Social Media and #plasticsurgeryresidency
Amanda Gosman MD
@amandatory_v

UCSD Professor & Chief of Plastic Surgery, RCHSD Chief of Plastic Surgery, Director of Craniofacial Surgery, President Connectmed International

#plasticsurgery

San Diego, CA  connectmed.org  Joined November 2010

368 Following  504 Followers
Disclosures

I am not a millennial
Social Media

Harness the Power  Avoid the Hazards
Objectives

- Review the power of social media
- Understand the framework for ethical and professional social media use
- Discuss the applications of social media for plastic surgery residency programs
One half of all humans
65% of Americans

90% of Young Adults

Who?

A Primer on Social Media Use by Young Plastic Surgeons

Cho, Min-Jeong; Furnas, Heather J.; Rohrich, Rod J.
WHAT’S THE POINT OF BEING AFRAID OF THE ZOMBIE APOCALYPSE

WHEN YOU’RE ALREADY A ZOMBIE?

more awesome pictures at THEMETAPICTURE.COM
Conversation Prism
Democratizing Information
What is Social Media?

“...any internet-based application that enables content sharing and rapid interactions between large populations.”

Online community YOU are the center
Social Media Site Usage in 2014

Percent of online adults who use the following social media websites

- Facebook: 71%
- LinkedIn: 28%
- Pinterest: 28%
- Instagram: 26%
- Twitter: 23%
Facebook Dominates the Social Media Landscape

Monthly active users of selected social networks and messaging services*

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Facebook Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,072m</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>1,300m</td>
</tr>
<tr>
<td>Messenger</td>
<td>1,200m</td>
</tr>
<tr>
<td>WeChat</td>
<td>980m</td>
</tr>
<tr>
<td>Instagram</td>
<td>800m</td>
</tr>
<tr>
<td>Qzone</td>
<td>568m</td>
</tr>
<tr>
<td>Weibo</td>
<td>361m</td>
</tr>
<tr>
<td>Twitter</td>
<td>330m</td>
</tr>
<tr>
<td>Pinterest</td>
<td>200m</td>
</tr>
</tbody>
</table>
Social networks ranked by the number of monthly active users added over the past year*

- Instagram: 300M
- Facebook: 228M
- WhatsApp: 200M
- Snapchat: 15M

*Note: Q2 2018 vs. Q2 2017 where
Social Media Facts

- 79% of online adults use Facebook
- 32% of online adults use Instagram
- 24% of online adults use Twitter
- ¾ of Facebook users use the site daily
Be Socially Acceptable

1 in 3 facial plastic surgeons say patients are seeking cosmetic procedures to look better in selfies and social media.
**Twitter (2006)**
- 38% daily users
- Growth flat
- Urban, under 50, African American, upper $ 
- Articles, news
- Photos, links, videos, 140-character text

**YouTube (2005)**
- 63% of all web users use YT (#2 after FB)
- ACS: 82% of surgeons regularly access YT (FB: 55%)
- VIDEOS

**SNAP CHAT (2011)**
- 2nd most engaged network
- 1 year growth = 4 years of Twitter growth.
- 150 million daily users > Twitter’s 140 million
- Young users
- Disappearing posts + Memories (New)
- PHOTOS & VIDEOS

**INSTAGRAM (2010)**
- 3rd most engaged network
- 59% daily users; up 10% 2014/2015)
- 33% of all US Internet users on IG
- 75% Instagram users outside the US
- New: Instagram Stories
- PHOTOS & videos

**PINTEREST (2010)**
- 85% of users are female.
- 44% of US women online on Pinterest
- 27% daily use (10% rise 2014/2015)
- Fashion, cooking, crafts
- PHOTOS

**FACEBOOK (2004)**
- Most engaged network
- 59% daily users
- 54% female, 46% male
- 77% of all women online on FB
- PHOTOS, videos, short & long posts
Social Media -- Facebook

- 500 billion minutes/month spent on Facebook
- Algorithms
  - Your post may not reach all of your followers unless you pay to play
- Community and Groups
- Censorship
  - Rules regarding appropriate images
    - No nudity
    - Suggestive posts
CRANIOSYNOSTOSIS: (CRAY-NEE-O-SIN-O-STOE-SIS)

