

Social Media: Best Practices & Privacy Concerns

Philadelphia Cardiovascular Summit
November 1, 2019

Jennifer L. Kraschnewski, MD MPH

 @jlkrasch

Disclosures

- My research is funded by NIH, CDC, SAMHSA, PCORI, HRSA, PA Department of Health and Merck.
- I have no personal financial conflicts of interest.



Please take out your phone...


- PollEv.com/jkrasch


OR

- Text **jkrasch** to 22333 once




Social media is...


 No responses received yet. They will appear here...

Visual settings 


Activate 


Show responses 

Lock 

Clear responses 

Fullscreen 

Next 

Previous 



Objectives

- Understand prevalence of social media use
- Identify dangers & opportunities in social media use in medicine
- Create or use a Twitter account to tweet about the Philadelphia Cardiovascular Summit
#PhilaCVSummit



What are you using?

Facebook


Twitter


Instagram


Snapchat


YouTube

Other

Visual settings 


Activate 

Show responses 

Lock 

Clear responses 

Fullscreen 

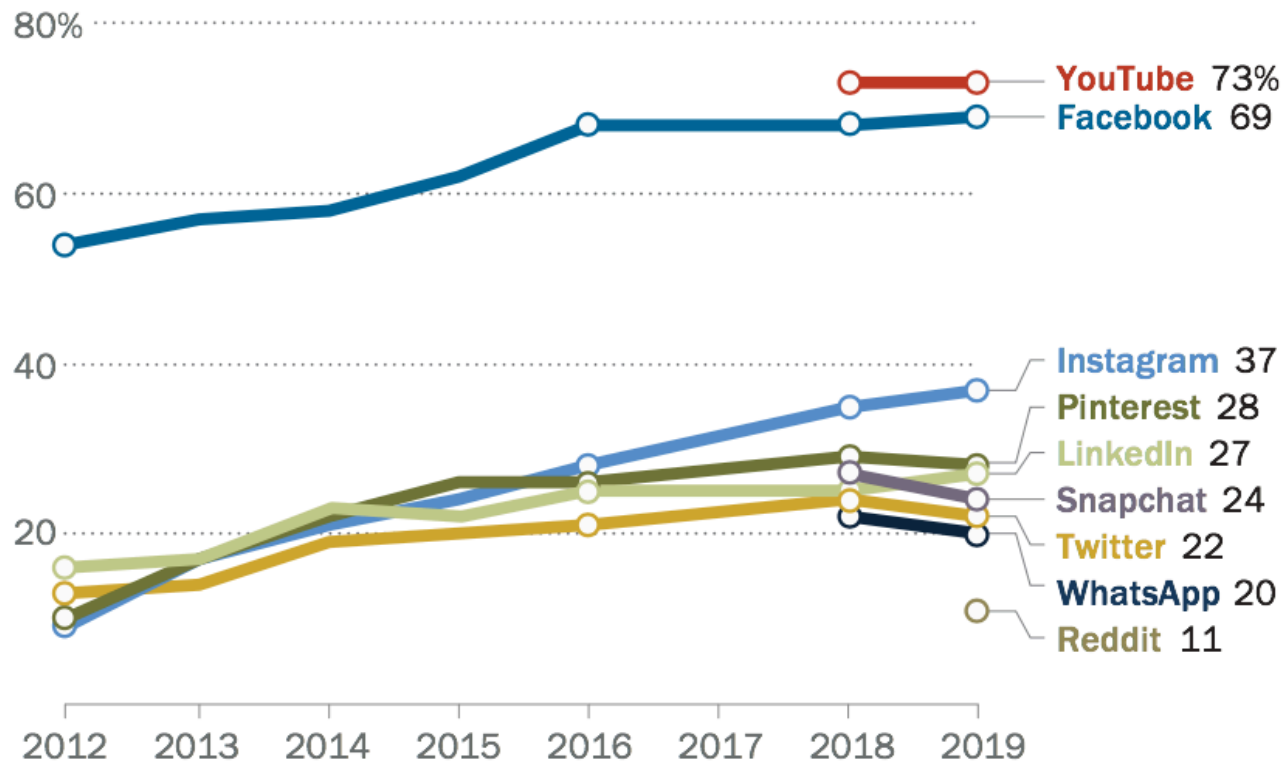
Next 

Previous 



Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



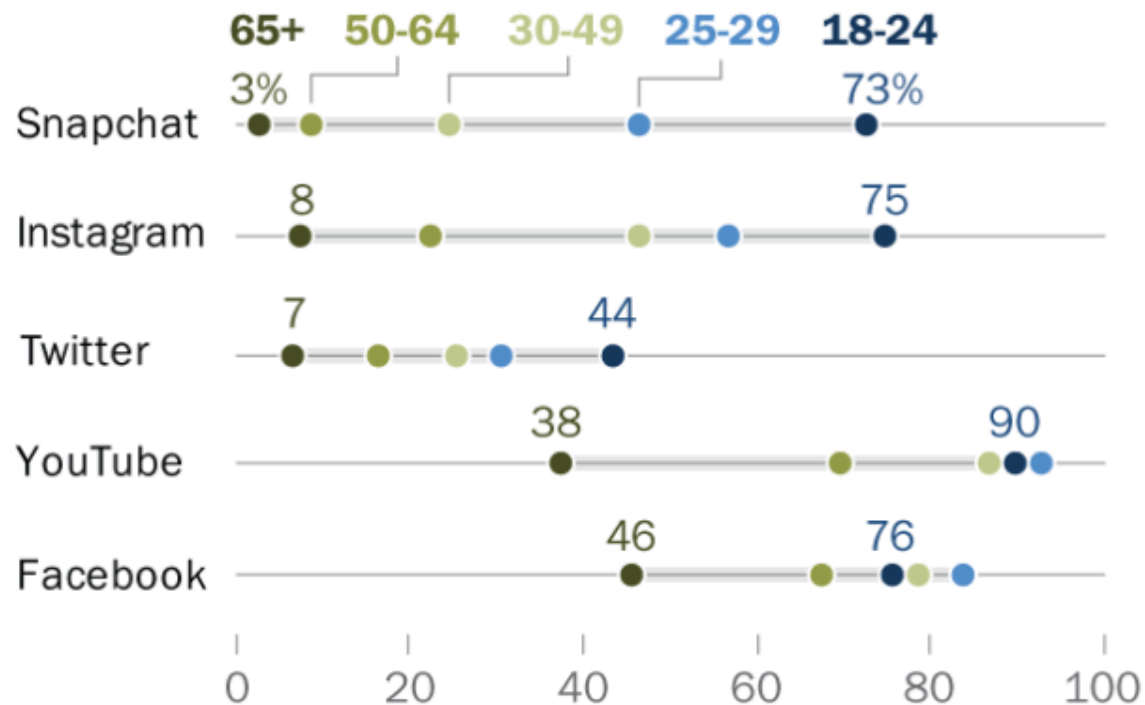
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



