

Building Your Professional Reputation on Social Media

August 20, 2020



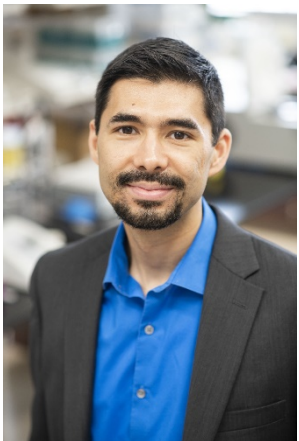
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Your Presenters



Chad D. Lavender, MD
Assistant Professor
Orthopaedic Surgery

 *@ChadLavenderMD*
#FertilizedACL



W. Christopher Risher, PhD
Assistant Professor
Biomedical Sciences

 *@wc82rish*
#astrocyte



Sheanna M. Spence, MS
Director of External Affairs

*Manages Facebook,
Instagram, Twitter and
YouTube channels for SOM,
Marshall Health*

Learning Objectives

- Create a professional profile on social media
- Effectively use Twitter, LinkedIn and other platforms to build his/her professional reputation, share research and/or promote his/her clinical practice.
- Understand the appropriate use of hashtags and tagging.
- Utilize best practices when/if addressing sensitive subjects (i.e. politics, current events, etc.) on social media

