Promoting Pathology via Social Media: Introduction & Best Practices

August 31, 2021

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Assistant Professor
Texas Children's Hospital
Baylor College of Medicine

#PathTwitter

@marenwhymd

- Nothing to disclose

Outline

- Introduction to Social Media
  - What is it
  - Why do I care
  - How do I get started
- Best Practices
  - Avoiding pitfalls
  - Privacy
- Advanced SoMe
  - Tweet Chats
  - Academic Promotion
  - Analytics

Please feel free to put comments in the chat

Live-tweeting encouraged!
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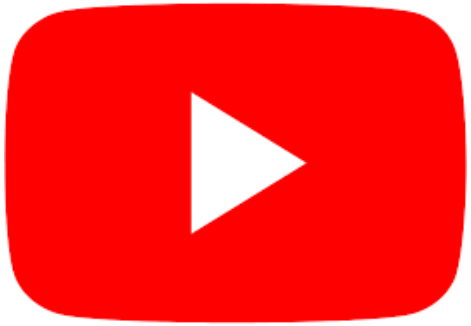
What is Social Media?



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Do you use social media?

Do you use social media *professionally*?

Have you received any specific *training* or *guidance* on how to use social media professionally?

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Share in the chat!

A. I don’t use any social media
B. I use social media
C. I use social media professionally
D. I have received specific training or guidance on how to use social media professionally

Social Media for Pathologists

- Facebook
  - Largest social networking service (2.37+ billion active users)
  - Many active “pathology” groups

- Instagram
  - Photo sharing network
  - Owned by Facebook

- Twitter
  - Social media platform where users post short messages (“tweets”) limited to 280 characters
  - You can include pictures, links, and hashtags (#)

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Twitter is for … sharing information

- Tweets can share images and links
- Can follow the latest research and updates
- Easy way to post educational tidbits
- Promote your own work
- Connect with others interested in the same topics

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What's a Tweetorial?

Perspective

Why Is a Cow? Curiosity, Tweetorials, and the Return to Why

Anthony C. Breu, M.D.

September 19, 2019
N Engl J Med 2019; 381:1097-1098
DOI: 10.1056/NEJMp1906790

> Tweetorials have been defined in various ways, but in medical education they are most appropriately viewed as a collection of threaded tweets aimed at teaching users who engage with them.

> And if they need help arriving at valid answers, Twitter offers a vast network for expert response and dialogue. This community also provides new opportunities for engagement — including online chats and journal clubs — that were unavailable in the past.[5] Though social media sites are often seen as homes of vitriol, I have found medical Twitter to be a venue for advocacy, empowerment, and yes, curiosity.

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Twitter is for … “live-tweeting” the meeting

- Share insights and pearls from a meeting you’re attending
  - Or follow along from home
- Properly attribute (using speaker’s name or @handle)
- Use a meeting-specific hashtag
  - #ACLPS2021
  - #USCAP2021

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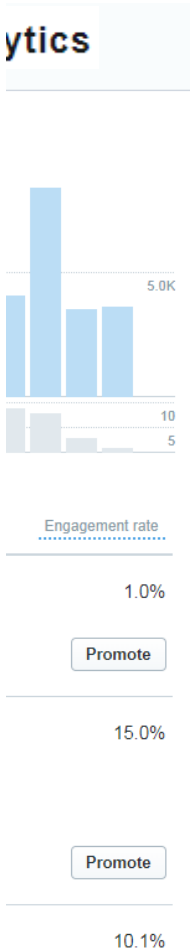
Twitter is for … reaching many people!



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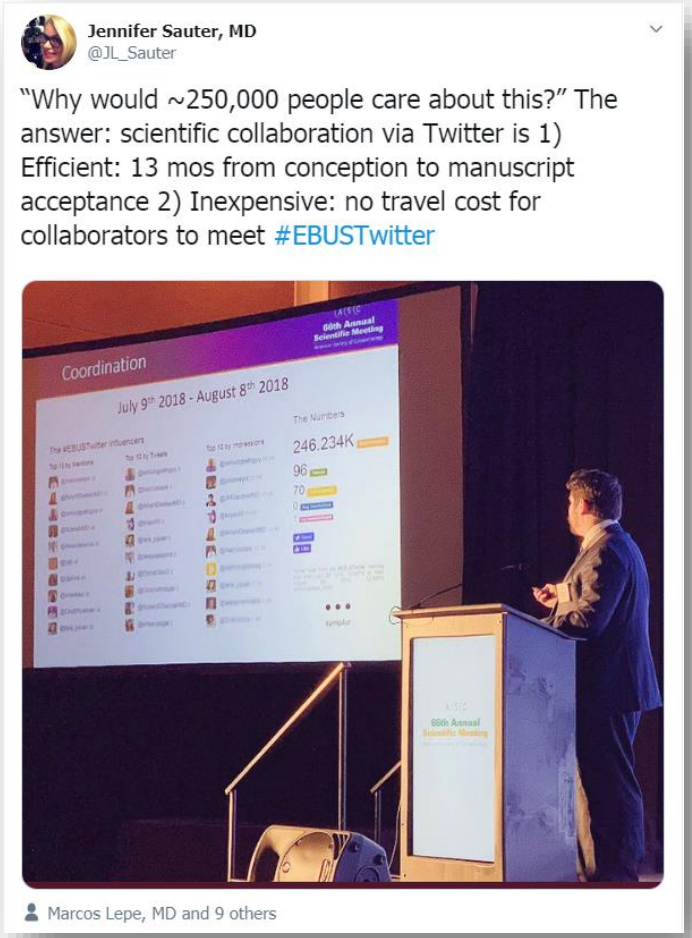
Twitter is for … collaboration



› Arch Pathol Lab Med 2019 Dec 17[Online ahead of print]

#EBUSTwitter: Novel Use of Social Media for Conception, Coordination, and Completion of an International, Multicenter Pathology Study

Marcos Lepe [1], Pembe Oltulu [1], Mariana Canepa [1], Roseann I Wu [1], Amy Deeken [1], Deepu Alex [1], Carme Dinares [1], Erika E Doxtader [1], Valerie A Fitzhugh [1], Jean-Baptiste Gibier [1], Deepali Jain [1], Nafiseh Janaki [1], Alexis Jelinek [1], Tania Labiano [1], Vincenzo L'Imperio [1], Claire Michael [1], Sanjay Mukhopadhyay [1], Fabio Pagni [1], Angel Panizo [1], Lara Pijuan [1], Liza M Quintana [1], Sinchita Roy-Chowdhuri [1], Albert Sanchez-Font [1], Irene Sansano [1], Jennifer Sauter [1], Daniel Skipper [1], Laura S Spruill [1], Vanda Torous [1], Jerad Michael Gardner [1], Xiaoyin Sara Jiang [1]

