

# Promoting Pathology via Social Media: Introduction & Best Practices

August 31, 2021

Maren Y. Fuller, MD  
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Texas Children's Hospital  
Baylor College of Medicine



**Maren Y. Fuller, MD**  
@marenwhymd

Mom, physician, pathologist | healthcare sustainability & climate advocate | Assoc residency program director-AP @BCM\_PathRes | Tweets my own | No COI | she/her

📍 Houston, TX [🌐 linkedin.com/in/maren-fuller...](https://www.linkedin.com/in/maren-fuller/) 📅 Joined November 2014

6,185 Following 9,217 Followers

Follow

- 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!  
[#PathTwitter](#)

# What is Social Media?



# 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?

# 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



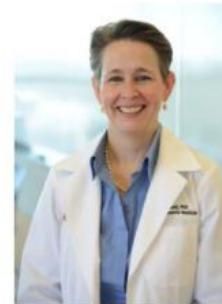
# Social Media for Pathologists

- 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 (#)

#PathTwitter



WUSM Pathology & Immunology @wusm\_pathology · Aug 27  
Congrats! @GronowskiAnn recipient of the Caraway-Meites Award for documenting the origins, development, & impact of clinical chem on the practice of medicine. The Faces of Women in AACC-A Historical Reflection on AACC Leadership and Awards. [ow.ly/mjrS50FWcO6](https://ow.ly/mjrS50FWcO6) @Clin\_Chem\_AACC



**Ann Gronowski, PhD, DABCC**

Professor Pathology & Immunology and  
Obstetrics & Gynecology

*Has been awarded the  
History of Clinical Chemistry Division of AACC  
Caraway-Meites Award*

 Washington  
University in St. Louis  
SCHOOL OF MEDICINE

Pathology & Immunology

4

Reply

11

Retweet

47

Like

↑

Share



@marenwhymd

# 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

NEJM @NEJM

Don't miss our dedicated topic page to e-cigarettes and #vaping-related disease. See the NEJM articles that

ma **Matthew Cecchini** @Path\_Matt · Oct 6, 2019

1/21 With the increasing number of cases I thought it would be beneficial to put together a vaping induced lung injury #tweetorial . @MayoClinicPath @YasmeenButtMD @JenniferBoland7 @MelanieBoisMD #pulmpath #pathology @smlungpathguy @yro854 @raghupillappa @natasharekhtman

14 76 131

**Matthew Cecchini** @Path\_Matt · Oct 6, 2019

2/21 First of all what is vaping?  
It is the action of using an 'e-cigarette' which is a battery powered vaporizer that uses an atomizer (small heating element and a wicking element) When the user inhales a flow sensor activates the heating element that atomizes the liquid.

mouthpiece e-liquid coil head + power and voltage button micro USB port - power and voltage button LED digital display (volts, watts, ohms, puffs) on/off battery switch connector with clearomizer thread

U 3.3

clearomizer battery

2 3 15

# 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.<sup>5</sup> 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.

# 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



#SimplySpectacular

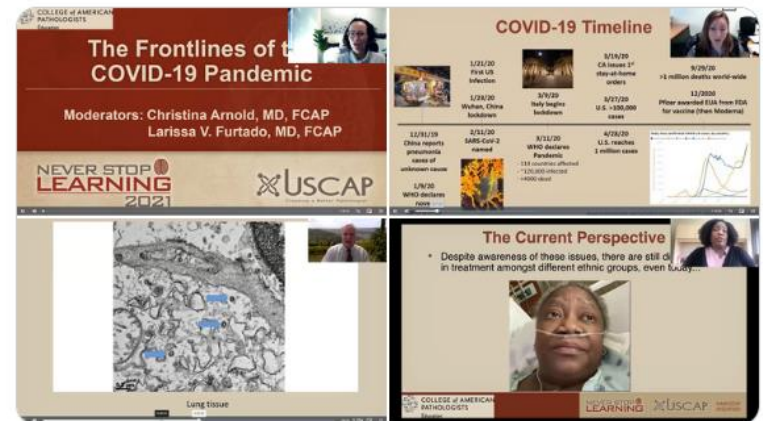
The Frontlines of the COVID Pandemic

- .Drs. Cardona: Combating COVID at Duke
- .Vander Heide: Key Histologic Findings
- .Fitzhugh (@DrFNA): Racial Gaps in the Pandemic