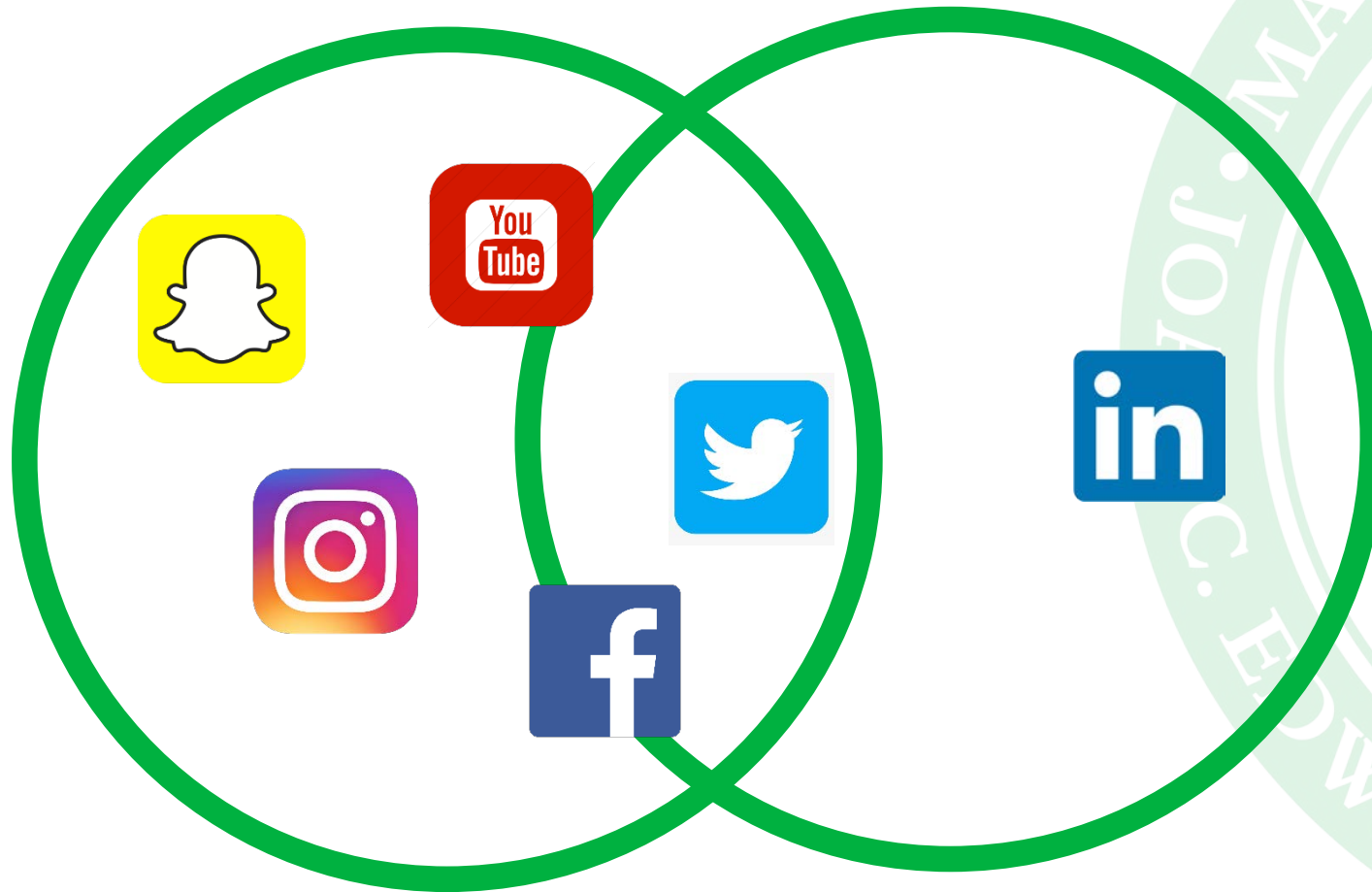


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Choosing the Right Platform

Each #SoMe platform has a personality. Make a conscious decision about which you want to use for professional vs. personal use.

PERSONAL

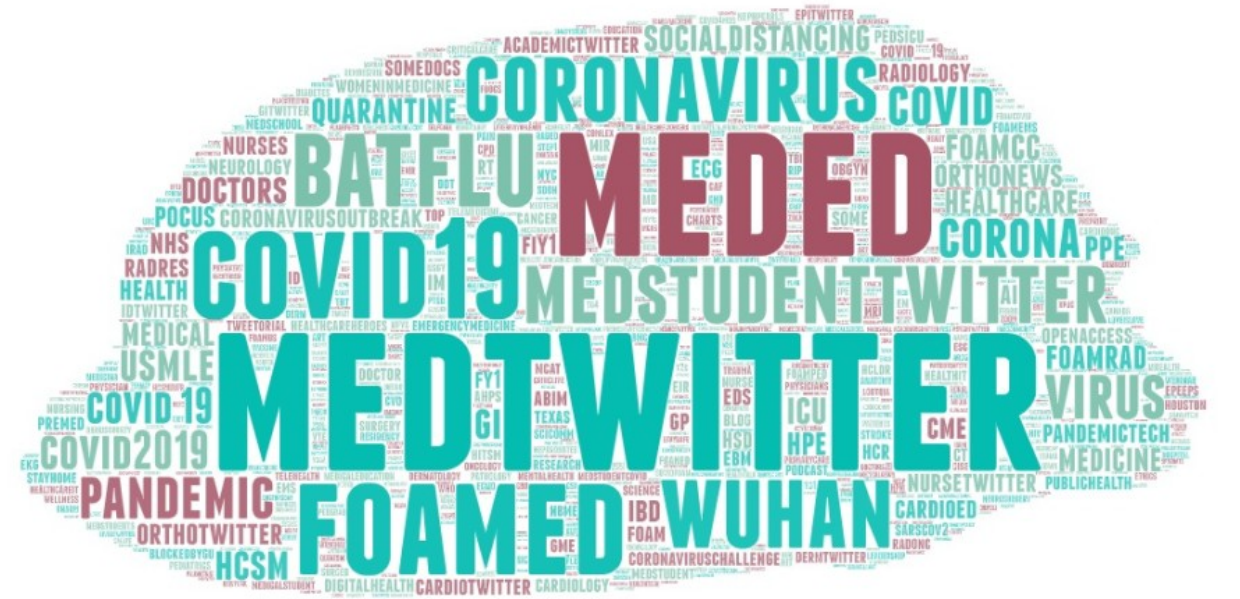


PROFESSIONAL

The #MedTwitter Movement

Driving new, virtual interactions with:

- Scientists
- Clinicians
- Medical students
- Residents
- Funding agencies
- Journals



SOURCE: <https://wakelet.com/wake/334KY5Lc-PnDwMrcS5KXK>



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Your Professional Profile

Creating a profile others want to follow

1. Use a handle/name that helps others find you.
2. Use hashtags and @ tags to create your Bio.



BIO



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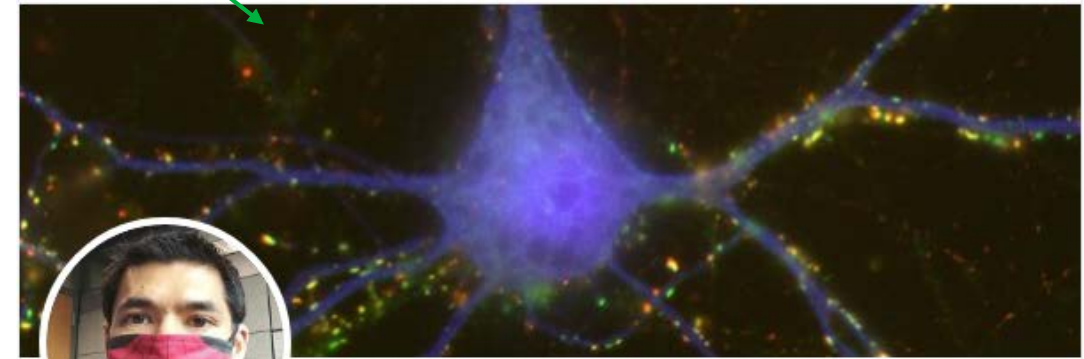
Your Professional Profile

Creating a profile others want to follow

1. Upload a professional photo (not necessarily formal) to serve as your profile image.
2. Find a cover image that represents why you are using Twitter.



