

# Social Media: Communication and Connectivity

Social Media-iTech in Anesthesia Workshop  
March 8, 2014

# Social Media Outlets

- Twitter
- Google+
- LinkedIn
- YouTube
- Instagram



- Online social networking and microblogging service
- Users send and read messages called "tweets," which are text messages limited to 140 characters"
- Search other posts using #hashtags

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook

- Online social networking service
- Communicate with “friends” or other users through private or public messages and chat feature
- Interest groups, fan pages, organization and company pages
- 1.2 billion monthly users as of January 2014



- 2<sup>nd</sup> largest social networking site in the world after Facebook
- Combo of features: profile page, news feed, photo sharing, Google's apps
- Google Circles
- Hangouts – free video conferencing calls with up to 10 people; use many apps in hangout, share documents

# What is the fastest growing age demographic for...?



- a) 18-24 year olds
- b) 45-54
- c) 55-64
- d) 75+
- e) All of the above

# What is the fastest growing age demographic for...?



- a) 25-34 year olds
- b) 35-44 year olds
- c) 45-54 year olds
- d) 75+
- e) All of the above



- Social networking site for professional occupations, mainly used for professional networking
- Research companies
- Apply for jobs using LinkedIn profile





- Video-sharing site
- Content uploaded by individuals, organizations



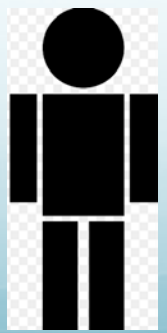
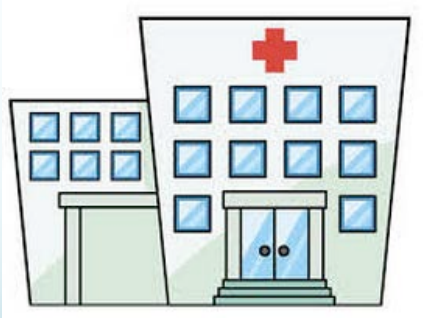
- Photo- and video-sharing
- Digital filters to enhance posts
- Post your photos and videos on other social networking sites like Facebook, Twitter, Tumblr

# Uses of Social Media Platforms

- Personal
- Business
- Educational
- Networking – social and professional
- Communication of information on all levels
  - Disaster response

# Social Media and Anesthesia

- Levels of communication
  - Professional organizations
  - Educational – amongst colleagues and to lay public
  - Hospital
  - News and activism



## Results for **anesthesia**



Top / All / People you follow

16 new results



**LandMadison** @LandMadison29

2h

I have surgery in a few weeks. My greatest fear is me, while under **anesthesia**, telling my wife the code to unlock my phone.

Expand

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



**Aaron Guy** @AaronGuyCPT

Jan 21

So apparently **anesthesia** can give you the hiccups. I've been having them off and on non stop since yesterday and...

[fb.me/2WfmHHz1](https://fb.me/2WfmHHz1)

Expand

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



**David Nguyen** @davvylee

Jan 21

Bout to get injected with **anesthesia**. I mean, YOLO right?

[pic.twitter.com/PdzB0of1tD](https://pic.twitter.com/PdzB0of1tD)

[📷 View photo](#)

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



@ASALifeline



YouTube

Lifelinepatients



# AIAPM 2014

@AIAPM2014 FOLLOWS YOU

2014 AIAPM - April 11-13, 2014 at The Cosmopolitan Hotel of Las Vegas. Join experts in the field of anesthesia billing & practice management - book today!

Las Vegas, Nevada · [aiapmconference.com](http://aiapmconference.com)

172  
TWEETS

973  
FOLLOWING

1,358  
FOLLOWERS

Following



Followed by [Liz Neporent](#).