Moderators: Drs. Arnold & Furtado

CAP @Pathologists at @TheUSCAP

Live Q&A 3/18 945-1015A PT



8:06 PM · Mar 16, 2021 · Twitter Web App

# Twitter is for ... reaching many people!



**pembeoltulu** @pen  
Our #USCAP2019 i  
retweet of your USC

@JMGardnerMD @:  
@aakasharmand @,  
@evemariecrane

### The #uscap2019 Infl

#### Top 10 by Mentions

- @TheUSCAP 2,744
- @JMGardnerMD 1,718
- @GeronimoJLapac 1,221
- @Sara\_Jiang 1,158
- @emfmgpathguy 985
- @CArnold\_Gl 874
- @ALBoothMD 874
- @USGIPS 717
- @Sinchita\_Roy 588
- @MSKPathology 540

### #uscap2019 Participan



Data for #uscap2019 can be up to 151

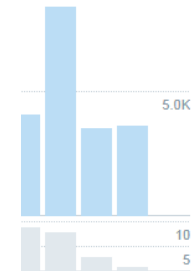


**Jerad Gardner, MD**  
@JMGardnerMD

Following

ytics

Massive #pathtwitter selfie at #USCAP2019!  
These #pathologists are the future of  
#pathology. ❤️



Engagement rate

1.0%

Promote

15.0%

Promote

10.1%

12:41 PM - 18 Mar 2019

102 Retweets 417 Likes



#PathTwitter

@marenwhymd

# Twitter is for ... collaboration

Jennifer Sauter, MD  
@JL\_Sauter

"Why would ~250,000 people care about this?" The answer: scientific collaboration via Twitter is 1) Efficient: 13 mos from conception to manuscript acceptance 2) Inexpensive: no travel cost for collaborators to meet [#EBUSTwitter](#)



Marcos Lepe, MD and 9 others

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

Affiliations + expand

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

# 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., "Conducting a Pathology Research Study, From Start to Finish: A Guide for Residents and Fellows" #PathResidency

## 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

Activity	
Discuss and finalize hypothesis and project design	Lead au senior
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 senior
Perform staining on cases	Senior a
Perform statistical analysis	Statistici
Draft abstract	Lead au (all cr)
Draft manuscript	Lead au (all cr)
Prepare poster/platform for presentation	Lead au (all cr)
Revise manuscript and submit to journal	Lead au

Abbreviations: IHC, immunohistochemistry; IRB, Institutional Review Board

• **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)

# Setting up your Twitter profile

Real name, +/- credentials  
@username

Biography

Location (optional)



The screenshot shows a Twitter profile for Maren Y. Fuller, MD. The profile picture is a circular portrait of a woman with dark hair and glasses. The background banner is a histological slide showing glandular structures. To the right of the profile picture is a black 'Follow' button. The name 'Maren Y. Fuller, MD' is displayed in bold, with the handle '@marenwhymd' below it. The bio reads: 'Mom, physician, pathologist | healthcare sustainability & climate advocate | Assoc residency program director-AP @BCM\_PathRes | Tweets my own | No COI | she/her'. Below the bio, the location is 'Houston, TX', there is a link to a LinkedIn profile, and it says 'Joined November 2014'. At the bottom, it shows '6,185 Following' and '9,217 Followers'.

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



# “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

## Anatomy of a Tweet



The diagram illustrates the components of a tweet from Rose Wu, MD, MPH (@RoseannlWu). It includes annotations for the user profile, the tweet text, the attached image, and the engagement metrics.

