

LCC Session – Engaging with Social Media

CanMEDS Competencies: Communicator, Professional

A. Hunter

What will happen in this session?

Discussion in small groups based on background reading and questions

Suggested Time 60 minutes.

Objectives:

- To identify positive learning, networking and advocacy opportunities through appropriate social media engagement as a health professional
- To recognize potential challenges or issues within social media engagement, and discuss strategies to mitigate these

Discussion topics/questions:

- Share your own experience with social media – do you have a personal and/or professional presence on one or more platforms? When/why do you engage? What have you learned from this engagement? Anything that has surprised you? Any challenges?
- If you were to lead a session for medical students on social media use in medicine, what topics or ideas would you include? Are there specific platforms that lend themselves more towards use in pediatrics, advocacy/social justice, research or medical education?
- As CaRMs season approaches, all programs are now being asked to declare if they will be using social media (amongst many other metrics) to gather information about candidates – do you think that this should be considered as part of application process and if so, how?
- In what manner do you feel that engaging with patients/families on social media might be appropriate? Inappropriate? If you are focusing your practice or engagement with teens, what might you need to consider?

Consider the following examples of an approach to social media within local health institutions:

- **HHSC: #myHHS day** - <https://www.hamiltonhealthsciences.ca/share/myhhs-day/>
- St Joseph's Healthcare Corporate Social Media Policy - <https://www.stjoes.ca/contact/media-room/social-media/public-social-media-policy/corporate-social-media-policy>

Some suggested readings:

Brown, S. Young doctors warned that social media vitriol could harm their mental health. *CMAJ*. 26 Nov 2018. 190(47): E1396-E1397 <http://www.cmaj.ca/content/190/47/E1396>

Lonzer J et al. Social Media in Pediatrics: a call for guidelines. *J Peds*. March 2015. 166(3): 511-512. [https://www.jpeds.com/article/S0022-3476\(14\)01107-X/fulltext](https://www.jpeds.com/article/S0022-3476(14)01107-X/fulltext)

CMPA: Top 10 tips for using social media in professional practice - <https://www.cmpa-acpm.ca/en/advice-publications/browse-articles/2014/top-10-tips-for-using-social-media-in-professional-practice>

CPSO: Social Media – Appropriate use by physicians - <https://www.cpso.on.ca/Physicians/Policies-Guidance/Statements-Positions/Social-Media-Appropriate-Use-by-Physicians>

Canadian Nursing Association: When Private becomes Public: the ethical challenges and opportunities of social media - https://www.cna-aicc.ca/~media/cna/page-content/pdf-en/ethics_in_practice_feb_2012_e.pdf?la=en

Canadian Medical Association: Social media and Canadian physicians: Issues and rules of engagement - <https://policybase.cma.ca/documents/policypdf/PD12-03.pdf> *note this policy is from 2011*

Some organizations to consider following:

MacPeds Residency program - @mac_peds – Lots of faculty and residents within ‘following’

McMaster Children’s Hospital - @mch_childrens

Hamilton Health Sciences staff - @hhs_staff

St Joseph’s Healthcare Hamilton @stjoeshamilton

Canadian Pediatric Society - @CanPaedSociety

Children’s Healthcare Canada - @ChildHealthCan

Hospital for Sick Children - @SickKidsNews

Canadian Medical Association - @CMA_Docs

Healthy Debate - @HealthyDebate

AAP Healthy Children - @healthychildren