Affiliations + expand

PMID: 31846366 DOI: 10.5858/arpa.2019-0297-OA

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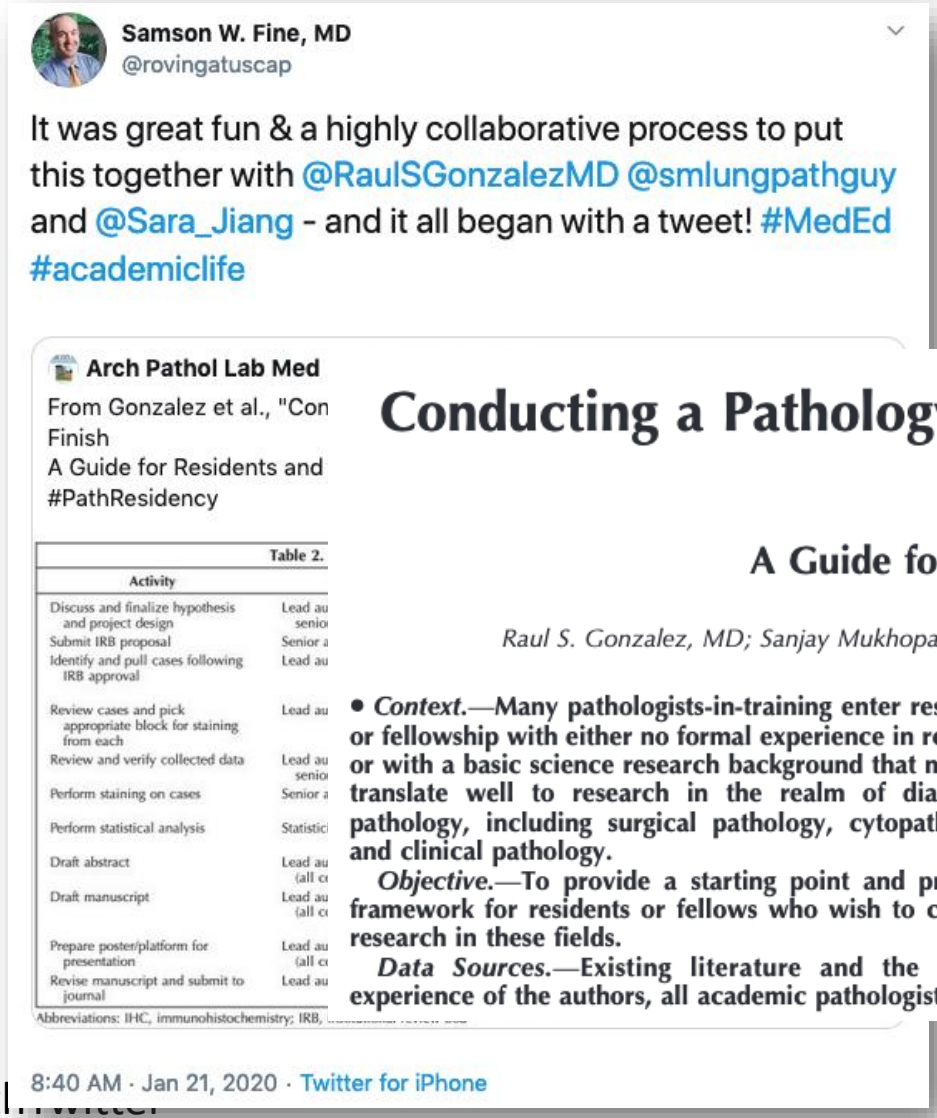
Twitter is for … (more!) collaboration



Samson W. Fine, MD
@rovingatuscap

It was great fun & a highly collaborative process to put this together with @RaulSGonzalezMD @smlungpathguy and @Sara_Jiang - and it all began with a tweet! #MedEd #academiclife

Arch Pathol Lab Med
From Gonzalez et al., "Con
Finish
A Guide for Residents and
#PathResidency

Table 2.

Activity	
Discuss and finalize hypothesis and project design	Lead au senio
Submit IRB proposal	Senior a
Identify and pull cases following IRB approval	Lead au
Review cases and pick appropriate block for staining from each	Lead au
Review and verify collected data	Lead au senio
Perform staining on cases	Senior a
Perform statistical analysis	Statistici
Draft abstract	Lead au (all c
Draft manuscript	Lead au (all c
Prepare poster/platform for presentation	Lead au (all c
Revise manuscript and submit to journal	Lead au

Abbreviations: IHC, immunohistochemistry; IRB,

8:40 AM · Jan 21, 2020 · Twitter for iPhone

Conducting a Pathology Research Study, From Start to Finish

A Guide for Residents and Fellows

Raul S. Gonzalez, MD; Sanjay Mukhopadhyay, MD; Samson W. Fine, MD; Xiaoyin (Sara) Jiang, MD

• ***Context.***—Many pathologists-in-training enter residency or fellowship with either no formal experience in research or with a basic science research background that may not translate well to research in the realm of diagnostic pathology, including surgical pathology, cytopathology, and clinical pathology.

Objective.—To provide a starting point and practical framework for residents or fellows who wish to conduct research in these fields.

Data Sources.—Existing literature and the pooled experience of the authors, all academic pathologists.

Conclusions.—We provide tips and tricks that trainees will find useful when planning and executing pathology research projects. A key component of successful research in diagnostic pathology is active guidance by a skilled faculty mentor, bolstered by enthusiastic, timely work by a highly motivated and dedicated trainee. We hope this advice will improve interactions between trainees and their faculty mentors and enhance the quality of research in diagnostic pathology.

(*Arch Pathol Lab Med.* doi: 10.5858/arpa.2019-0490-RA)

#Patl…Twitter

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Setting up your Twitter profile

Real name, +/- credentials
@username

Biography

Location (optional)

Also, include a real picture!
(selfies are fine, you can always change it later)

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“Anatomy of a Tweet”

- **Retweet (RT)**: shares another user’s tweet to your followers
- **Hashtags (#)**: “tag” the tweet
- **Reply (@)**: tags another user in the tweet
- **Thread:** @ your own tweet to make a string of tweets

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Who to follow

- Start with 20-30 people, organizations, journals
- Can always follow more people later
  - People you meet at conferences
  - Colleagues
  - Other medical/education professionals
  - People who follow you
- It’s ok to un-follow accounts later too!

