

# Using Social Media to Disseminate Your Research

**Workshop**  
Friday June 17, 2022

**Julie K Hewett, Association Manager**  
**Peter GM de Jong, Editor in Chief**

International Association of Medical Science Educators



AMFEM 2022 (Puerto Vallarta)

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## Your facilitators



**Julie K. Hewett (USA)**

Bachelors Degree in Entrepreneurial Management  
Owner of JulNet Solutions  
IAMSE Association Manager (1998- )  
Social Media Campaign Manager for multiple groups  
Social Media Editor of *Medical Science Educator*



**Peter G.M. de Jong, PhD (Netherlands)**

Senior advisor and Senior Researcher Technology Enhanced Learning  
Leiden University Medical Center, Netherlands  
Editor-in-Chief of *Medical Science Educator* (2010- )  
IAMSE President-Elect 2022-2023



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## Your facilitators

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I am not a medical educator  
I am not a researcher

I work with medical educators and I am  
passionate about the topic and  
personally use social media in all aspects  
of my professional and personal life.



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## About IAMSE

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IAMSE is an international organization with a focus  
on advancing medical science education through  
faculty development.

- Annual meeting
- Webinar series
- Publications (journal, manuals)



Train you to become a better educator



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## Goals of the workshop

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Provide a better understanding of how social media (#SoMe) can be used to disseminate research

- Develop a better understanding of the various #SoMe platforms
- Share examples of how #SoMe can be used throughout the research process
- Demonstrate how #SoMe can influence impact
- Share strategies to effectively use Twitter
- Share strategies to effectively use Facebook
- Introduce Altmetrics



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## Background of participants

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## Why do we need to share?

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## Why do we need to share research?

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- Communicating the scientific research is as important as the research itself.
- Research needs to be shared in order for others to build upon existing work.
- If publication is not the goal, the research will not have the greatest impact.
- Not all journals have a traditional impact.
- Not all journals are represented in international bibliographic databases.



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## Who is interested in the research?

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- Your institution
- Colleagues within your institution
- Colleagues in the international community
- Public at large?



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## How can we use #SoMe?

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## How can we use #SoMe



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## How can we use #SoMe?

What would I do if	In 2000	Now
I need clinical answer	Try to find a colleague who knows it	Post a question on Twitter
I want to hear a patient's story about a specific condition	Try to find a patient in my town	Read blogs, watch YouTube
I want to be up-to-date	Go to the library once a week	Use RSS and follow hundreds of journals
I want to work on a manuscript with my team	We gather around the table	Use Google Docs without geographical limits

Cell Ther Transplant. 2011;3:e00093.01. doi:10.2295/cst-2011-en-00093-table2

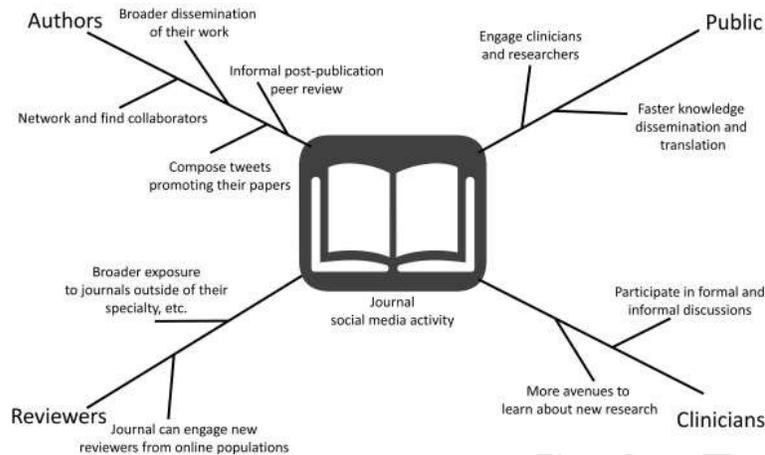
**Table 2.** Differences in my online activities between 2000 and today

These tools and resources now play a huge role in my life: they connect me to people, colleagues from around the world, they let me see what's happening in the world in my fields of interest; they help me collaborate and discover new aspects of my work. Obviously, Wikipedia is still close to my heart, and and discussions every day. On Twitter I do the same but for medicine, and Facebook for me is more about keeping up with what is happening with my colleagues from around the world and what kind of projects they are launching. Google Reader is for news sites and blogs, and I use Webicina's



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## How can we use #SoMe?