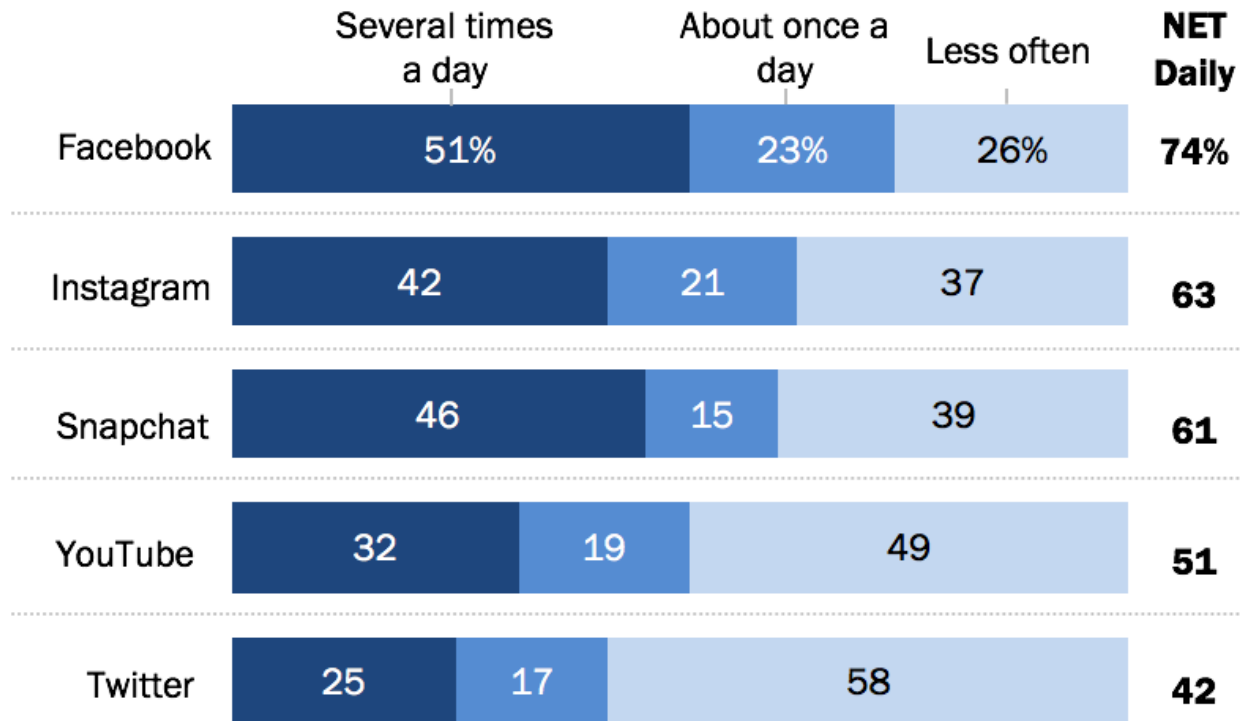
Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Roughly three-quarters of Facebook users visit the site on a daily basis

Among U.S. adults who say they use ____, % who use each site ...



Note: Respondents who did not give an answer are not shown. “Less often” category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 8-Feb. 7, 2019.


PEW RESEARCH CENTER


How are you using Social Media?

Personal use


Professional use


Both personal and professional use

Visual settings 


Activate 


Show responses 

Lock 

Clear responses 

Fullscreen 

Next 

Previous 



Culture Clash?

Medicine

- Privacy & confidentiality
- One-on-one interaction
- Formal Conduct

Social Media

- Sharing & openness
- Connection
- Transparency & informality



Professionalism in Social Media Use

- American Medical Association Code:
 - Maintain patient privacy & confidentiality
 - Ensure content is accurate & appropriate
 - Maintain patient-medical personnel boundaries
 - Separate professional & personal content
 - Report unprofessional behavior



Dangers for Social Media in Medicine

- Medical Board high consensus to investigate:
 - Misleading claims (ex. cure cancer)
 - Misrepresented credentials
 - Patient confidentiality breach (images)
 - Inappropriate patient communication



Images from: Greyson, et al. *Ann Intern Med.* 2013; istockphoto.com



PennState
College of Medicine

Dangers for Social Media in Medicine



Image from: Greyson, et al. Ann Intern Med. 2013; istockphoto.com

- Moderate consensus (50-75%) to investigate:
 - Depicted alcohol intoxication
 - Patient confidentiality breach (ex. narrative)
 - Discriminatory speech



Opportunities in Medicine

- Improving communication
 - 90% of older adults use social media to find & share health info



Opportunities in Medicine

- Enhancing Professional Development
 - Increase transfer of ideas, practices & career strategies



Contributions to Public Health

- Networking effect: Organ donation (23X in 1 week)
- Norming effect: Reducing stigma in opioid use disorder



Jen Kraschnewski @jlkrausch · 18 Sep
I carry because I care! Just picked up naloxone, thanks to [@SecretaryLevine](#) [@PAHealthDept](#). I challenge all of my [@PennStateGIM](#) colleagues to carry, too! [#WeAre](#) committed to saving lives. [#WhyICarryNaloxone](#)



Dr. Rachel Levine @Se... · 18 Sep



I carry naloxone right here in my purse to help save a life and to help give peop...