Sara Jiang, MD
@Sara_Jiang

My pocket #SoMe guide, both sides! NOT a comprehensive list of who to follow, just a start! #ASCP40underForty2017

#PocketSocialMediaReference

by @Sara_Jiang

@ = Handle, AKA username
# = hashtag, used to organize tweets by topic
DM = direct message, used for private conversation
(can only DM someone who follows you)

Tips to Engage Add pictures, Tag people, Ask questions

Suggested Apps/Sites

SoMe Management	Hootsuite, Buffer, Tweetdeck
Image Editing	eZy Watermark Lite, Office Lens
Tweetchats	tweetchat.com, www.tchat.io

Pathology Journal Club @Path_JC #PathJC
pathjc.wordpress.com

"Don't lie, don't pry, don't cheat, can't delete, don't steal, don't reveal" *-@MayoClinic*

Hashtags to Use (Sparingly)

#pathologists	#BSTpath	#GUPath
#Pathology	#CardiacPath	#Gynpath
#PathBoards	#ClinPath	#HemePath
#PathArt	#Cytopath	#MolDx
#PathJC	#Dermpath	#NeuroPath
#FNAFriday	#EndoPath	#OralPath
#RadsPathMatch	#ENTPath	#pathInformatics
#LabMed	#EyePath	#PediPath
#Autopsy	#FNApath	#PulmPath
#BloodBank	#ForensicPath	#RenalPath
#BreastPath	#GIPath	#SurgPath

Who to Follow (A Start)

People
@Sara_Jiang
@JMGardnerMD
@ParasiteGal
@Bloodbankguy
@ilovepathology
@DrJudyMelinek
@MarenWhyMD
@TimAllenMDJD
@Carnold_GI
@SmLungPathGuy
@chioseasi
@Williamson_SR
@Gleason4plus5
@PathDocBoston
@RoseanniWu
@APMG_Glassy
@Alims1742
@tissuepathology
@rovingatuscap
@aakasharmand
@EveMarieCrane
@DrSMBean

Fun
@IHeartHisto
@CandyAnatomy
@AcademiaObscura

Organizations
@Pathologists
@TheUSCAP
@ASCP_Chicago
@AMPath
@ASDPTweets
@Cytopathology
@NBMEnow
@PapSociety
@ASCCP
@ASMicrobiology
@ASH_hematology
@AABB
@Path_JC

Publications
@CancerCytopath
@DiagnosticCyto
@ArchivesPath
@ModernPathology
@LIJournal
@JournalCancer
@AJSPjournal
@captodayonline
@JClinPath_BMJ
@Cytopathologyj
@PathologyOutlines
@PathologistMag

8:01 AM · Jun 19, 2017 · Twitter for iPhone

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BEST PRACTICES FOR SOCIAL MEDIA

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Avoiding Pitfalls

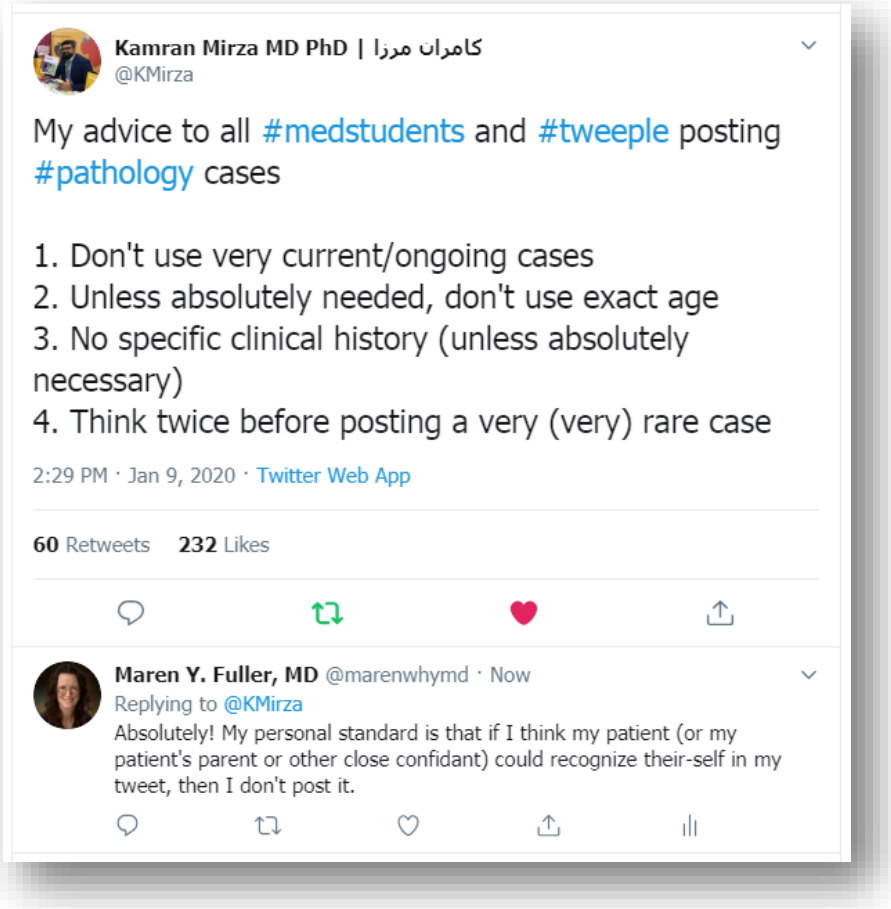
- **The internet never forgets**
  - Assume that anything you post is forever
  - Can't edit in Twitter
  - Even "private" posts may end up shared widely

- Rule of thumb: Don't post anything you wouldn't say to your grandmother, boss, or religious leader
- Your institution has a social media policy: be familiar with it
- Don't give medical advice
- **Always protect patient privacy**

Preserving Patient Privacy

- **Follow HIPAA**, never post any patient identifiers

- Additional suggestions:
  - Don’t post “live” cases
  - Change clinical details slightly, or omit them entirely



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Preserving Patient Privacy

Table 2. Guidelines for protecting patient privacy for pathologists using social media

Types of potentially identifying information	Recommendations
Date	Avoid saying, "today I saw a case of rare entity X" or "yesterday I diagnosed entity Y." Never use dates. Be intentionally vague ("I recently saw an example of...").
Unusual or newsworthy circumstances	Avoid information disclosure that could allow direct association with a recent crime or accident, such as "I just received this gun-shot bowel and splenectomy from an unfortunate teen." Consider delay in posting cases that are highly unusual.
Identifying images	Avoid posting full facial images, unique tattoos, or other identifying features without explicit patient permission (ideally, a signed waiver).