The Social Media Editor at Medical Journals: Responsibilities, Goals, Barriers, and Facilitators, *Academic Medicine*, 2018 Lopez, Melany, Chan, Teresa M., Thoma, Brent, Arora, Vineet M., Trueger, N. Seth, MD, MPH

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## How can we use #SoMe?

- Connecting with collaborators interested in the same topic
- Collecting data through online surveys
- Asking questions
- Asking for feedback on project design
- Sharing results
- Sharing the published manuscripts



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## But does it really work?



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## Is #SoMe effective?

JOURNAL OF MEDICAL INTERNET RESEARCH

Eysenbach

Editorial

Can Tweets Predict Citations? Metrics of Social Impact Based on Twitter and Correlation with Traditional Metrics of Scientific Impact

Gunther Eysenbach<sup>1,2,3</sup>, MD, MPH, FACMI

<sup>1</sup>University Health Network, Centre for Global eHealth Innovation & Techna Institute, Toronto, ON, Canada

<sup>2</sup>Institute for Health Policy, Management, and Evaluation, University of Toronto, Toronto, ON, Canada

<sup>3</sup>JMIR Publications Inc., Toronto, ON, Canada

J Med Internet Res 2011 | vol. 13 | iss. 4 | e123 | p.1



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## Is #SoMe effective?

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### Conclusions:

“Tweets can predict highly cited articles within the first 3 days of article publication. Social media activity either increases citations or reflects the underlying qualities of the article that also predict citations, but the true use of these metrics is to measure the distinct concept of social impact.”



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## Is #SoMe effective?

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### Further:

“It is a fascinating and compelling finding that the collective intelligence of Twitter users can, within limitations, predict citations, which normally take years to accumulate. “



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## Is #SoMe effective?



Lily Vautour, MBA @LilyVautour  
20 hours ago

#SoMe is also changing the face of #MedEd..  
@sherbino: "No longer are the giants of the field identified by their textbooks, citation rates or leadership roles; rather, my residents & fellows are influenced by the scope of an educator's social media brand" [ow.ly/QMdU30mAwuA](http://ow.ly/QMdU30mAwuA)



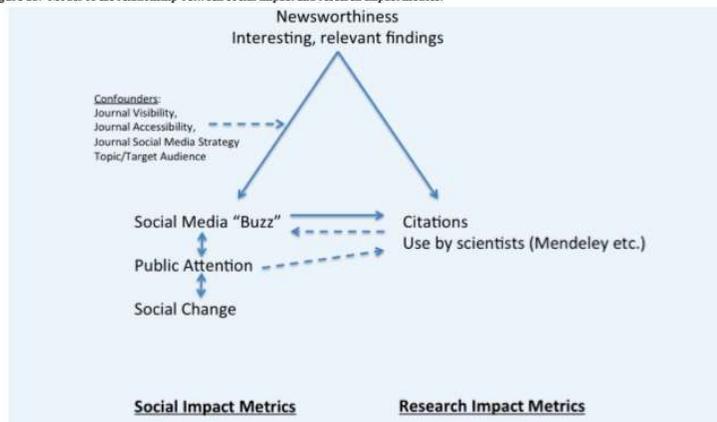
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## Is #SoMe effective?

JOURNAL OF MEDICAL INTERNET RESEARCH

Eysenbach

Figure 12. Model of the relationship between social impact and research impact metrics.



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## What about LinkedIn?

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LinkedIn is a business-oriented social networking site.

Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. As of January 2011, LinkedIn had more than 101 million registered users, spanning more than 200 countries and territories worldwide.



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## What about LinkedIn?



