How Social Media Can Advance Your Academic Career

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Question 1:

Who are the thought leaders in your field, according to the general public?
What is a thought leader?

Someone who stimulates or is frequently sought out in a public conversation about an issue.
Qualifications

Requirements

You must participate in the public conversation about the topic.

Not Required

Training in the topic area

Expertise or experience

Celebrity

Knowledge of the evidence or actual facts of any kind
Case in point

“I do believe sadly it's going to take some diseases coming back to realize that we need to change and develop vaccines that are safe. If the vaccine companies are not listening to us, it's their f___ing fault that the diseases are coming back.” -- Jenny McCarthy in Time Magazine, April 2009

“No one has made us more aware of autism and raised more questions than Jenny McCarthy.” - Diane Sawyer, ABC News

How did this happen? She joined an autism organization, writes books and articles, participates in social media, and reaches out to the press.
Case in point

- Kelly Brownell, PhD, Yale Rudd Center for Food Policy
- He’s why we are talking about soda taxes
- Published in the Atlantic, New York Times, Time Magazine
- Podcasts, Youtube Channel
- Twitter feed
- Facebook page
- Time Magazine’s list of 100 most influential people
- Appeared in Super Size Me and Weight of the Nation documentaries
Question 2:

What activities do you engage in that influence thought (at grassroots, national, or international level) in your area of expertise?
Strategies to influence thought

**High impact**
- Facilitate your work getting press
- Commenter on related work in the press
- Contribute to patient-oriented magazine or blog
- Network with colleagues across disciplines including non-medical
- Professional social media presence

**Low impact**
- Publish research in scientific journals
- Attend professional conferences
- See patients
- Teaching
The Fire Power of Social Media

- Obama invested $47 million on social media in his campaign (compared to Romney’s $4.7 million)
- 32 million Facebook friends, 22 million Twitter followers, 50 million Youtube video views
- $504M of $690M raised from his campaign came in digitally (73%)
- The Obama campaign refuses to share their social media strategy
As of May 2013, 72% of online adults use social networking sites.
## Who uses social networking sites

% of internet users within each group who use social networking sites

<table>
<thead>
<tr>
<th>All internet users</th>
<th>66%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>61</td>
</tr>
<tr>
<td>Women</td>
<td>71*</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td>86***</td>
</tr>
<tr>
<td>30-49</td>
<td>72**</td>
</tr>
<tr>
<td>50-64</td>
<td>50*</td>
</tr>
<tr>
<td>65+</td>
<td>34</td>
</tr>
<tr>
<td><strong>Race/Ethnicity</strong></td>
<td></td>
</tr>
<tr>
<td>White, non-Hispanic</td>
<td>64</td>
</tr>
<tr>
<td>Black, non-Hispanic</td>
<td>68</td>
</tr>
<tr>
<td>Hispanic (English- and Spanish-speaking)</td>
<td>72</td>
</tr>
<tr>
<td><strong>Household Income</strong></td>
<td></td>
</tr>
<tr>
<td>Less than $30,000</td>
<td>71*</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td>69</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>60</td>
</tr>
<tr>
<td>$75,000+</td>
<td>69*</td>
</tr>
<tr>
<td><strong>Education level</strong></td>
<td></td>
</tr>
<tr>
<td>Less than high school</td>
<td>63</td>
</tr>
<tr>
<td>High school grad</td>
<td>62</td>
</tr>
<tr>
<td>Some college</td>
<td>71*</td>
</tr>
<tr>
<td>College+</td>
<td>67</td>
</tr>
<tr>
<td><strong>Geographic location</strong></td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>69</td>
</tr>
<tr>
<td>Suburban</td>
<td>65</td>
</tr>
<tr>
<td>Rural</td>
<td>64</td>
</tr>
</tbody>
</table>

**Note:** * indicates statistically significant difference between rows. Extra asterisks mean differences with all rows with lower figures.

Source: The Pew Research Center’s Internet & American Life Project. January 20 – February 19, 2012 Winter Tracking Survey. n=1,729 adult internet users ages 18 and older, including 901 cell phone interviews. Interviews were conducted in English and Spanish.
Yes...Facebook can be sooo mundane...
Or a powerful motivating tool...

The Business of Losing Weight

Health/Wellness Website
My name is Hank. I have been on a journey to lose over 100 pounds and get fit and healthy. I did that and now I am doing triathlons and motivating others to get healthy!
“Peer to peer healthcare”

“Patients know things — about themselves, about each other, about treatments — and they want to share what they know to help other people. Technology helps to surface and organize that knowledge to make it useful for as many people as possible.” — Susannah Fox, Pew

- 34% of internet users have read about someone else’s experience with a health condition on the internet
- 25% of internet users with a chronic health condition have sought out others with that condition on the internet
Patient-Oriented Social Media

patientslikeme
Connect with patients that have your condition

healthTap
Ask a doctor a question

23andMe
Genetic analysis site that connects people based on shared genetic characteristics