COVER IMAGE



PROFILE IMAGE



Chris Risher

@wc82rish Follows you

Husband, father, neuroscientist, glia enthusiast, music & film geek. Half Caucasian/Half Filipino. He/him. Views are my own.

📍 Huntington, WV 🔗 chrisrisherlab.com 🎂 Born February 2

📅 Joined July 2016



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Tweet Speak

Brush up on your Twitter terminology so your Tweeple think you're an expert

Tweet

(n.): A post to Twitter that contains photos, GIFs, videos and/or text.

(v.): The act of sending a Tweet. Tweets get shown in Twitter timelines or are embedded in websites and blogs.

Retweet

(n.): A tweet that you forward to your followers is known as a retweet. Often used to pass along news or other discoveries on Twitter, retweets always retain original attribution.

(v.): The act of sharing another account's tweet to all of your followers by clicking or tapping on the retweet button.

Hashtag

A hashtag is a keyword or phrase immediately preceded by the # symbol. When you click or tap on a hashtag, you'll see other Tweets containing the same keyword or topic.

>>Learn more at <https://help.twitter.com/en/glossary>

Tweeting 101

Creating a profile others want to follow

1. Upload a professional photo (not necessarily formal) to serve as your profile image.
2. Find a cover image that represents why you are using Twitter.
3. Create a bio using hashtags and tags appropriate.
4. Then, you tweet! A tweet can contain up to 280 characters.
5. Begin populating your feed with:
 - Hot topics in your field
 - Retweeting posts from others you follow



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Tweeting 101

Being succinct in 280 characters or less

1. Use the Twitter icon to share directly from webpages or articles.
2. Tweets can't be edited. Delete is the only option.
3. Be proud of your work and your affiliation with @MUSOMWV and/or @Marshall_Health. Tag us so we can retweet.
4. Use free URL shortening services like bit.ly and if you plan to share a lot of links.



Tweeting 101

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Chad Lavender @ChadLavenderMD · Aug 6

Extremely excited to discuss procedures we are developing @MUSOMWV with surgeons in the UK and internationally next week. @marshall_health @MUHealthOrtho



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Become a #SoMe Influencer

Creating a profile others want to follow

1. Follow to be followed.
 - Funding agencies
 - #MedEd leaders - AAMC or other professional colleagues
 - Other medical schools or organizations you're interested in
 - Other physicians, researchers or labs
 - Community groups and leaders
2. Actually tweet.
3. Use hashtags and tags in your tweets.



Kimberly Becher, MD @BecherKimberly · Aug 16

Grateful to have a new rail trail I can access from my office...added bonus of no cell service for 90% of ride! [#ruralhealth](#) has its perks



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Tweeting for Research

Creating a profile others want to follow

1. Help people understand the “why”
2. Draw a clear connection for followers between the significance and relevance to medicine and/or mainstream health topics
3. Use visuals to draw attention to your tweets that represent your research
Examples: Candida in the lab, models, visual abstracts
Last resorts: Headshots or graphs
4. Tag handles for publications, presentations
5. Don't be afraid to direct message publishers or journals to ask questions. Some respond better on Twitter than via email!



SfN Journals @SfNJournals · Aug 3

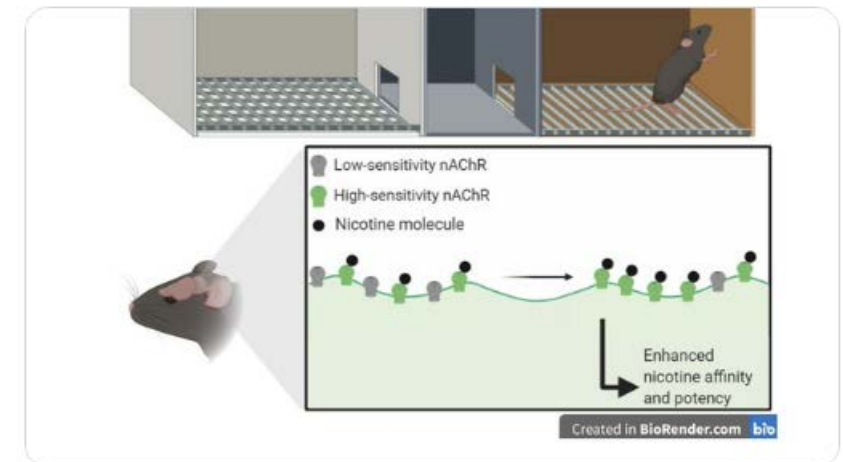
A common **green** apple vape flavor enhances nicotine reward and is also rewarding itself, according to new [#eNeuro](#) research in mice from [@MUSOMWV](#).