**AIAPM 2014** @AIAPM2014

3h

This infographic compares meaningful use stages 1 and 2. Take a look - [ow.ly/V4od3j](http://ow.ly/V4od3j)

[Details](#)



**AIAPM 2014** @AIAPM2014

9h

RT @RTWMatters: #Patient participation in #surgical safety checklist a win-win [asahq.org/For-the-Public...](http://asahq.org/For-the-Public...) #anesthesia

[Details](#)





**SPA**

**@PediAnesthesia**

**Society for Pediatric Anesthesia - Fostering quality anesthesia and  
perioperative care, and alleviating pain in children.**

**[pedsanesthesia.org](http://pedsanesthesia.org)**



**ANESTHESIOLOGY**  
The Journal of the American Society of Anesthesiologists, Inc. • [anesthesiology.org](http://anesthesiology.org)





## Pg 2 Anesthesiology

@Page2Anesth

Page 2 is part of the journal, Anesthesiology and is designed to expand its content for the digital reader. New material is available Monday-Friday.

world wide web · [pg2.me/sujDwC](http://pg2.me/sujDwC)

1,194  
TWEETS

579  
FOLLOWING

1,420  
FOLLOWERS

 Follow



Followed by ASA and Jorge Galvez.



**Pg 2 Anesthesiology** @Page2Anesth

Jan 27

Home discharge with continuous peripheral nerve block catheters  
[aa2.me/1dHKAU0](http://aa2.me/1dHKAU0) podcast [aa2.me/1dHKAU0](http://aa2.me/1dHKAU0)

[Details](#)



**Pg 2 Anesthesiology** @Page2Anesth

Jan 24

Subjective appearance is important in predicting difficult intubation.  
[aa2.me/1dzMjuJ](http://aa2.me/1dzMjuJ) podcast [aa2.me/1bjlpuW](http://aa2.me/1bjlpuW)

[Details](#)

# Anesthesia Communities

- Sharing education and research, networking and job opportunities
  - [NYSORA](#)
  - <https://www.facebook.com/anesthesia1>
  - <https://www.facebook.com/AnesthesiaCommunity>
- Conferences
  - [NWAC](#)



**CMEBuzz** @CMEBuzz

4h

The Dannemiller Hawaiian Anesthesia Seminar will occur August 4 - August 7.  
Visit [hawaiianesthesia.com](http://hawaiianesthesia.com) for more info and to register.

Details



362  
TWEETS

575  
FOLLOWING

180  
FOLLOWERS

 Follow



**Anchor Anesthesia** @CRNAiPrep

Jan 26

Reintubation after cervical fusion significantly increased with 3+ level fusion.

[#anesthesia](#)

[bit.ly/1hCwhER](http://bit.ly/1hCwhER)

[Details](#)



**Anchor Anesthesia** @CRNAiPrep

Jan 26

IV Fluid Normal Saline in Short Supply [bit.ly/1fgNlk2](http://bit.ly/1fgNlk2) [#anesthesia](#)

[Details](#)

# Hospital-Level Communication

- Communicate to employees and the general public
- Johns Hopkins' [Social Media Community](#)

J Med Syst (2013) 37:9942  
DOI 10.1007/s10916-013-9942-7

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ORIGINAL PAPER

## **Facebook as a Platform for Health Information and Communication: A Case Study of a Diabetes Group**

Yan Zhang · Dan He · Yoonmo Sang





**Shriners Hospitals**

@shrinershosp



**Texas Children's**

@TexasChildrens

Our mission is to create a healthier future for children and women throughout our global community by leading in patient care, education and research.

Houston, TX · [texaschildrensblog.org](http://texaschildrensblog.org)

**BIDMC**

@BIDMCHealth

The official Twitter account for Beth Israel Deaconess Medical Center. Learn how to live healthier lives and stay informed about what is happening at BIDMC!