Crane EM and Gardner JM. Pathology Image-Sharing on Social Media: Recommendations for Protecting Privacy While Motivating Education. AMA Journal of Ethics. August 2016, Volume 18, Number 8: 817-825.

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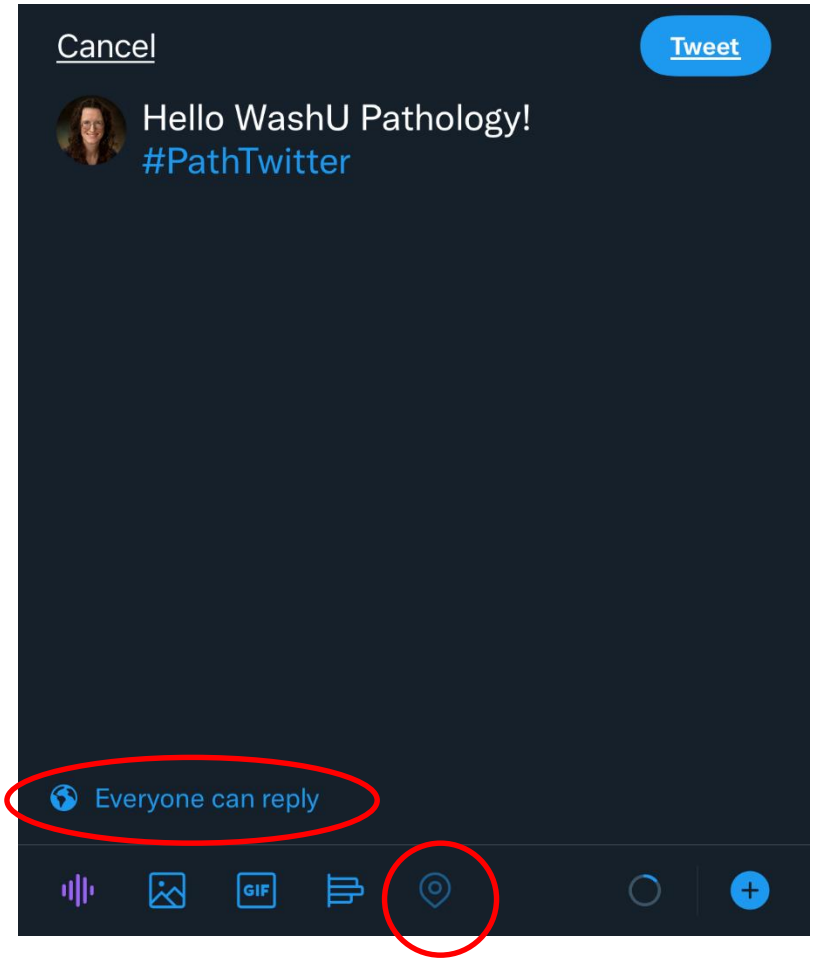
Preserving (non-patient) Privacy

- Anonymous or semi-anonymous accounts
  - No “doxing,” especially of medical students, trainees
- Your colleagues
- Your self
  - Be cognizant if location-sharing is on
  - Be cautious publicly sharing your date of birth



Cautionary Tale &
The Myth of the “Private Post”

WKRG News 5

Playing ‘Price is Right’-style game, GR doctors post operating room photos online

Mar 13

TMZ

Doctors Investigated After Playing Surgical 'Price is Right'

Mar 14

LOCAL 4 CLICK ON DETROIT

Michigan hospital … social media

Mar 14

WOODTV.com

Graphic surgery pl… online may violate…

Mar 15

The New York Times

Doctors Are Investigated After Posting Organ Photos Online as ‘Price Is Right’ Game

The medical residents, who are employed by Spectrum Health in Grand Rapids, Mich., asked people on Instagram to guess how much a surgically removed organ weighed.

Medical residents in Grand Rapids, Mich., posted photos on Instagram showing themselves posing with tissue and organs that were removed during an operation. The NBC affiliate Wood TV8 said it blurred part of the image in that post so that people could not tell what type of organ was shown. Wood TV8

Where did these residents go wrong?

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Cautionary Tale & The Myth of the "Private Post"

Where did these residents go wrong?

- Posting photos of inside an operating room
  - Unclear if patient was in the photo
- Potentially sharing on the same day of the procedure
- Inappropriate "joking"
- "Ick factor" in a public forum
- Relying on "protection" from privacy settings
- Inadequate faculty supervision/leadership/modeling professionalism?

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“Keep Calm and Tweet On”

Legal and Ethical Considerations for Pathologists Using Social Media

Jerad M. Gardner, MD; Timothy C. Allen, MD, JD

(*Arch Pathol Lab Med.* 2019;143:75–80; doi: 10.5858/arpa.2018-0313-SA)

Taking and sharing photographs of pathology specimens is embedded into the culture of the specialty of pathology and has been for more than a century. Patient consent is not legally or ethically required to take or use deidentified photographs of pathology specimens. The pathologist who takes the photograph owns the copyright to it. Moreover, HIPAA permits public sharing of deidentified pathology photographs without patient consent, even on social media. To our knowledge, there is no case law of action taken against pathologists for sharing deidentified pathology images on social media or elsewhere. If there is any legal risk for pathologists or risk of patient harm in sharing pathology photographs, it is very small.