- Health mobile apps with social networks
  - Countless
Facebook can also be a means of health communication...
Question 3: What is your social media presence?
Benefits of having a professional presence

To Yourself

Increase the impact of your work (e.g., tweets predict citations)

Expand your team: connect with new collaborations outside field

Personally shape the conversations--- IMPACT, SOCIAL CHANGE

Popularize your ideas

Become more informed

Better understanding of the concerns of patients

Revenue generating opportunities (e.g., consultant roles, speaking engagements, advisory roles)
Benefits of having a professional presence

To Your Field

National initiatives are impacted by public opinion, so *influencing public opinion matters*

Nonexperts are speaking out on behalf of your field (and in many cases having a bad impact on public health)

*Opportunity to defend your field’s impact in a shrinking funding climate*
NIH Chief, Francis Collins did a call out to scientists on Twitter to learn about the sequester impact. He got 700 responses in 3 days.
Your colleague are chatting amongst themselves...

OAC @ObesityAction
Holly Lofton & James Zervios are doing radio interviews on importance of talking to a doctor about weight. ow.ly/ii/3lxf #OW2013
Followed by Lanie Spaedy, MD and 12 others

Dr Arya M. Sharma @DrSharma
Rosenbaum: weight loss success does not predict success in keeping it off - in fact, the two are virtually unrelated #OW2013
Retweeted by Natalie Muth MD,MPH and 1 other

Whitney R. Robinson @WhitneyEpi
Michael Rosenbaum: Losing #weight and keeping weight off are two distinct problems, requiring different strategies. Amen! #ow2013

Ted Kyle @ConscienHealth
"Body weight is regulated in lean and obese people. It is not that 68% of the US lacks willpower."--Dr. Michael Rosenbaum. #OW2013
Followed by Pat Baird and 5 others

The Obesity Society @ObesitySociety
Neurobehavioral influences on feeding, motivation, stress circuitry #ow2013 #niddk instagram.com/p/gqQwz-JAI3/

Chris Trimmer @IASO_Chris
EASO and C3 survey highlights need for better knowledge on obesity in health policy makers #ow2013
Dangers to not having a voice

- The public, media, and legislators will be unaware of your worth and make decisions accordingly.
- You give the mic to someone else
- You risk becoming obsolete.
  - Health care is in a period of great change
    - Affordable Care Act
    - Technology revolution (#digitalhealth)
    - Peer-to-peer healthcare

Healthcare is transcending the walls of the medical center into cyberspace, are you?
Yes, but...

- I’m not a celebrity
- I’m busy, no time
- I’m not that interesting, why would people even listen
- It’s not my responsibility
- I’m not sure what to say
- I don’t want to say the wrong thing and get in trouble
- Too much garbage out there
American Heart Association

"Those who are interested in public health or in providing medical care will likely see social media become a powerful and perhaps dominant communication tool of the 21st century." December 9, 2012
“...inviting practitioners, patients, and caregivers to become actively engaged with one another for the sake of health and wellness. Goes beyond “how to” and presents strategic reasons to integrate social media into health care marketing and communications.” - 2012
“Mobile wireless digital devices have brought about radical changes in our lives, providing hyper-connectivity to social networks and cloud computing. But the digital world has hardly pierced the medical cocoon. Until now.” -Eric Topol, MD
Getting into the conversation: What is social media?

- Social networking websites
  - Twitter
  - Facebook
  - Youtube
  - Linked In
  - Research Gate

- Blogging
  - Hosting a blog
  - Being a contributor
  - Providing commentary

- Building a relationship with your public affairs dept
Who is participating?

- 25% of physicians use social media daily as part of their practice
- 14% actively contribute on a daily basis

McGowan et al 2012 JMIR

There is still time to be an early adopting pioneer in your field, but that window is closing as adoption is steadily increasing.
What is Twitter?

- Microblogging (tweets) 140 character messages that are publicly viewable
- Followers – they get your tweets in their viewing stream
- People you follow - you get their tweets in your viewing stream
- Followership based on interest (not previous relationship)
Recommended
A public list by Sherry Pagoto

People I highly recommend to my health research colleagues.

Tweets

Dave deBronkart @ePatientDave
Breakout 1 will be: How to illustrate & communicate value of data use and risks of not doing it? #amiapolicy
Expand

mHealth Alliance @mHealthAlliance
MT @HealthEviligates: No Shocker: Typical American Household Full of Old Cellphones ow.ly/f9JG Donate yours: fb.me/Dv54pYJA
View summary

Sherry Pagoto @DrSherryPagoto
Looking forward to presenting a workshop on How Social Media Can Advance Your Academic Career to faculty at UMass Medical School today.
Expand

Ross D. Martin @RossMartin
We're starting today with proposed principles for health data use and will validate/refine them. #AMIAPolicy
Expand

Sandeep Pulim @SPulim
Where E.R. Doctors Work Entirely Via Skype zite.to/SOK2os
View summary

Sandeep Pulim @SPulim
Meaningful Use Stage 3 Could Include Patient-Generated Health Data zite.to/Uyi1k
Expand

Recently added members

Neel Shah @neel_shah
Unfollow

Tufts Medical Center @TuftsMedCenter
Follow

Harry Greenspun, MD @harrygreen
Unfollow

NEJM @NEJM
Follow
Who is on Twitter?

