman.

# SOCIAL MEDIA TIME MANAGEMENT

- ◉ Blog about articles/papers you like
- ◉ Use “dead” time
  - Waiting in line
  - During commercials while watching TV
  - During TV because it is essentially dead time too!
- ◉ Don't put too much pressure on yourself
- ◉ Do micro blog posts---single paragraph shots
- ◉ Do quick blog posts on events -post event with 3-4 sentences about it



## CDC Social Media Toolkit:

[http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit\\_bm.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf)

## CDC Guide to Writing for Social Media

<http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf>