THE PREMATURE FUSION OF AN INFANT’S SKULL

About This Group
Description
This group is an extension of the Cranio Kids organization and has been set up to raise awareness of craniosynostosis, and support families.
Social Media -- Twitter

Online social networking that enables users to send 140 character messages (tweets)

- Registered users can read and post
- Unregistered can only read

Growth is flat

Mainly professional usage

Has its own version of censorship with regards to explicit photos
Social Media -- SnapChat

Send videos and pictures
Images disappear after a few seconds
Communication is one-way -- cannot ‘like’, ‘share’, or ‘reply’
WSJ - “TV” for the 18-34 year-olds
  41% view it daily
No censorship of explicit photos or videos
Users watch 6 billion videos daily
Instagram

- photo and video-sharing social networking service owned by Facebook, Inc
- Feeds and stories
- Geotags and hashtags
- IGTV
- Messaging
- Ads
- Apps
- No nipples
- 800 million users (2017)
“If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.” - Jeff Bezos, CEO Amazon
Social Media in Healthcare

- 80% of internet users have looked online for info on health topics
- 34% of internet users have read about someone’s experience with health or medical issues
- 24% of internet users have consulted online reviews about medical treatments

http://www.slideshare.net/brianahier/social-media-healthcare-and-the-law
Why use Social Media and Healthcare

“Doing this removes a real communication barrier. It helps make something scary much more comprehensible. It brings us closer together and makes us more engaged.”

--Christopher Parks, co-founder of the website changehealthcare.com.
The Big Brand Theory: How Johns Hopkins Hospital Became Approachable on Social Media

June 03, 2013 Joan Justice

How is social media used in Healthcare?
Not just plastic surgeons
Social Media: Times are Changing

- 1970s - Advertising
- 1990s - Websites
- 2000s - Reality TV
- Today - Social Media
WHY USE SOCIAL MEDIA?

Members should strive continually to improve medical knowledge and skill, and make available to their patients and colleagues the benefits of their professional achievements. Members have an affirmative duty to disclose new medical advances to patients and colleagues.

—American Society of Plastic Surgeons Code of Ethics, Section 1:II
Surgeons Are Using Social Media to Share and Learn New Skills

by Christopher G. Myers, Yusaf Kudsi, and Amir A. Ghaferi

OCTOBER 27, 2017 UPDATED OCTOBER 30, 2017
Only 6% of Twitter posts about plastic surgery were made by plastic surgeons.

#PlasticSurgery

Olivier A. Brandford, Ph.D., M.R.C.S., F.R.C.S.(Plast.)
Parisa Kamarz, M.D.
Rod J. Rohrich, M.D.
David H. Song, M.D., M.B.A.
Patrick Malbaci, F.R.C.S., F.R.C.S.(Plast.)
Daniel Z. Liu, M.D.
Dustin Lang, B.A.
Kristin Sonn
Miran Subsicac, B.A.S.C., M.D.
Samuel J. Lim, M.D., M.B.A.

Background: Social media use is growing inexorably, and there is public appetite for evidence-based information. Little is known about engagement by plastic surgeons with social media. The aim of this study was to examine posting about plastic surgery on Twitter, to best inform how board-certified plastic surgeons could use the hashtag #PlasticSurgery as a tool to educate patients and the public.

Methods: A prospective analysis of 2880 “tweets” containing the words “plastic surgery” was performed. The following were assessed: identity of author, use of the hashtag #PlasticSurgery, subject matter, whether link to study was provided, and whether posts by surgeons were self-promotional or educational.

Results: Social media posting about plastic surgery is dominated by the public, accounting for 76.6 percent of posts versus only 6.0 percent by plastic surgeons. Only 3.4 percent of all tweets contained the hashtag #PlasticSurgery, although almost half of those that did were by plastic surgeons. Of these, 61.3 percent of posts by plastic surgeons were about aesthetic surgery; additional posts were about basic science, patient safety, and reconstruction (13.9, 4.0, and 2.5 percent, respectively). Eighteen scientific articles were referenced, with a link to the Journal site posted in two tweets. Of posts by plastic surgeons, 37.0 percent were self-promotional.

Conclusions: The American Society of Plastic Surgeons and its Journal have recognized that social media may be used to educate and engage. Board-certified plastic surgeons have a great opportunity to promote evidence-based plastic practice by means of #PlasticSurgery in the interests of supporting patients and the profession. (Plast. Reconstr. Surg. 138: 1354, 2016.)
How We Use Social Media?