Twitter is only as good as the people you follow

- Health care professionals tweeting about their field, their work
- Professional orgs (AMA, APA, CDC, NIH, SBM, etc)
- Policy makers (local and federal reps)
- Media (journalists representing local and nat’l outlets)
- Newspapers/news sources
- Journals (NEJM, JAMA, Science, etc)
- Professionals in other fields
- Patients, consumers
What do you get out of Twitter?

- One stop shopping for news
- One stop shopping for breaking research from your fav journals and orgs (great alternative to listserves and TOC alerts)
- Network with colleagues
- Circulate your research to an audience who wouldn’t otherwise be exposed to it.
- Listen to what patients are saying
- Market your services
- Consulting gigs
- Follow conferences, conference networking
- Increased media contacts
- Invitations to speak
Facebook

- Group/Page can be used to represent your research lab, clinic or topic.
- People who “like” your page will see your updates in their stream.
- Updates include new papers, schedule of events, info about services, and discussion strings.
What do I get out of a Facebook group page?

- More dynamic than your website
- Draw new students, employees, etc
- Make people more aware of your lab/clinic/department
- Generate interactions between your lab/clinic/dept and the public
- PR for your lab/clinic/dept
FACT or FICTION? The average holiday meal has approximately 3,000 calories - (almost double the recommended daily caloric intake for adults)...

Find out from UMass Memorial Medical Center nutrition expert, Lacey Bell, in this week's edition of Charter TV3 Health Watch.
- Youtube Channel for your lab or you
- Post demos, patient instructions
- Vlog (video-blog)
- Post talks, lectures
- Use as a patient resource (anything you want patients to remember but they always forget—refer them to your Youtube Channel)
Uploaded videos

What's a Food Industry to Do?
Yoni Freedhoff 150,460 views 2 days ago
I'd been asked by the food industry to give this talk at an industry breakfast, but 3 days prior to the event they got cold feet and dis-invited me. The good news is, the...

Walter Baker Centre Food
Yoni Freedhoff 795 views 2 months ago
City food - might as well forget about trying to feed your kids healthily.

Home Made Powerade
Yoni Freedhoff 3,012 views 6 months ago
A few days ago Coca-Cola's President of Sparkling Beverages gave an interview to USA Today on her use of her company's products. In it she recounts how immediately after...

SunTV interview on bariatric surgery
Yoni Freedhoff 588 views 1 year ago
My interview regarding the wisdom of publicly funding bariatric surgery.
Professional networking site (i.e., your resume online)

Create a professional profile and then link to other professionals that you know

Post professional updates

Networking for collaboration, employment, consulting relationships

Join professional groups
Digital Health

Digital Health

STORY OF DIGITAL HEALTH

Solutions - Events - News - Discussion

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, 21,000+ member Digital Health group on LinkedIn

Unfollow Paul

Linkedin Groups

Professional Women's Network

Featured Discussion: How do you escape the routine?
Blogging

- A blog is a website that you host in which you write posts on a regular basis on a topic. Could also involve guest contributors.
- Contributor – one who submits posts to blogs hosted elsewhere (KevinMD.com, HuffingtonPost.com)
100,000 subscribers!
Why blog?

- You enjoy writing on a topic
- You want to express your opinions publicly
- You are working on a book and blogging is a great way to get your ideas down in small chunks (and build a readership)
- You would like to make a name for yourself in the public domain in a specific area
- Marketing - by providing information/content you can draw in patients, customers, students, or business otherwise
- Could have income potential
Your Public Affairs Office

- Introduce yourself, familiarize them with the work of your team
- Offer to be an expert comment on current events and research related to your expertise
- Send them every paper you publish right when it comes out (every paper has a story!)
- Feed them the public interest “nuggets” of your story in layman’s terms
“But I have no time for unpaid activities!”

- BTW, you also don’t get paid for...
  - Journal article reviews
  - Study sections
  - Dept/institution service
  - Mentorship
  - Cleaning your house
  - Watching Breaking Bad

- Social media engagement has high potential to lead to revenue generating opportunities
“But I have no time for unpaid activities!”

- Strategic time management is needed
  - Far less time consuming than any activities on that list

- Have to consider “impact” when deciding how to allocate your time.

- At the workshop you will learn time efficient ways to manage a social media feed
A word about Altmetrics

- The new impact factor?

- A broad measure of how much attention your work has received:
  - Citations
  - Press mentions
  - Blog mentions
  - Tweets
Take home points

- We can no longer do science in silos and ivory towers.
- Impact, impact, impact is the location x 3 of research
- We need to market our findings and impact on the world---nobody knows what we do-- this is not only our fault, it is our problem.
- Social media gives you a voice and this voice can then be used to guide the conversation by science, not nonsense.
- Huge opportunity to diversify your funding portfolio