**Who posted the tweet** → Rose Wu, MD, MPH @RoseannlWu

**Tagging the ASC account (@cytopathology)** → @cytopathology

**Hashtags** → #ASC2016 #ASCyto2016

**A photo was included with this tweet** → 2016 Election Results

**There have been 16 retweets and 19 likes** → RETWEETS 16 LIKES 19

**Click here to reply, retweet, or like this tweet** → Reply, Retweet, Like

**Tweet Content:** Congrats to the newly elected @cytopathology leaders! #ASC2016 #ASCyto2016

**Image Content:** 2016 Election Results. Syed Ali, MD, FIAC, Vice President. Executive Board Members: Zubair Baloch MD PhD, Liron Pantanowitz MD, Amber Donnelly PhD, MPH, SCT(ASCP). I Voted logo.

**Engagement:** 1 Reply, 16 Retweets, 19 Likes. 4:09 PM - 6 Nov 2016. Zubair Baloch, Liron Pantanowitz and Cytopathology.org

# 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



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

# BEST PRACTICES FOR SOCIAL MEDIA

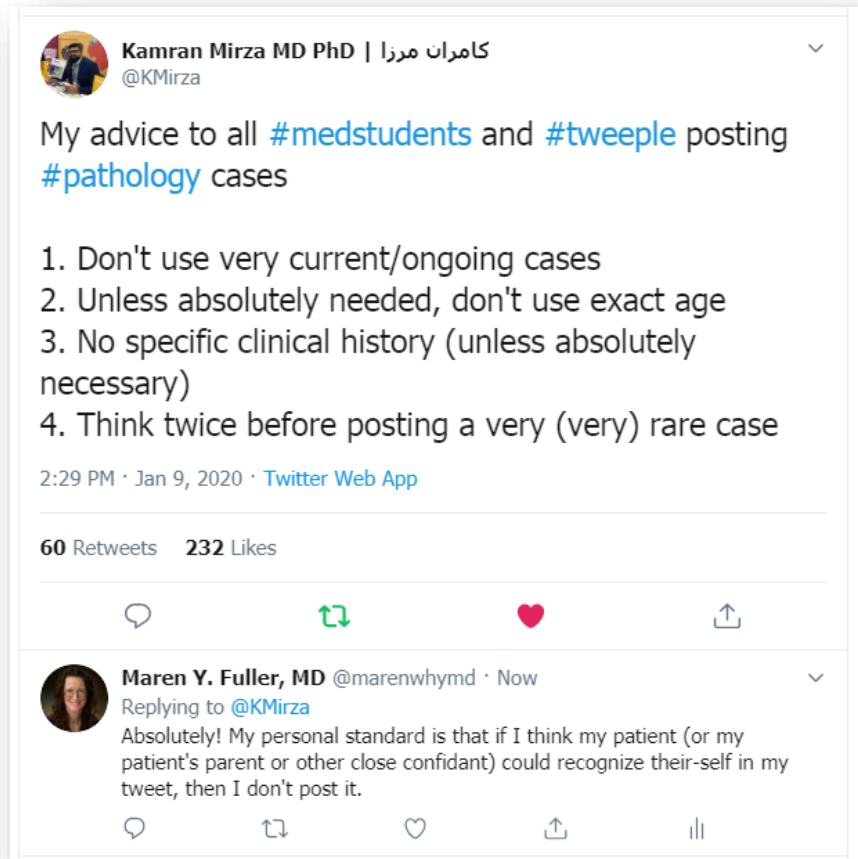
# Avoiding Pitfalls

- **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



# 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.

# 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 GRAND RAPIDS

Michigan hospital social media

Mar 14

WOODTV.com

Graphic surgery photos 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.



otos of



Where did these residents go wrong?

#PathTwitter

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



@marenwhymd

# 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?

# “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.

# 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 **Ok to post on social media**

M- joke only for a medical professional audience **Post with extreme caution**

P- joke only for a pathology audience **Do not post**

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

# 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

# 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 replies · 6 retweets · 39 likes

**Syed T. Hoda** @01sth02

Replying to @marenwhymd

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

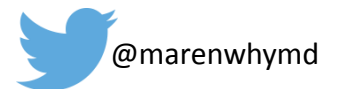
Be a person too.