- Marketing
- Public Education
- Professional Education
- Connect with colleagues
- Promote Awareness and Acceptance
- Promote our specialty and important issues/articles
- Research
“In their public and private communications with or concerning patients and colleagues made in a professional capacity or environment, Members shall strive to use accurate and respectful language and images.”

- ASPS Code of Ethics, Section 1:XI.
PROFESSIONALISM AND SOCIAL MEDIA USE

The principal objective of the medical profession is to render services to humanity with full respect for human dignity. Members should merit the confidence of patients entrusted to their care, rendering to each a full measure of service and devotion.

—American Society of Plastic Surgeons
Code of Ethics, Section 1:I.
Concerns/Hazards of Social Media

- Ethical and professional violations
- Legal Issues
- Loss of ownership of copyrightable information
- Exposure of patient data; loss of privacy
- Negative reaction by public, regulatory bodies
- Effects on Competition, Collaborative partners
- Blurring of the personal and professional boundaries
- Misleading or Deceptive information
Concern #1

Loss Of Ownership

The fine print...

“...you grant Snap Inc. and our affiliates a worldwide, royalty-free, sublicensable, and transferable license to host, store, use, display, reproduce, modify, adapt, edit, publish, and distribute content.”
Concern #2
What you post online is **PERMANENT and SEACHABLE FOREVER!**

> “Remember that all content contributed on all platforms becomes immediately searchable and can be immediately shared. This content immediately leaves the contributing individual faculty/staff members control forever.”

VUMC Social Media Policy
Does He Want this Photo on the Internet Forever?
Does She want her grandchildren to see this?
Concern #3
HIPPA and Patient Privacy

- One of the first instances in which physician fired and then subsequently reprimanded by state medical board for posting patient info on Facebook
  - Did not identify patient but Board concluded that information was sufficient for others to be able to identify patient

For doctors, social media a tricky case
By Chelsea Conaboy
Globe Staff / April 20, 2011
Concern #4

Informed Consent-

Is it even possible?

“A Member may not reveal a patient’s confidence, any observed characteristic of the patient, or any information obtained from the patient in a professional capacity, without such patient’s consent …”

-ASPS Code of Ethics, Section 1:VIII
Social Media Consent Form

Patient Photograph and Video Release Form

I understand that photographs and/or videos may be taken of me or parts of my body before, during, and after surgery. These images may be shared with staff, other physicians or health professionals, and members of the public for educational and marketing purposes. I hereby give my consent for Dr. [Name] to use the photographs under the following circumstances:

Please initial JUST ONE of the following:

_____ I OPT OUT. I do not want my photographs to be used for advertising or marketing. They will only be used for my medical chart.

_____ EDUCATIONAL PURPOSES ONLY: Photographs taken of me or parts of my body as well as details regarding services that I have received may be used for scientific presentations and/or publications.

_____ ALL MEDIA EXCLUDING SOCIAL MEDIA: Photographs taken of me or parts of my body as well as details regarding medical services that I have received may be used in any print or broadcast media, including but not necessarily limited to newspapers, pamphlets, educational films, practice website, and television, not to inform and educate the public or other physicians about plastic surgery.

_____ ALL MEDIA INCLUDING SOCIAL MEDIA: Photographs and/or videos taken of me or parts of my body as well as details regarding medical services that I have received may be used on social media sites, including but not necessarily limited to Facebook, Instagram, Snapchat, Twitter, ReaiSelf, and other outlets, in order to inform the public or other physicians about plastic surgery. I understand that once my images are published, I lose control and rights to these images. I understand that once my images are published, the individual social media platforms may assume control and rights to those images. I also understand that images posted on the Internet can be altered and/or archived, and are permanent and searchable.

_____ PRACTICE WEBSITE ONLY: Photographs taken of me or parts of my body as well as details regarding medical services that I have received may be used on our website without disclosure of personal information in order to inform the public about plastic surgery methods. I understand that once these images are placed on a digital platform, they can be altered and archived, and are permanent, and searchable.

PLEASE REVIEW AND INITIAL EACH OF THE FOLLOWING:

_____ REVOCATION: I understand that I may revoke this authorization at any time; however, such revocation must be in writing and received via registered mail. Revocation affects disclosure moving forward and is not retroactive.