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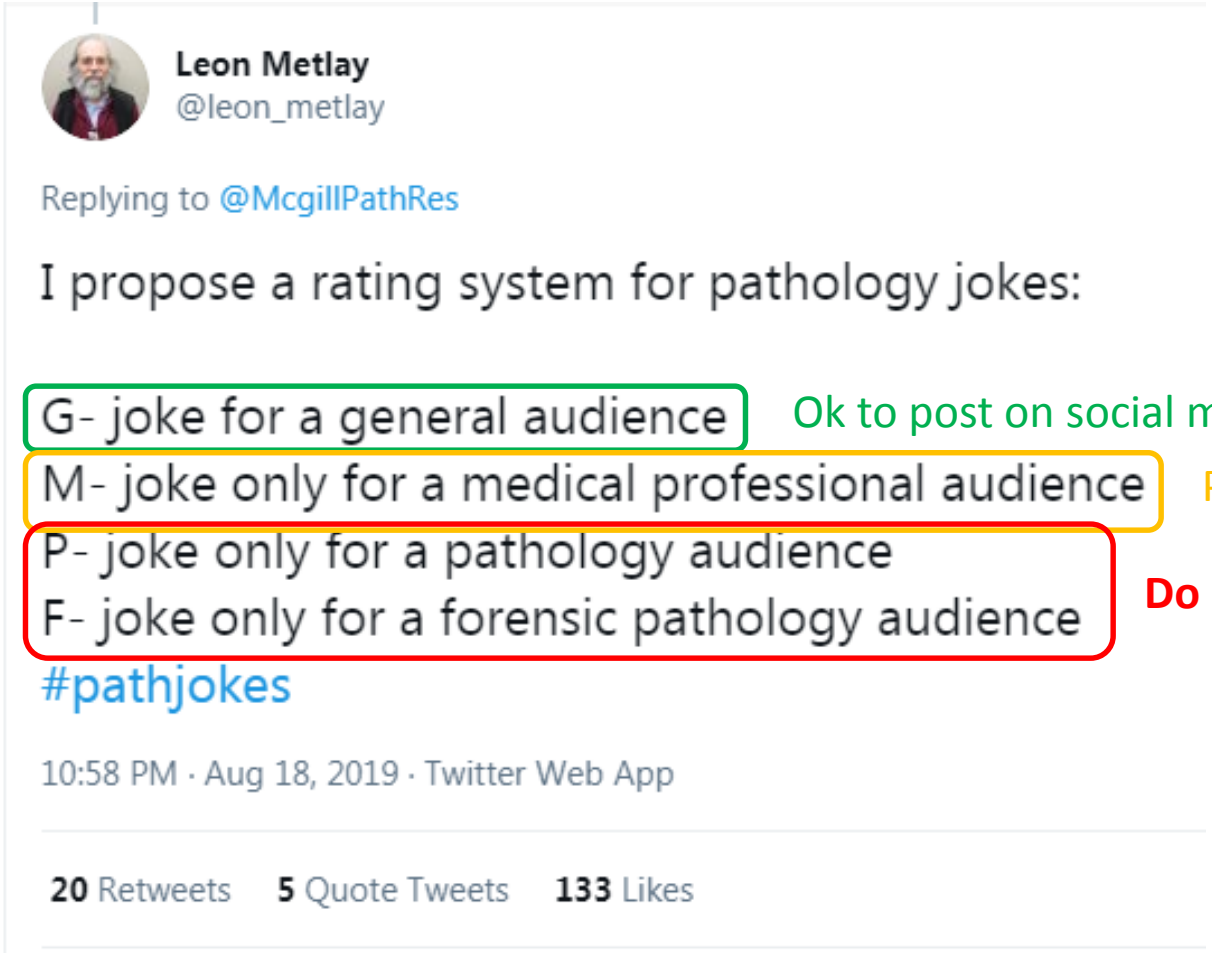
Best Practices: Jokes are tricky



Leon Metlay
@leon_metlay

Replying to @McgillPathRes

I propose a rating system for pathology jokes:

G- joke for a general audience

M- joke only for a medical professional audience

P- joke only for a pathology audience

F- joke only for a forensic pathology audience

#pathjokes

10:58 PM · Aug 18, 2019 · Twitter Web App

20 Retweets **5** Quote Tweets **133** Likes

Ok to post on social media

Post with **extreme** caution

Do not post

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Best Practices: “Kindergarten rules”

- Be nice (or at least don’t be mean)
- Don’t share images without proper attribution
- Mayo Clinic’s 12-word Social Media Policy:
  - Don’t lie, don’t pry
  - Don’t cheat, can’t delete
  - Don’t steal, don’t reveal

#PathTwitter

When in doubt: Don’t post

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Best Practices: Be Authentic

Maren Y. Fuller, MD @marenwhymd · Jan 30

I'm giving a talk to my dept soon about social media, geared towards trainees & educational faculty

🔹 I will now include a bit on respecting anonymous users & not doxxing them

❓what else should I include?

(Of course will include the basics on pt privacy, general decorum)

15 6 39

Syed T. Hoda
@01sth02

Replying to @marenwhymd

Try to include that pathologists don't only have to talk about Pathology.

Be a person too.

5:46 AM · Jan 31, 2021 · Twitter for iPhone

1 Quote Tweet **16** Likes

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ADVANCED SOCIAL MEDIA

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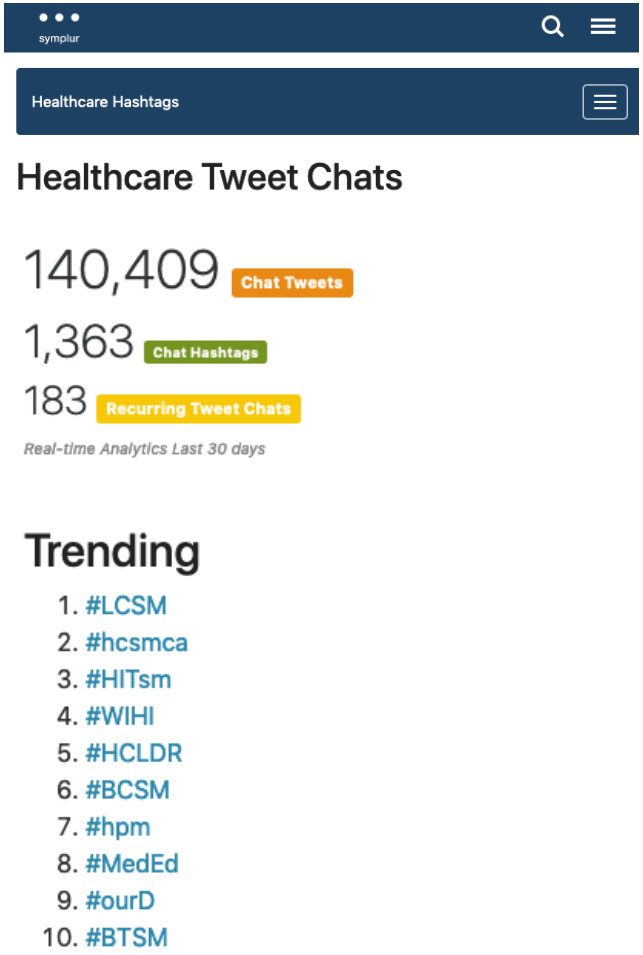
Tweet Chats