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

1 Quote Tweet · 16 Likes

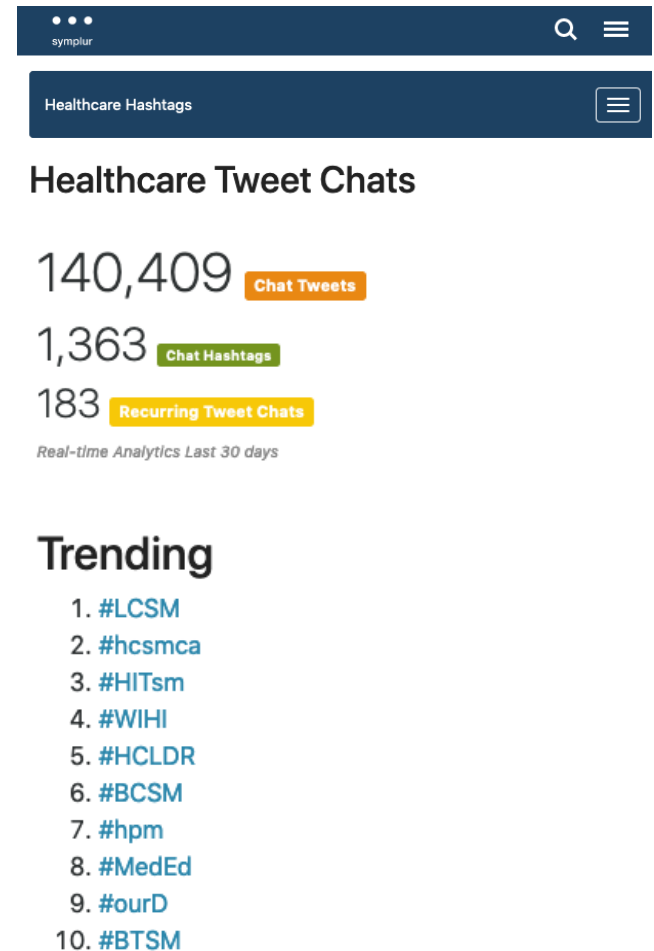
# ADVANCED SOCIAL MEDIA

#PathTwitter



# 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





# 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





**Kamran Mirza MD PhD** | کامران مرزا

@KMirza

Follow



Fantastic #Path2Path numbers - kudos to the entire team! special shout out to @Dr\_DR\_Cells for being the best organizer and keeper of this chat and to @HermelinDaniela for hosting yesterday! #medtwitter #pathology #match

The #Path2Path Influencers

Top 10 by Mentions

- @HermelinDaniela 319
- @JMGardnerMD 235
- @Pathologists 179
- @mayocliniclabs 165
- @ParasiteGal 161
- @ASTMH 159
- @AmSocParasit 157
- @LSHTM 153
- @Dr\_DR\_Cells 88
- @CKanakis 81

Top 10 by Tweets

- @KMirza 89
- @HermelinDaniela 66
- @JMGardnerMD 46
- @AmyHDeekenMD 42
- @DrFNA 30
- @Dr\_DR\_Cells 27
- @CKanakis 26
- @marenwhymd 26
- @KreuterMD 18
- @CArnold\_GI 15

Top 10 by Impressions

- @JMGardnerMD 963.0K
- @KMirza 430.7K
- @AmyHDeekenMD 294.9K
- @DrFNA 197.7K
- @HermelinDaniela 188.5K
- @marenwhymd 182.5K
- @CArnold\_GI 143.2K
- @Sara\_Jiang 123.0K
- @smlungpathguy 87.2K
- @ASTMH 62.5K

The Numbers



Twitter data from the #Path2Path hashtag from Mon, August 19th 2019, 8:30PM to Wed, September 18th 2019, 8:30PM (America/Chicago).



