Title: Beyond a Social Network: An Information Network for the Health Care Professional: Moving From Information Recipient to Information Broker

Course Description:
Social Media has evolved beyond a social network to a network of information, allowing users to share ideas, news and knowledge with a broad audience. Clinicians are able to get quick updates and answers from experts in their field without being limited by geography or access to traditional channels. This education session will reintroduce the attendee to social media from the healthcare professional’s perspective.

As existing social media tools evolve and new platforms emerge, navigating which platform is best for clinical and/or educational needs can be overwhelming. A guide to nine popular personalized media platforms was created, including descriptions of each tool, examples of uses in healthcare and education, and pros/cons that allow clinicians to make informed decisions about the platform that is most appropriate for their needs. This “systematic review” of Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, Tumblr, Reddit, and Vine is intended to guide clinicians who may be investigating the utility of these tools.

The authors identify four stages for users as they gain comfort and experience with the platform, transforming from Information Recipient, to Information Broker into Discussion Participant and, ultimately, Discussion Leader. The push and pull of these social media platforms will be discussed providing the user with options for sending information out to others (“pushing”), as opposed to the traditional method of seeking out information (“pulling”).

Members of a clinical education consortium collaborated to achieve consensus on issues of content and functionality for social media usage. Qualitative findings from concurrent social media projects within courses at 2 academic institutions helped inform the group’s decisions regarding what features and resources would be most useful to clinicians and clinical educators. The authors evaluated the success of these projects through the ability of clinicians and students to move through each of the four stages of social media use.

Since social media posts are permanent and can ‘go viral’ in a matter of hours, awareness of the ethical guidelines when using these platforms is vital for the protection of all parties involved. The APTA Standards of Conduct in the use of social media will be presented as well as ethical guidelines at the presenters’ academic institutions. Clinical facility policies on social media will also be discussed.

Attendees will have the opportunity of participate in interactive tutorials on various social media platforms. Consideration must be given to purpose, audience and content in order to better leverage these platforms for clinical and educational needs. By overcoming common barriers to use, social media platforms can become available to everyone, not just the technology savvy.
**Course Learning Objectives**

The attendee will be able to compare and contrast nine popular social media tools.

1. The attendee will be able to describe the benefits and value of the use of a social media tool to the health care professional.
2. The attendee will be able to describe the principles of ethical use of social media by health care professionals.

**Instructional Level:**

Basic______ Intermediate________ Advanced__________ Multiple____ x______

**Instructional Format** *(indicate approx. percentage)*

☐ Lecture ☐ Lab x☐ Combination Approximately 50% Lecture and 50% interactive tutorial on select SM Tools (Does not require treatment tables/examination tools, live internet connection will be helpful.)

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**Tentative Outline of time and content:**

Introduction – More than a social network, an information network (5 min)

Social Media for Healthcare professionals – Options for use (Information recipient --> Information broker --> Discussion participant --> Discussion leader ) (10 min)

Interactive review of 9 popular social media platforms: (45 min)

Ethical Guidelines for the Use of Social Media by Health care Professionals (10 min)

Question and answer (15 min)

Conclusion (5 min)

Approved by the APTA of MA Board of Directors: Feb 2011
**Key References:**