- Many tweet chats about a variety of healthcare topics
- Chat has a specific #hashtag
- Organizers select a specific hour / days
- Pathology Twitter Journal Clubs
  - #pathJC
  - #dermpathJC
  - #hemepathJC
  - #GUPathJC



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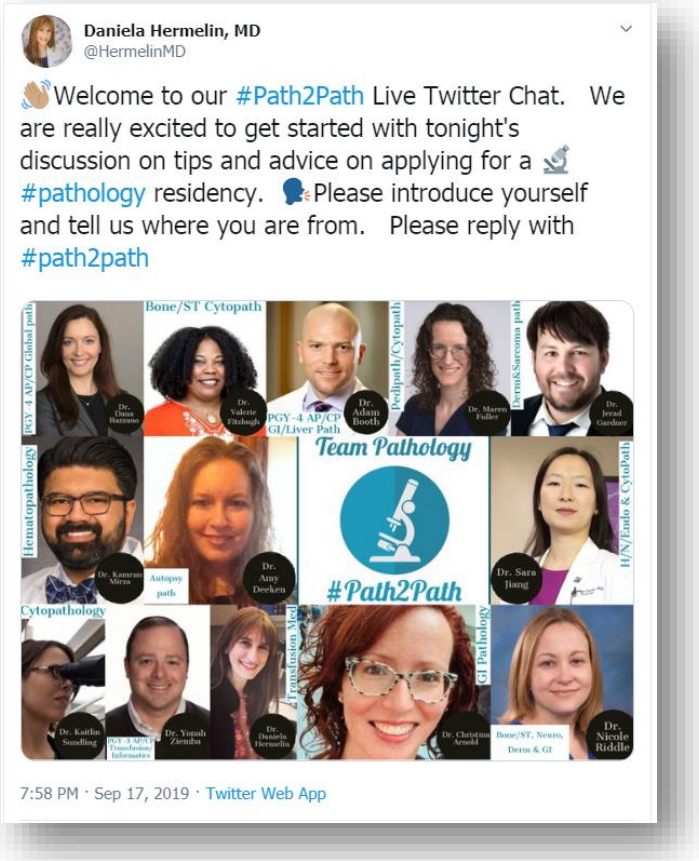
Reaching medical students: #path2path

- Online tweet chat for medical students interested in pathology
- Group of volunteers, both pathology trainees and faculty, host the chat
- Discussion follows prepared questions, as well as open questions



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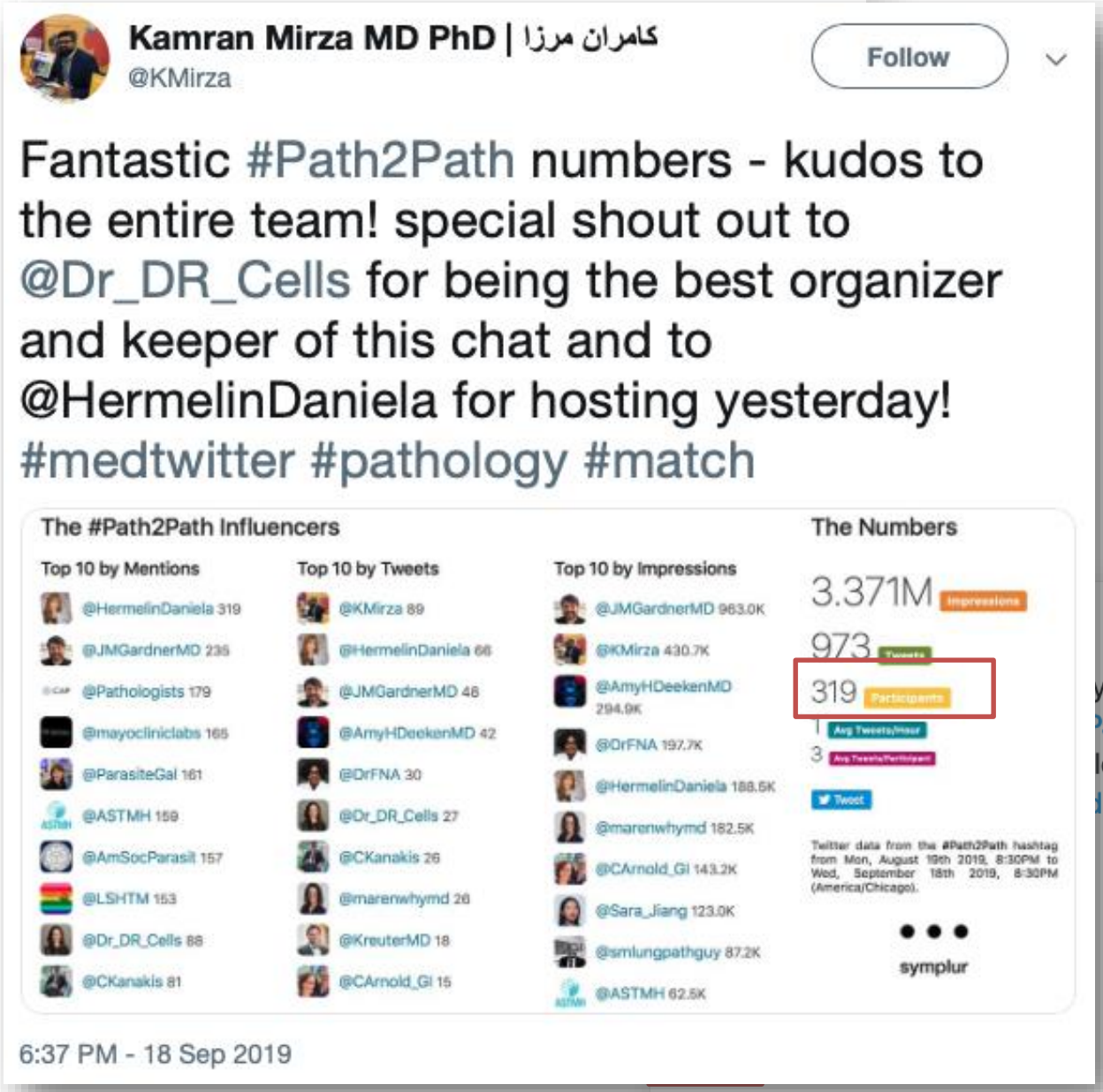
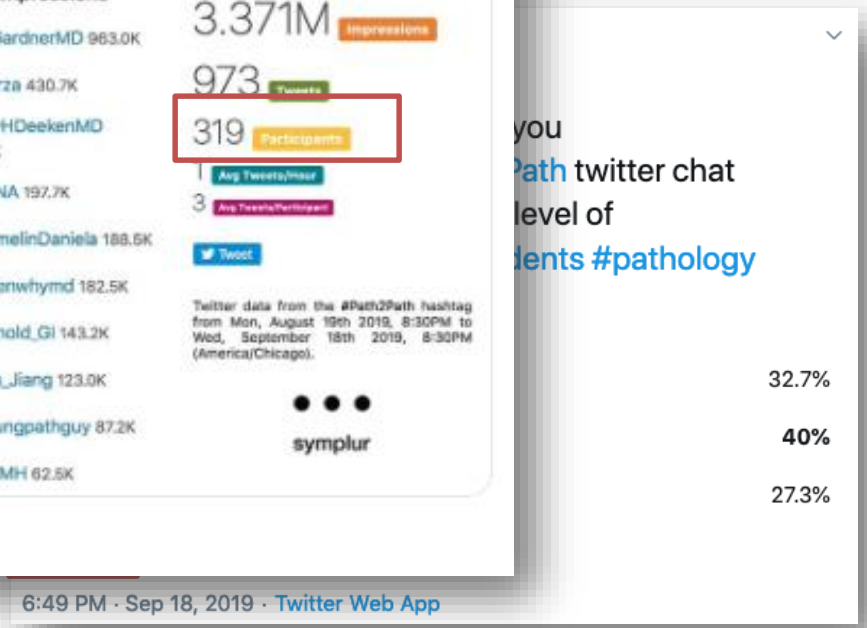
#path2path success!