#path2path success!

you  
Path twitter chat  
level of  
participants #pathology

32.7%

40%

27.3%

6:37 PM - 18 Sep 2019

6:49 PM · Sep 18, 2019 · Twitter Web App

#PathTwitter



@marenwhymd

# #path2path: medical student testimonials

 **Dana Razzano, MD**  
@Dr\_DR\_Cells

(1/2) Hi! 🙌 If you were a [#medicalstudent](#) in 2018 or '19 applying for the [#pathology](#) [#match](#), please let us know if you found the [#Path2Path](#) discussions helpful or not! (Please participate even if you did not participate in the live discussion but read the posts afterward) ⬇️

Helpful	52.3%
Neutral	13.6%
Not Helpful	
Not familiar w/#Path2Path	

44 votes · Final results  
9:56 AM · Nov 14, 2019 · [Twitter Web](#)


8 Retweets 18 Likes

 **Lacey Durham**  
@laceydurham

Twitter has allowed me to network and establish relationships with so many people in the field I'm applying to. I wish more med students would join! [#Match2020](#) [#medtwitter](#) [#pathology](#) [#medstudenttwitter](#) [#path2path](#)


FNA · Sep 17, 2019  
@Arnold\_GI and @KMirza  
How valuable #SoMe can be, not just as an  
tool. There are many influential people you  
at counts for quite a bit in my book!

iPhone

 **Sarah J. Wu, MD, PhD** @sarahjwu · Sep 25, 2019

Hey Path Twitter! I'm planning to give a talk in my department on the use of Twitter in the pathology community to increase awareness and engagement. I'd love to get your personal anecdotes about how Twitter has positively impacted your training or career! [#pathology](#) [#path2path](#)

32 28 86

 **Landon J. Kunzelman** @ProstagLandon

Replying to @sarahjwu

As a student interested in [#pathology](#), but being at a school with no Path residency, social media is the only thing connecting me to Path residents. It also has played a huge role in my entire residency application process in multiple ways. [#path2path](#).

7:08 AM · Sep 26, 2019 · [Twitter for iPhone](#)



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

# 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.

# Analytics: Twitter

[analytics.twitter.com](https://analytics.twitter.com) – free, one time activation

The screenshot shows the Twitter Analytics interface for the user Maren Y. Fuller, MD (@marenwhymd). The dashboard is titled "Account home" and displays a "28 day summary" of performance metrics. The metrics include: Tweets (48, down 11.1%), Tweet impressions (32.3K, down 12.6%), Profile visits (2,587, up 108.1%), Mentions (88, down 22.8%), and Followers (8,920, up 66). Below the summary, there are sections for "TWEET HIGHLIGHTS" and "Top mention". The top tweet is a celebratory message about new pathologists, and the top mention is a question about advice for incoming PGY-1s. A "Get started" button is visible in the right-hand sidebar.

**Analytics** Home Tweets More ▾ Maren Y. Fuller, MD ▾

**Account home**  
Maren Y. Fuller, MD @marenwhymd

**28 day summary** with change over previous period

Metric	Value	Change
Tweets	48	↓ 11.1%
Tweet impressions	32.3K	↓ 12.6%
Profile visits	2,587	↑ 108.1%
Mentions	88	↓ 22.8%
Followers	8,920	↑ 66

**Mar 2021** • 22 days so far...

**TWEET HIGHLIGHTS**

**Top Tweet** earned 4,690 impressions  
Extra big 🎉 to our newest pathologists! So happy to welcome our newest colleagues.  
#path2path #MatchDay2021  
(Nice graphic from @apcprods)  
[pic.twitter.com/UqpvWZsTvH](https://pic.twitter.com/UqpvWZsTvH)

**Top mention** earned 788 engagements  
@PathoLodge · Mar 17  
What advice do you have for incoming PGY-1s?  
What are some things you wish you had known/done before starting residency?  
#PathTwitter #MedTwitter @KMirza @DrFNA @Sara\_Jiang @NRiddleMD @IHC\_guy @HermelinMD @smlungpathguy @marenwhymd @Miyasanthan @Dr\_Brian\_Cox