How vape **flavorant** farnesene may exacerbate the effects of [#nicotine](#): eneuro.org/lookup/DOI/10....



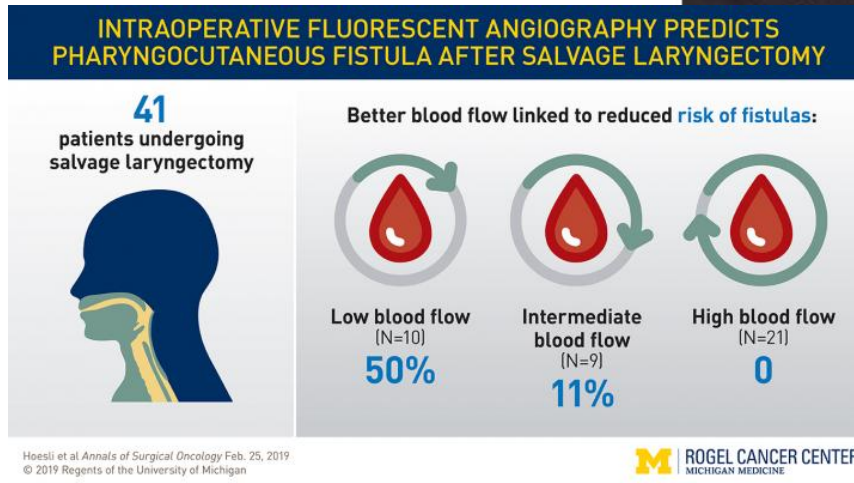
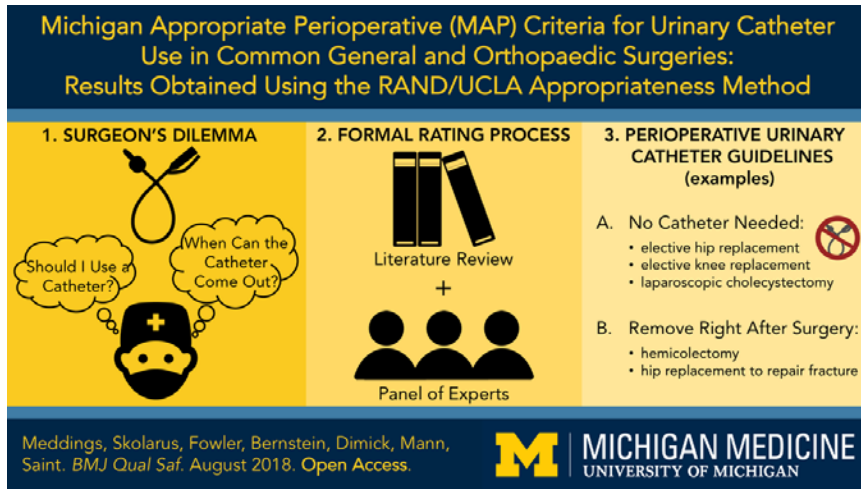
Marshall School of Medicine @MUSOMWV · Aug 18

A common green apple vape flavor enhances nicotine reward, which could heighten reward and drug-seeking behavior, according to [@marshallu](#) researchers [@Sky_Coop](#) [@Dr_BHenderson](#) fal.cn/39NMQ



Visual Abstracts

Creating a visual representation of complicated subjects helps readers understand



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Other Best Practices

Creating a profile others want to follow

1. Check hashtags before you use them. They may not mean what you think they mean!
2. Stay positive. Avoid temptations to engage in controversy. Never get into an argument on Twitter.
3. Make sure you have permission.
4. Not everything is appropriate for social media.
5. Enjoy it!



The 12-Word Social Media Policy

Don't Lie, Don't Pry

Don't Cheat, Can't Delete

Don't Steal, Don't Reveal



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JOIN US NEXT WEEK FOR PART 2!

Promoting your Program on Social Media

Thursday, Aug. 27 | Noon

Tiffany Davis & Sheanna Spence