_____ EXPIRATION: This authorization expires 99 years from the date signed

_____ VOLUNTARY CONSENT: I understand that my participation is voluntary. If I do not sign this form, my healthcare and payment for my healthcare will not be affected.

_____ I will not receive compensation for my participation.

_____ By signing this form, the personal health care information I relay or allow to be relayed to an outside source, such as social media platform or news source, is no longer protected by state and federal privacy laws and may be re-disclosed by that source.

_____ I have received a copy of this consent.

_____ Before signing this document, I have considered my decision carefully.

Date__________________Witness__________________

Patient Name
Concern # 5

False Claims ("The Best"), Altered Photos, Fake Followers..

“Each Member may be subject to disciplinary action, including expulsion...The Member uses, participates in or promotes the use of any form of public communication or private communication containing a false, fraudulent, deceptive, or misleading statement or claim...”

- ASPS Code of Ethics, Section 2:I:F
Framework for the Creation of Ethical and Professional Social Media Content

Anna Schoenbrunner, M.D.
Amanda Cosman, M.D.
Amreet K. Bajaj, M.D.

Columbus, Ohio; San Diego, Calif.; and
Oklahoma City, Okla.

**Background:** Social media are powerful tools that allow users to communicate directly with an online community. Plastic surgeons were early adopters of social media, recognizing their educational and marketing potential. With the use of social media comes ethical and legal concerns. The lack of professional society policies on social media use has led to calls for the American Society of Plastic Surgeons to establish guidelines regarding the use of social media in medical practice. The authors propose a framework for the creation of ethical and professional social media content.

**Methods:** The authors reviewed the updated American Society of Plastic Surgeons Code of Ethics, current professional organization codes of ethics and social media guidelines, recently published articles, and legal documents pertaining to social media use in medical practice.

**Results:** The updated American Society of Plastic Surgeons Code of Ethics provides adequate guidance for the professional use of social media in plastic surgery practice. The authors drew on the American Society of Plastic Surgeons Code of Ethics along with existing professional society guidelines to develop a framework for the professional and ethical creation of social media content. The authors also propose a sample informed consent form for social media use.

**Conclusions:** Social media are powerful tools that will continue to transform the practice of plastic surgery and medicine at large. Plastic surgeons must uphold values of professionalism and ethics when using social media to protect patients and maintain the high professional standards of the specialty. (Plast. Reconstr. Surg. 144: 118e, 2019.)
Framework for Ethical and Professional Creation of Social Media Content

Benefits
Does this post benefit my profession and/or my patients?

YES

Professional Society Ethical Codes
Does this post align with my professional society’s ethical codes?

YES

Awareness of Social Media Platform User Agreements
Does this post comply with the social media platform’s terms of use?

YES

Informed Consent
Does this post reveal protected health information?
If yes, have I obtained written informed consent?

YES

Pause
Does my post reflect well on me and my profession at large?

YES

Post
You have thoughtfully created social media content that aligns with terms of use and professional society’s ethical guidelines.

NO

Reconsider
How can I modify the content of my post to align with ethical and professional framework?

NO

Reconsider content of post based on modifications

NO

Pause
Does my post reflect well on me and my profession at large?
Insta-grated Plastic Surgery Residencies: The Rise of Social Media Use by Trainees and Responsible Guidelines for Use

Akash A. Chandrawarkar, MD; Daniel J. Gould, MD, PhD; and W. Grant Stevens, MD

Abstract

Background: Ethical guidelines for appropriate use of social media are beginning to be delineated. As social media becomes ingrained in plastic surgery culture, education of residents on appropriate use of social media is increasingly important. Recently, plastic surgery residency programs have begun to utilize social media.

Objectives: This study characterized the trends and content of plastic surgery residency-associated Instagram accounts.

Methods: Actual individual residency program Instagram accounts were identified for integrated plastic surgery programs. Metrics for each account were retrieved on September 10, 2017, including date of first post, number of posts, and followers. Individual posts were analyzed for content of post.

Results: Fourteen of 67 (21%) plastic surgery programs were found to have active Instagram accounts. There has been an exponential growth of programs adopting Instagram since August 2015. A total of 860 posts were created. Thirty-three (3.8%) posts had inoperative photos and only one (0.1%) showed a patient image. There were 4466 followers of plastic surgery residency programs. A linear correlation was found between number of posts and number of followers, while there was no correlation of number of followers and time since account start.