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#path2path: medical student testimonials

#PathTwitter

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OUTSIDE THE LAB | Profession, Training and education

Laying a #Path2Path Through Social Media

Leading medical students to pathology

Dana Razzano, Yonah C. Ziemba, Christina Arnold, Xiaoyin "Sara" Jiang, Adam Booth, Kaitlin Sundling, Valerie Fitzhugh, Nicole D. Riddle, Kamran Mirza, Jerad M. Gardner, Amy Deeken, Maren Fuller, Kalpana Reddy, Daniela Hermelin | 10/03/2020 | Longer Read

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SoMe can help get me promoted?!?

PERSPECTIVES

More Than Likes and Tweets: Creating Social Media Portfolios for Academic Promotion and Tenure

Daniel Cabrera, MD
Bryan S. Vartabedian, MD
Robert J. Spinner, MD
Barbara L. Jordan, MA
Lee A. Aase, BS
Farris K. Timimi, MD

Journal of Graduate Medical Education, August 2017

> In early 2016, the Mayo Clinic Academic Appointments and Promotions Committee began including digital and social media scholarship among the criteria considered in review of proposals for academic advancement. Here, we discuss a framework to incorporate social media scholarship into academic promotion and tenure systems.

BOX 1 Key Points

- Social media is a new space for academic medicine that has enormous possibilities for research, education, clinical care, and dissemination of health care science.
- Institutions are starting to recognize social media scholarship as significant and meritorious and to include it when an academic is being considered for promotion and tenure.
- Academics are encouraged to create and maintain social media portfolios to document the impact and quality of their digital scholarship.
- Institutions are recommended to develop clear impact grids and appraisal methods.

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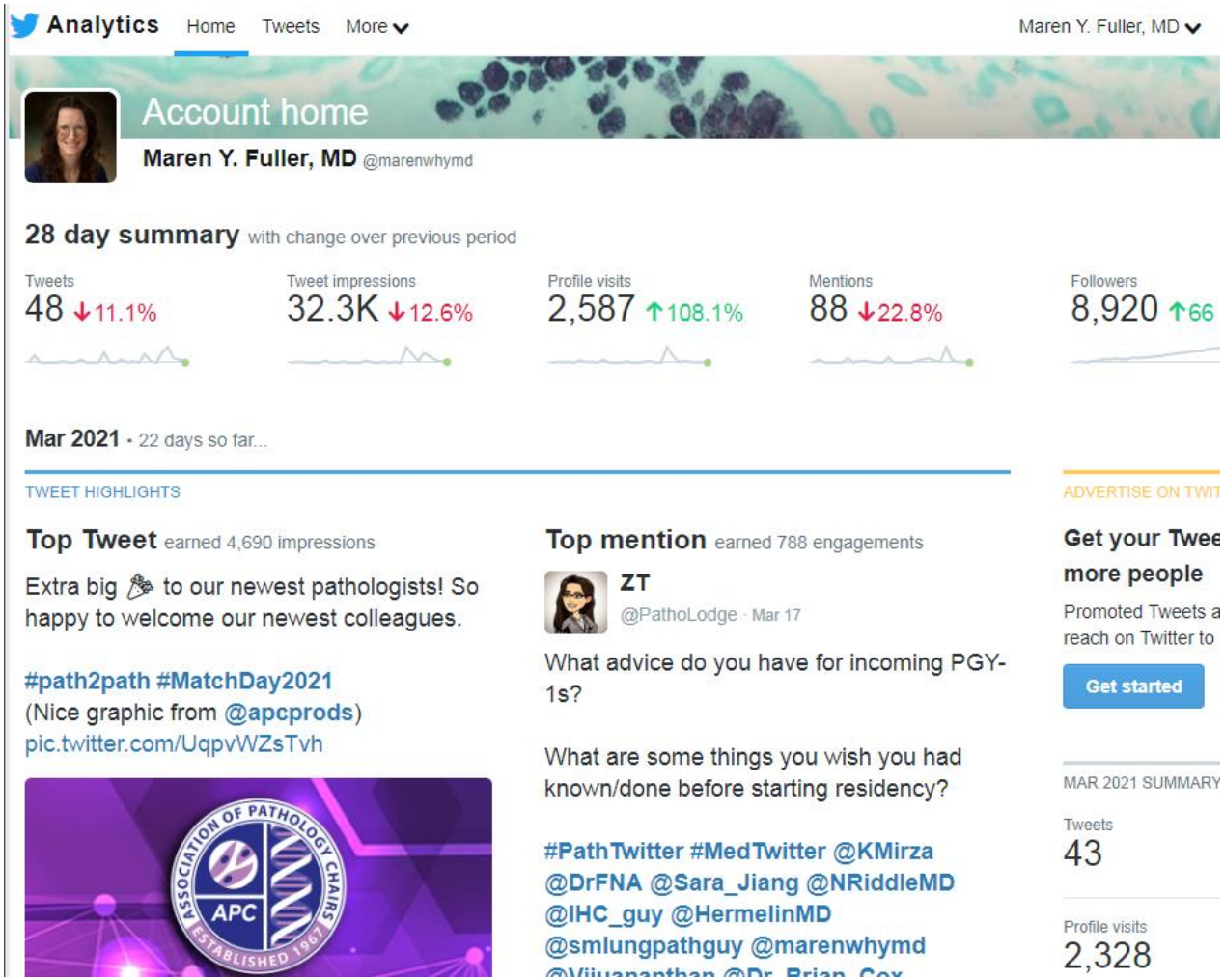
Analytics: Twitter