**ADVERTISE ON TWIT**

**Get your Tweep more people**  
Promoted Tweets a reach on Twitter to  
**Get started**

**MAR 2021 SUMMARY**

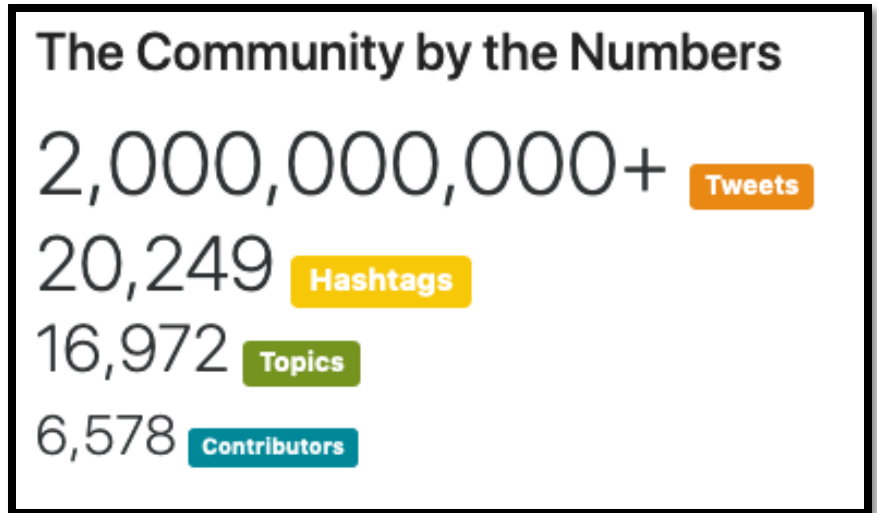
Tweets	43
Profile visits	2,328

#PathTwitter



# 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

[Home](#) / [Healthcare Hashtags](#) / [#Pathology](#) / Analytics











## The #Pathology Influencers

### Top 10 Influential

-  [@JMGardnerMD](#) 100
-  [@smlungpathguy](#) 94
-  [@Histopatolomon](#) 72
-  [@DrGeeONE](#) 64
-  [@HENRYY\\_MD](#) 63
-  [@pembeoltulu](#) 59
-  [@Ferpath11](#) 55
-  [@KMirza](#) 55
-  [@vi\\_monappa](#) 54
-  [@Janiranavarro](#) 51











 Tweet

### Prolific Tweeters

-  [@pembeoltulu](#) 123
-  [@mvmd0908](#) 55
-  [@RShethMD](#) 49
-  [@kriyer68](#) 44
-  [@JMGardnerMD](#) 42
-  [@MelissaUpton7](#) 41
-  [@nusrat\\_xahra](#) 36
-  [@smlungpathguy](#) 35
-  [@m3dny1](#) 34
-  [@feldstej](#) 34

 Tweet

### Highest Impressions

-  [@JMGardnerMD](#) 1.2M
-  [@pembeoltulu](#) 1.1M
-  [@smlungpathguy](#) 673.6K
-  [@kriyer68](#) 432.7K
-  [@mvmd0908](#) 406.9K
-  [@CArnold\\_GI](#) 288.6K
-  [@DrGeeONE](#) 239.9K
-  [@feldstej](#) 198.7K
-  [@MarcelaSaebL](#) 193.3K
-  [@KMirza](#) 157.8K

 Tweet

## The Numbers

11.537M Impressions

4,541 Tweets

1,869 Participants

24 Avg Tweets/Hour

2 Avg Tweets/Participant

 Tweet

Twitter data from the [#Pathology](#) hashtag from Mon, March 15th 2021, 5:25PM to Tue, March 23rd 2021, 5:25PM (America/Chicago) – Symplur.

● ● ●  
symplur

*Top 10 Influencers is determined by the [SimplurRank](#) algorithm.*



# DISCUSSION / COMMENTS / QUESTIONS