Conclusions: Instagram use by plastic surgery integrated programs continues to grow exponentially, and programs are appropriately using the platform. Active use of the resident social media results in increased influence. Resident use of social media has many benefits. We propose social media guidelines for plastic surgery trainees and advocate for continued appropriate use and auto-regulation by plastic surgery trainees.

Social Media and PS Residency

14/67 (21%) of Residency Programs had Instagram accounts
**Figure 1.** Cumulative number of residency programs with Instagram accounts over time (blue). Trendline (dotted red) shows exponential growth ($r^2 = 0.986$).

<table>
<thead>
<tr>
<th>Residency program</th>
<th>Instagram handle</th>
<th>Date of first post</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Southern California</td>
<td>@uscplasticsurgery</td>
<td>August 6, 2015</td>
</tr>
<tr>
<td>University of Chicago</td>
<td>@uchicagoprs</td>
<td>October 4, 2015</td>
</tr>
<tr>
<td>University of Texas Medical Branch</td>
<td>@utmb_plastic_surgery</td>
<td>February 10, 2016</td>
</tr>
<tr>
<td>Johns Hopkins/U of Maryland</td>
<td>@hopkinsplasticsurgery</td>
<td>May 23, 2016</td>
</tr>
<tr>
<td>Washington University</td>
<td>@washuprs</td>
<td>August 7, 2016</td>
</tr>
<tr>
<td>Mayo (Arizona)</td>
<td>@mayo_az_plastic_surgery</td>
<td>September 16, 2016</td>
</tr>
<tr>
<td>Louisiana State University</td>
<td>@lsuplastics</td>
<td>October 18, 2016</td>
</tr>
<tr>
<td>University of Rochester</td>
<td>@roc_prs_residency</td>
<td>November 30, 2016</td>
</tr>
<tr>
<td>Oregon Health &amp; Science University</td>
<td>@ohsuplastics</td>
<td>February 28, 2017</td>
</tr>
<tr>
<td>Mayo (Rochester)</td>
<td>@mayoclinicplasticsurgery</td>
<td>April 4, 2017</td>
</tr>
<tr>
<td>University of Kansas</td>
<td>@kuplasticsurgery</td>
<td>June 9, 2017</td>
</tr>
<tr>
<td>Harvard</td>
<td>@harvard_plastic_surgery</td>
<td>July 3, 2017</td>
</tr>
<tr>
<td>Stanford</td>
<td>@stanfordplastic</td>
<td>August 24, 2017</td>
</tr>
</tbody>
</table>
Legal Violations
- HIPAA violations
- Breach of consent
- Breach of local laws and ordinances
- Federal Trade Commission rules violations

Professional Violations
- Unprofessional behaviors
- Alcohol consumption
- Breach of hospital duties or policies
- Personally offensive materials
- Training situations with poor outcomes

Ethical Violations
- Posed photos in the OR at the expense of the patient
- Prolonging anesthesia time
- Inappropriate level of supervision in OR

Grey Zone Violations
- Distasteful material (ie, #boobjob)
- Inappropriate comment space
- Materials generally demeaning to the specialty
- Too much resident autonomy portrayed to the public
- Morbidity (bad results)
- Bloody or gory photos
Why Social Media for Plastic Surgery Residencies?

- ACGME Milestone for Interpersonal and Communication Skills:
  - “Uses multiple forms of communication (eg, e-mail, patient portal, social media) ethically and with respect for patient privacy”

- A public duty
- Resident recruitment
- Advocacy
- Education
- Quality improvement
- Research
- Cultivating a lasting brand
- Practice building
Advantages of Social Media for Practicing Plastic Surgeons

- Allows patients to learn about surgery directly from you.
- Engages patients, many of whom view plastic surgeons daily.
- Excellent tool to promote our specialty.
- Plastic surgeons appear as real people, increasing connection.
- Plastic surgeons have control of their message.
- Plastic surgeons can reach a wide audience directly.
Scrolling for cosmetic surgery on social media can be risky
Advocacy
2016 APDS SPRING MEETING

Balancing Privacy and Professionalism: A Survey of General Surgery Program Directors on Social Media and Surgical Education ★