1 5 10

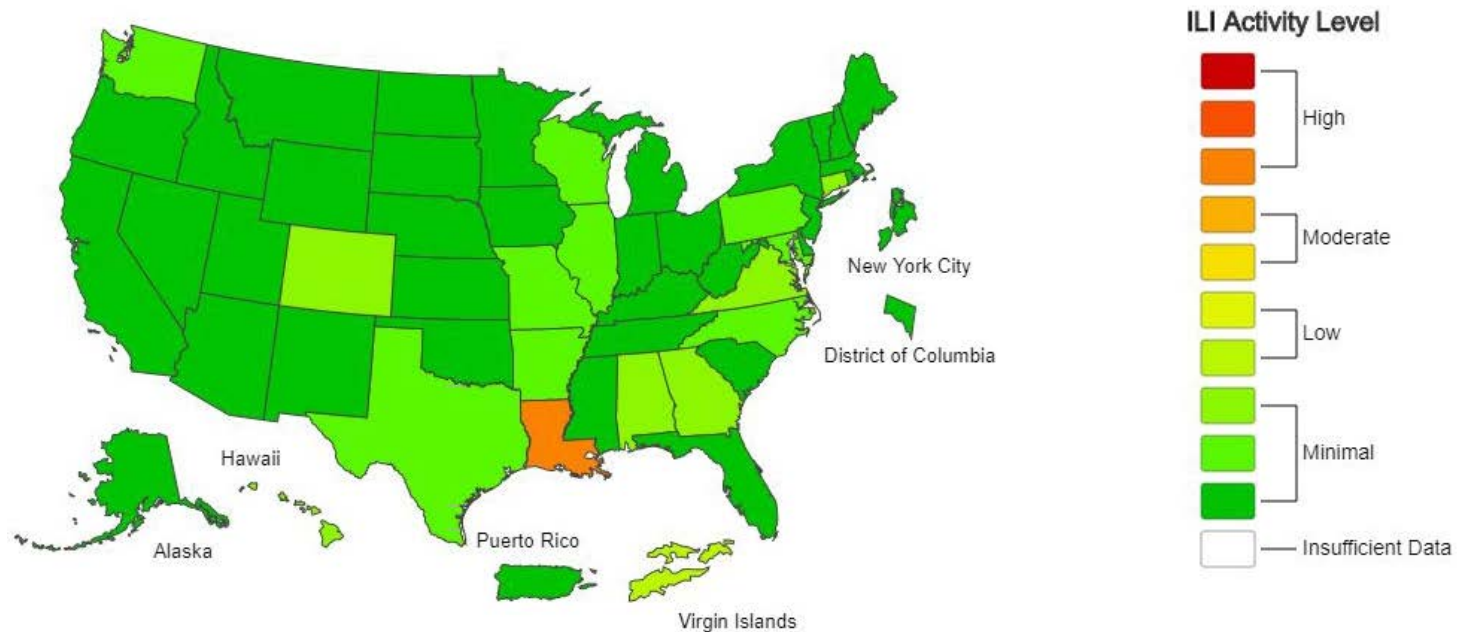


PennState
College of Medicine

Contribution to Public Health

- CDC tracks Tweets to determine flu outbreaks

2019-20 Influenza Season Week 41 ending Oct 12, 2019



Your turn!



- New to Twitter?
 - Download the twitter app
 - Enter your info
 - Choose a username (you can always change it!)
 - Hit “Let’s go!” button

- Already on Twitter? Tweet this conference!
#PhilaCVSummit @jlkrasch



Share with others!

My email away message:

“Thanks for your email! I’m currently out of the office presenting on social media use in medicine at the Philadelphia Cardiovascular Summit (pcs.mailinehealth.org). Follow me on twitter @jlkrasch!”



Thank you!

Contact information:

Jennifer L. Kraschnewski, MD MPH

jlk59@psu.edu



@jlkrasch



PennState
College of Medicine