Boston, MA · [bidmc.org](http://bidmc.org)

# News & Activism





**Dr. Sanjay Gupta** ✓

@drsanjaygupta

Staff Neurosurgeon, Emory Clinic; CNN Chief Medical



**Dr. Nancy Glass**

@DrNancyGlass1 FOLLOWS YOU

Practices Pediatric Anesthesia, Pain, and Hospice Care in Houston, TX. Loves Reading, Knitting, Cooking, Hiking, MUSIC



**Dr. Mehmet Oz** ✓

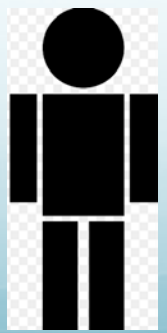
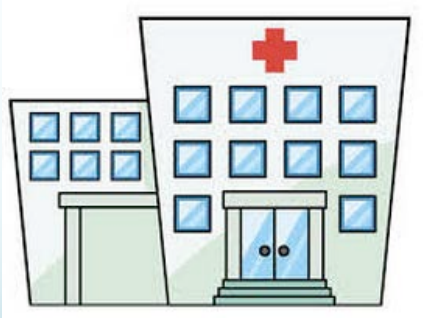
@DrOz

Cardiac Surgeon and Host of The Dr. Oz Show  
New York, NY · doctoroz.com

# News & Activism



“U.S. Food and Drug Administration said on Tuesday it is working with the three manufacturers of intravenous saline solutions commonly used to hydrate hospital patients to address a shortage caused by a spike in demand.” Reuters, 1/28/14



# Disaster Response

- Haiti Earthquake
- Hurricanes Katrina vs. Sandy – 7 year difference
- Boston Marathon – Google's [Person Finder](#)
- [SnowedOutAtlanta](#)
  - Within hours, 400 people helped by group; GS posted, preg woman responded (stuck 12 hrs w/ 3yrol) guy drove them home; helping people seek refuge; gas to people stranded 15-20 gal

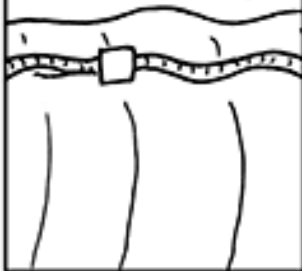
WHEN AN EARTHQUAKE HITS, PEOPLE FLOOD THE INTERNET WITH POSTS ABOUT IT - SOME WITHIN 20 OR 30 SECONDS.

ROBM163 HUGE EARTHQUAKE HERE!

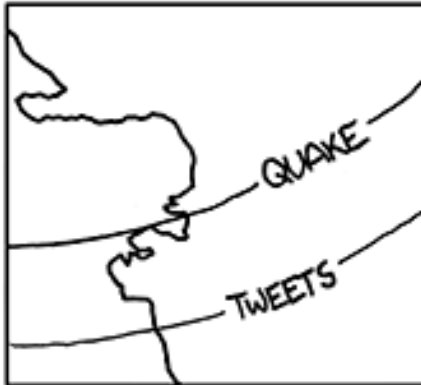


DAMAGING SEISMIC WAVES TRAVEL AT 3-5 km/s. FIBER SIGNALS MOVE AT ~200,000 km/s.

(MINUS NETWORK LAG)



THIS MEANS WHEN THE SEISMIC WAVES ARE ABOUT 100 KM OUT, THEY BEGIN TO BE OVERTAKEN BY THE WAVES OF POSTS ABOUT THEM.



PEOPLE OUTSIDE THIS RADIUS MAY GET WORD OF THE QUAKE VIA TWITTER, IRC, OR SMS BEFORE THE SHAKING HITS.

WHOA! EARTHQUAKE!



SADLY, A TWITTERER'S FIRST INSTINCT IS NOT TO FIND SHELTER.

RT @ROBM163 HUGE EARTHQUAKE HERE!



# Disaster Response

- FEMA's recommendations for social media in disaster management
  - Disaster Reporter
  - Social Hub



Source: <http://www.flghc.org/docs/2013TS/TS-11-1.pdf>



# Disaster Response

- Challenges
  - Viral spread of misinformation: FEMA's Rumor Control
  - Fragmented platforms
  - Scams

# References

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