Sean J. Langenfeld MD, FACS, FASCRS •, Daniel J. Vargo MD †, Paul J. Schenarts MD •
Survey of Program Directors

- Personal Facebook account – 68%
- Personal Twitter account – 40%
- Visit applicants’ social media profiles – 18%
- Visit residents’ social media profiles – 45%
- Use Google to search applicants – 13%
- Lowered rank based on social media profiles – 11%
- Issued formal disciplinary action based on online activity – 10%
17% of PDs in surgical specialties screened applicants using social media sites

- 33% gave lower rankings based on content

PDs in emergency medicine residency did not penalize their applicants based on their online profiles
Guidelines for Social Media Use in your Residency

- Appoint a Resident Social Media Liaison
- Faculty supervision
- Check your Institutional policy
- Do you have marketing support?
<table>
<thead>
<tr>
<th>Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opportunities</strong></td>
</tr>
<tr>
<td>- Post regularly to develop a strong following</td>
</tr>
<tr>
<td>- Engage local and national mentors regularly and other residency programs by following, liking, and commenting</td>
</tr>
<tr>
<td>- Cross-post to other social media platforms to expand reach</td>
</tr>
<tr>
<td>- Utilize promotional hashtags (e.g., #plasticsurgery, #residency)</td>
</tr>
<tr>
<td><strong>Pitfalls</strong></td>
</tr>
<tr>
<td>- Avoid engaging (following, liking, commenting) in controversial or offensive accounts or posts. Your engagements are visible to all followers and can be seen as a reflection of you.</td>
</tr>
<tr>
<td>- Avoid using “live” streaming as you are unable to control real-time content</td>
</tr>
<tr>
<td>- Avoid potentially unprofessional hashtag use or plastic surgery slang (e.g., “boob job”). It is understood that the public uses different search queries than the medical community and so the hashtags should be cultivated within reason to include tasteful materials. For instance, avoid hashtags that may lead to other inappropriate material.</td>
</tr>
<tr>
<td>- Carefully censor and delete inappropriate materials from other users (e.g., comments or tags), which may dilute the content and harm the brand of the poster</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opportunities</strong></td>
</tr>
<tr>
<td>- Consider purpose for each post. The content of each post should fall under one of the following categories:</td>
</tr>
<tr>
<td>Patient Education</td>
</tr>
<tr>
<td>Resident Life</td>
</tr>
<tr>
<td>Promotion of the Program/Individual</td>
</tr>
<tr>
<td>Promotion of Plastic Surgery</td>
</tr>
<tr>
<td>- Promote individual or group resident accomplishments (presentations, journal publications, awards, etc.) to profile academic success</td>
</tr>
<tr>
<td>- Contribute media related to official residency events including lectureships and visiting professors</td>
</tr>
<tr>
<td>- When possible, refer educational material to primary sources</td>
</tr>
<tr>
<td><strong>Pitfalls</strong></td>
</tr>
<tr>
<td>- Avoid unprofessional, inappropriate, or offensive media</td>
</tr>
<tr>
<td>- Consent (at least verbal) should be obtained for any out-of-residency individuals who may be featured within media (including visiting professors or medical students)</td>
</tr>
<tr>
<td>Clinical Media*</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td><strong>Opportunities</strong></td>
</tr>
<tr>
<td>- Show media that show residents hard at work and extremely focused when involved in clinical duties (e.g., attending leading a surgical case, assisting on a microscope)</td>
</tr>
<tr>
<td>- Promote teamwork and collegiality, as well as the other nonresident members of medical teams</td>
</tr>
<tr>
<td>- Obtain specific consent for photography/videography, including for use on social media, in accordance with institutional policies. If social media is not specifically mentioned, consider developing a policy at your institution.</td>
</tr>
<tr>
<td><strong>Pitfalls</strong></td>
</tr>
<tr>
<td>- Avoid details that can lead to identifiable patient information in accordance with HIPAA. This includes posting the same day as an operation or clinical encounter (e.g., “microsurgery during today’s free tibia,” “on the way to the Emergency Department for a finger amputation”)</td>
</tr>
<tr>
<td>- Avoid intraoperative content where the surgeon is performing any action for media capture other than attending to clinical duties (e.g., posing, dancing). This may suggest to the viewer lack of focus or distraction for the sake of self-promotion, especially at a patient’s most vulnerable time — while under anesthesia.</td>
</tr>
<tr>
<td>- Avoid posts that suggest anything short of clinical excellence (e.g., tired residents after a long shift)</td>
</tr>
<tr>
<td>- Ensure no patient body parts are visible in any clinical post</td>
</tr>
<tr>
<td>- Avoid posts with blood or gore. It is important to remember that despite privacy settings, all posts may be accessible by the general public. Assume tolerance for blood and gore to be minimal.</td>
</tr>
<tr>
<td>- Avoid situations where residents are providing clinical care not in the presence of an attending. Patients may not be comfortable with media showing resid operating or performing procedures, especially alone without the attending. Patients believe they will be receiving care from the attending surgeon that they have completed preoperative consultation with and signed consent with. This can contribute to distrust of that specific patient and all future patients seek care with surgeons in institutions with resident involvement.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supervision**</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opportunities</strong></td>
</tr>
<tr>
<td>- Consider supervision of Instagram accounts by faculty to ensure appropriate use and feedback for resident postings, teach residents about proper social media use, and evaluate resident progression to social media-related milestones</td>
</tr>
<tr>
<td>- Consider a “Social Media 101” type course for residents who participate in residency-related social media accounts</td>
</tr>
</tbody>
</table>
Guidelines for Social Media Use in your Residency

