A jobbing physician’s reflections on Twitter

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@elinalowri
#SAMBrighton
The face when you give a lecture about the power of Social Media in Medicine to doctors who are not on #SoMe
Outline

• My Twitter Journey™
• Why (and a bit how) I use Twitter
• A few tips

• There are no learning objectives for this talk
• You will not be forced to reflect on it
• You can tweet none, any or all of it
• Occasional eye contact would be nice, though
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT
FACEBOOK  I LIKE DONUTS
FOURSQUARE  THIS IS WHERE I EAT DONUTS
INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE  HERE I AM EATING A DONUT
LINKED IN  MY SKILLS INCLUDE DONUT EATING
PINTEREST  HERE'S A DONUT RECIPE
LAST FM  NOW LISTENING TO "DONUTS"
G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
5 stages of a Twitter user

1. Denial
2. Curiosity
3. Aha!
4. Obsession
5. A part of life (like breathing)
Connection

• With colleagues
• With other professionals (public sector parallels)
• With patients
• With carers
• With ‘the public’ (eg reconfiguration of services)
• With humans in general (but remember, my Twitter is not your Twitter)
Confirmation bias par excellence

I've heard the rhetoric from both sides... time to do my own research on the real truth.

Google: hotly debated topic
- Literally the first link that agrees with what you already believe
  Completely supports your viewpoint without challenging it in any way
- Another link
  Don't worry about this one

...jackpot
Connecting with colleagues
Connecting with patients and carers through tweets and links to blogs

- Mental health - @bipolarblogger, @sectioned_, @markoneinfour
- Diabetes - #ourD, #DOC
- HIV - @apositivelad
- Cancer - #hellomynnameis @kategranger
- Feedback – good and bad
Ninjabetic @ninjabetic1
A blog from the past for #hypoawarenessweek
ninjabetic1.blogspot.co.uk/2012/08/hypo-... @DiabetesTimes
@DiabetesUK #doc ourD #diabetes

Elin Roddy @elinlowri
@ninjabetic1 Can I ask a really stupid question. What does #doc stand for? Sorry :)

David Cragg @davidcragg
@elinlowri @ninjabetic1 no such thing as a stupid question.
#doc=Diabetes Online Community our-diabetes.org.uk/resources/diab...

Elin Roddy @elinlowri
@davidcragg @ninjabetic1 Thank you! Am using as an example of strong online presence for certain patient groups, if that’s OK.

David Cragg @davidcragg
@elinlowri @ninjabetic1 you don’t need permission from me. The more that know about #ourD and #doc the better (both PWDs, carers & HCPs) :)

01/10/2014 21:26
Matthew Lanham @MatthewLanham  5h
So far so good. Thanks @sathRSH. Tricky times @elinelowri being very well handled. Lou on A+E. Gordon and Sarah on W27 excellent. Many thanks

Elin Roddy @elinelowri 3h
@MatthewLanham Good to hear. Sorry you’re back with us but hope all OK - not around tomorrow but will pop up on Monday & say Hi

Matthew Lanham
@MatthewLanham

@elinelowri thanks Elin. It'll be nice to see you..........even if it is in w27!

18/09/2014 18:15
My poorly Dad’s consultant managed to squeeze a 25th hour in to her day today...so appreciate her seeing him. #beyondthecall #welldone

02/12/2013 20:39

2 RETWEETS 1 FAVORITE

Elin Roddy @elinlowri
@jane_benbow “sound of penny dropping” :)

02/12/2013

Lyn Andrews @lyndyloo14
@jane_benbow it’s good to know they care - hope you are coping xxx

02/12/2013

Jane Benbow @jane_benbow
@elinlowri 😊Thanks for everything. X

02/12/2013

Jane Benbow @jane_benbow
@lyndyloo14 They have been wonderful...thanks Lyn. Catch up with you tomorrow. Xx

02/12/2013
Education

- Two way process – educate and be educated
- Huge resource
- Click on the links – it’s not (usually) dodgy
- Look out for conference hashtags #SAMBrighton

- #FOAMed
- #TGDEd
- #twitjc
@TheARISEstudy - inclusion, exclusion and treatments #lives2014

01/10/2014 14:29

1 RETWEET 1 FAVORITE
Dundee Ageing @DundeeAgeing
DelApp a new attentional test for delirium. Exciting developments in delirium in talk by @A_MacLullich at #BGSConf

Patricia Elliott @Trisha_the_doc
For hospital managers. Guidance on delirium. From @A_MacLullich and colleagues, looks useful.
#BGSConf ...b-a-62cb3a1a-a-sites.googlegroups.com/site/scottishd...

K Walesby @kewdoc
@Baillie2Piercy @Trisha_the_doc @GeriSoc Yes it's not a diagnosis. Older people deserve a diagnosis as does everyone #BGSConf

claire m @claireymcK
Great talk by @kewdoc on harnessing the power of Twitter for teaching. Great work by @DundeeAgeing! #BGSConf

Louise Beveridge @louise_bev
Innovation theme of morning - housing for older people, innovative teaching and now @mattlambert_1 evaluating delirium week #BGSConf

claire m @claireymcK
At Scottish #BGSConf in Perth. Lots of diverse topics being covered. Should be a good day! Looking forward to hearing from @ehodgart!

Jo Preston @GerisJo
Anyone interested in recording interviews at Brighton bgscnf for @GeriSoc exploring 2-3 posters in more detail? Fri pm..

Muhammad lheer @Lheercom
Reflection
Some tips (not a ‘how to’ guide)

• Beware ..........
• Try and avoid ..........
• Be aware of ..........
• Stay away from ......
• Have an explanation ready ..........
Beware.......the unwinnable argument
Try and avoid making it all about you.
Be aware of........vested interests
Stay away from....... (my list)

• Abortion
• Stafford Hospital
• Assisted dying
• Gaza
• Intersectionality
• X factor
Have an explanation ready...........for where you are suddenly getting all this new information and insight from

How do you know that?
Acknowledgements

Chris Roseveare

Ross Fisher

Twitter – and all who sail in her