analytics.twitter.com – free, one time activation



#PathTwitter

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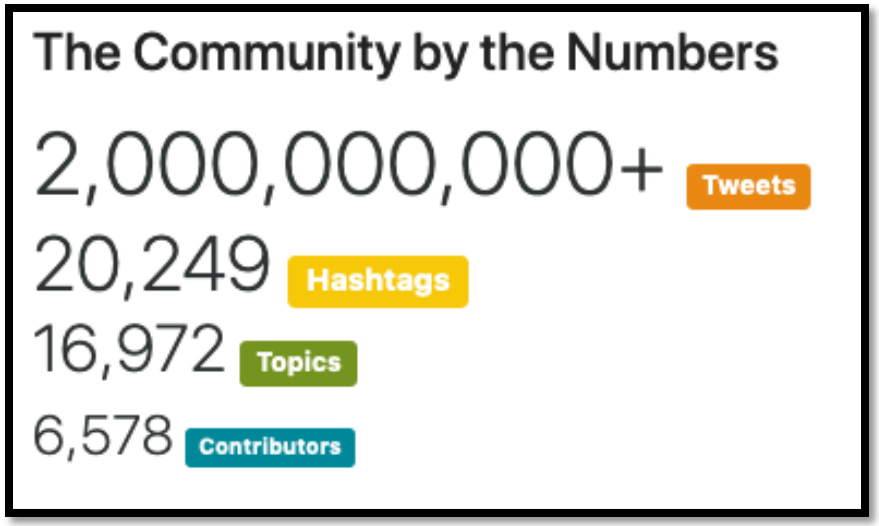
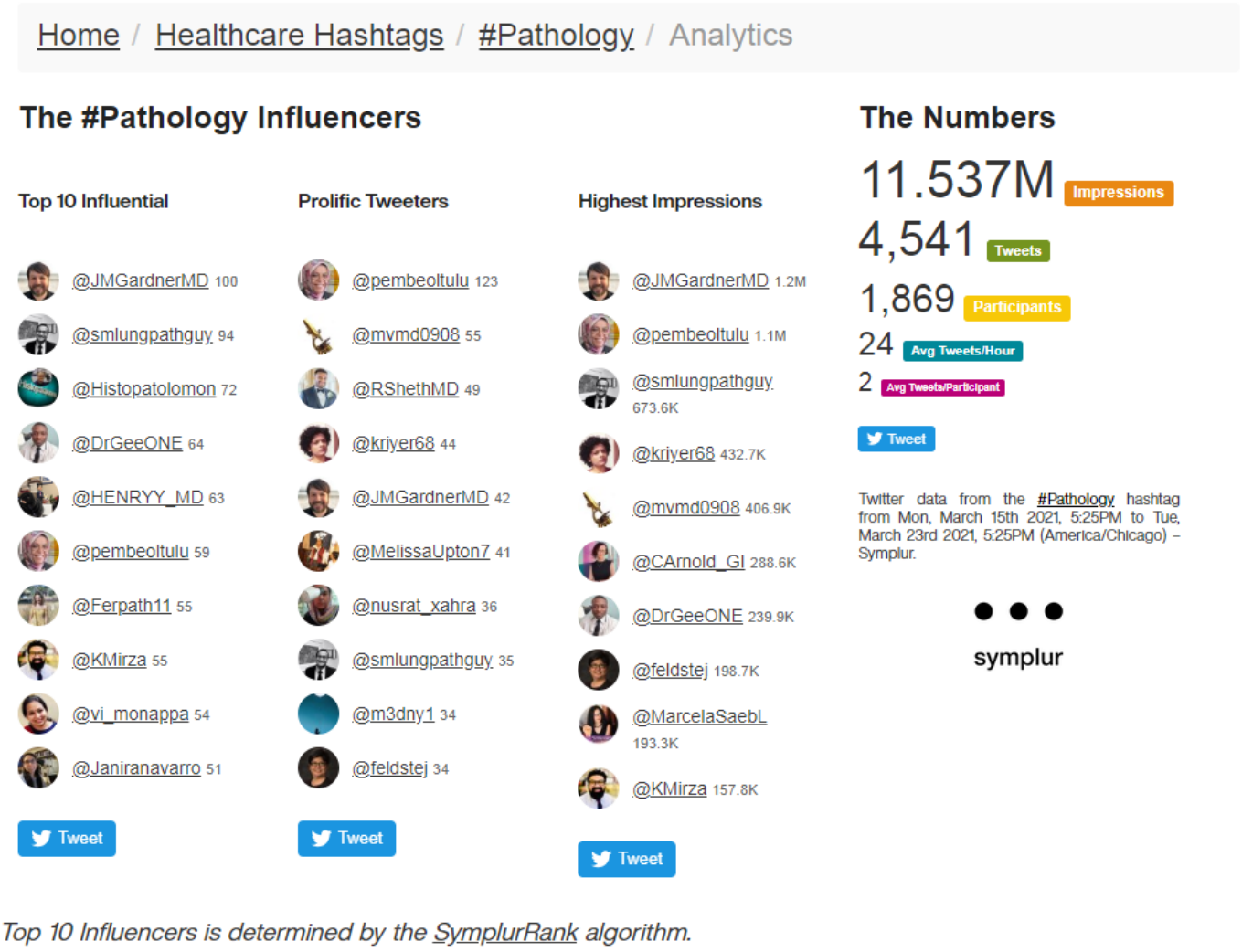
Analytics: Symplur

- Healthcare Hashtags Project
  - Free, open platform
  - For patient advocates, caregivers, doctors, and other providers
- Includes Tweet Chats, conference hashtags, disease-specific hashtags, and more



Analytics: Symplur



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DISCUSSION / COMMENTS / QUESTIONS

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