- Keep it professional
- No dancing in the OR - nothing that increases OR time (patient risk and cost)
- Avoid patient photos
- No cadavers
- No alcohol
Guidelines for Social Media Use in your Residency

- Getting Started
  - Twitter
  - Instagram
Twitter is Intimidating

- 288 million active users
- 500 million tweets a day (= a million page book)
- 33 languages
- CIA goes thru 5 million tweets a day
- Library of Congress makes a Twitter Archive creating the story of America
The surgeon and social media: Twitter as a tool for practicing surgeons

by Paula Ferrada, MD, FACS, James W. Suliburk, MD, FACS, Sarah B. Bryczkowski, MD, Luke V. Selby, MD, MS, Eugenia E. Lee, MD, Madeline Torres, MD, Anai N. Kothari, MD and Afif N. Kulaylat, MD

Published June 1, 2016 • Print-Friendly
#vocabularylesson

- Hashtag
- Tweet
- Retweets
- Followers
- Impressions
Dr. Ibrahim’s tweet was RTed by Dr. Kulaylat to his followers

Dr. Ibrahim’s name and handle

Meeting hashtag used by both Dr. Ibrahim and Dr. Kothari to increase the visibility of their tweet

Anai N. Kothari (@anaikothari)

Up to 14%/yr attrition in academic surgery, Sharon Weber citing work from @LUMCsurgery and @PaulKuo3 in @UnivSurg Pres Address, #ASC2016

Number of times Dr. Ibrahim’s tweet has been RTed or favorited

Handles added for increased visibility

Text of Dr. Kothari’s original tweet that Dr. Ibrahim quoted in order to comment on
Amanda Gosman MD @amandatory_v · Sep 18
Àu revoir belle Paris❤️. The International Craniofacial Meeting #scfs2019 is a wrap now homeward bound for #pstsm2019 with plasticsurgeryasps in San Diego. Super excited about our VIPS Symposium on Global... Instagram.com/p/B2/2hOPHkX/...

Stav Brown @StavBrown · Jul 5
Replying to @OlivierBranford @ASJnl and 2 others
Congrats @OlivierBranford!
Well deserved! 🥇🏆
See you soon in San Diego! #PSTM2019

Saahil Mehta @SaahilMehta1 · 19h

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>#colorectalsurgery</td>
<td>Bowel cancer, cancer, colon cancer, colorectal cancer, general surgery, inflammatory bowel disease, rectal cancer, surgery</td>
</tr>
<tr>
<td>#surgicaltraining</td>
<td>Surgery, surgical training</td>
</tr>
<tr>
<td>#surgtweeting</td>
<td>General surgery, social networking, surgery</td>
</tr>
<tr>
<td>#surges</td>
<td>Medical education, orthopaedic surgeon, plastic surgeon, robotic surgery, surgeon</td>
</tr>
<tr>
<td>#globalsurgery</td>
<td>Global health, humanitarian surgery, surgery</td>
</tr>
<tr>
<td>#ilooklikeasurgeon</td>
<td>Diversity, inclusion, surgery, women in healthcare, women surgeons</td>
</tr>
<tr>
<td>#visualabstract</td>
<td>Created by the journal <em>Annals of Surgery</em> to disseminate research findings in a clear and concise way</td>
</tr>
<tr>
<td>#getyourbellyout</td>
<td>Inflammatory bowel disease, colorectal surgery, Crohn’s disease, ulcerative colitis</td>
</tr>
</tbody>
</table>
Suggested Twitter Hashtags and Accounts

- @ASPS_News
- @ASAPS
- @PSRC
- @acgme
- @PRSjournal
- #plasticsurgery
- #plasticsurgeryresident
- #plasticsurgeryresidency
- #residentlife
- #Residencycoordinator
<table>
<thead>
<tr>
<th>Lists</th>
<th>Owned</th>
<th>Subscribed</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Society of Plastic Surgeons (ASPS)</td>
<td>American Society of Plastic Surgeons (ASPS)</td>
<td>American Society of Plastic Surgeons (ASPS)</td>
<td>American Society of Plastic Surgeons (ASPS)</td>
</tr>
<tr>
<td>ASPS Twitter</td>
<td>ASPS Member Intl</td>
<td>ASPS Members</td>
<td>Media</td>
</tr>
<tr>
<td>4 members · 5 subscribers</td>
<td>53 members · 7 subscribers</td>
<td>1125 members · 26 subscribers</td>
<td>52 members · 13 subscribers</td>
</tr>
</tbody>
</table>
that...yes, we totally did... 😘 Last thing, PSF grant mentoring session is on Sunday, September 22 10AM-12PM Hilton Bayfront Aqua Salon AB.
Email Ruth Arway
rarway@plasticsurgery.org
@mrutharway if you wanna come.
You already know you wanna come because #researchiscool כאן
#plasticsurgery
#academicplasticsurgery
#regenerativemedicine
#basicsscience #outcomes #psrc2020 #researchisawesome
#ifYouDoResearchThenYouAreAwesome #YouShouldWriteGrantsAndStuff
#nerdingout #nerdschangetheworld #researchpropaganda

5d

❤️ 🤔 🚀

Liked by seanlimd and 48 others
5 DAYS AGO

Add a comment...
UC San Diego School of Medicine

- Meera Raghunathan
  Matched with UC San Diego - CA

- Nisha Parmeshwar
  Matched with UC San Francisco - CA

- William Zhu
  Matched with Barnes Jewish Hospital - MO

- Adam Reuld
  Matched with Loyola University Med Center - IL
plasticsurgeryasps Thank you for joining us! ASPS is excited to feature plastic surgery residents from across the nation today and showcase the resident experience. Follow along as we highlight what it takes to become a board-certified plastic surgeon. #PlasticSurgery
UC Davis
Who is the Surgeon?
Change in Surgical Culture
Hashtag Aims to Break Gender Stereotypes in Engineering - Is next? ow.ly/QxZ6e #surgtweeting

@womenSurgeons
6:07 PM - 5 Aug 2015

The New York Times

Woman Behind #ILookLikeAnEngineer Says Campaign Against Gender Stereotypes Is ‘Long Overdue’

What started as an employee recruitment campaign has become a social media movement with the goal of diversifying the tech industry.
#ILookLikeASurgeon
We all look alike in the O.R.
It’s quality, not gender, that counts.

- Andy Warshaw, MD
(2014-15 ACS president)
Social Media Is Here To Stay
Twitter? Isn’t that just a bunch of people talking about what they ate for breakfast? Do I really have to join Twitter to stay “on top” of the field of Surgery? But what if I don’t even have Facebook??

Twitter 101 for Surgeons: How to set up a professional Twitter account

This article was first written in 2012. Surprisingly most of the advice still applies. I edited it slightly in Nov. 2017.
Photographer removes our smartphones to show our strange and lonely new world

By Steve Molman • August 28, 2019
#Timeouts

- Put phones away during mealtimes
- Set time limits
- Put phones away when visiting with others
- Time out at least once a week
- Time out during recreational activities
Most of the new arrivals seem incapable of conversation. They just stare at their hands in despair.
Embrace the power of social media

Empower and supervise resident social media use

Use the framework for ethical and professional use