Alireza Jalali • 1st  
 MD/Sports Medicine, Professor & Head of Anatomy @  
 uOttawa  
 Ottawa, Canada Area

[Message](#) [More...](#)

uOttawa  
 Université de Liège  
 See contact info  
 See connections (500+)

### Accomplishments

#### 17 Publications

A Quality Assurance Template for Revision of Case Based Learning Modules • Social media as an open-learning resource in medical education: current perspectives • A rare bilateral neurovascular variation of the upper limb: A case report of a 97-year-old Caucasian male • 3D PRINTING FOR 21ST CENTURY MEDICAL LEARNERS: OPPORTUNITIES FOR INNOVATIVE RESEARCH AND COLLABORATION • Go Where the Students Are: A Comparison of the Use of Social Networking Sites Between Medical Students and Medical Educators • Go Where the Students Are: A Comparison of the Use of Social Networking Sites Between Medical Students and Medical Educators • Learning theory and its application to the use of social media in medical education • Thou shalt not tweet unprofessionally: an appreciative inquiry into the professional use of social media • A Medical Educator's Guide To #MedEd • Social media and medical education: Exploring the potential of Twitter as a learning tool...



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## What about LinkedIn?

**Add publication** ✕

**Julie (Seese)**  
 Supporting non-  
 Huntington, West V

[Add profile secti](#)

**Intro**

**Background**

**Skills**

**Accomplishmer**

Publications  
List your pul  
and be foun

**Title \***

Ex: Giving and receiving feedback

**Publication/Publisher**

Ex: Harvard Business Review

**Publication date**

Month  Day  Year

**Author**

Julie Hewett, CMP, CAE

[Add author](#)

**Publication URL**

**Description**



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## Twitter

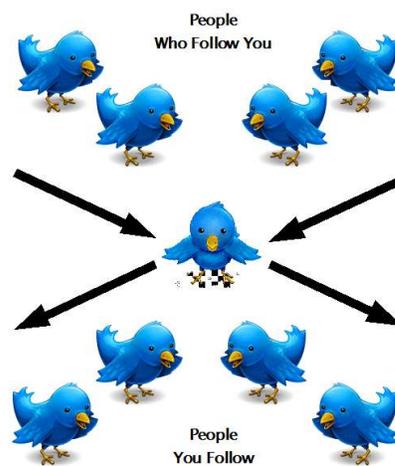
What is Twitter?

Twitter is a microblogging and social networking service on which users post and interact with messages known as "tweets". Tweets are restricted to 280 characters



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## Twitter



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## Twitter

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Step 1:



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## Who to follow?

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Evaluate profiles and determine research interests and overall effectiveness.



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## Who to follow?



### Elissa Hall

@erhall1 Follows you

medical educator, passionate about teaching & technology, forever curious, tweets my own. #HMIchat curator, #MayoClinicETF team, #theCGEA committee

[about.me/elissahall](https://about.me/elissahall)

Joined October 2010



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## Who to follow?



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## Who to follow?



**Justin Kreuter, MD**

@KreuterMD Follows you

Pathologist @MayoClinic: transfusion medicine & transplant compatibility lab[Tweets mine, not med advice]  
#HMchat #HMIeducators #Blooducation



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## Who to follow?



Follow

**Amirreza Dehghanian, M.D.,...**

@AmirrezaDehgha6

Assistant Professor of Surgical and Clinical Pathology at Shiraz University of Medical Sciences



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## Elements of an effective profile

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- UserID
- Profile picture
- Focus on professional interests
- Use of #Hashtags
- Not always a complete sentence



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## Who to follow?

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- Associations
- Journals
- #Hashtags by Topic
- #Hashtags of Events



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The screenshot displays the Twitter profile of AMEE Online (@AMEE\_Online). The profile header includes a banner image with the text 'The path to the future is through the evolution of learning' and 'amee 2019'. Below the header, the profile statistics are shown: 5,549 Tweets, 497 Following, 8,337 Followers, 3,451 Likes, and 3 Lists. The profile bio states: 'AMEE is a membership association for all with an interest in medical and healthcare professions education, with members throughout the world. #amee2018 | #meded'. The location is listed as Dundee, UK, and the website is amee.org. The account was joined in September 2010. Below the profile, three suggested accounts are shown: Phil Wagnell (@philpresents), Anthony Chang (@AIMed\_MD), and AIMed (@ai\_in\_medicine). The background features a globe graphic and the IAMSE logo.

Follow people who are following the same associations in which you have an interest!

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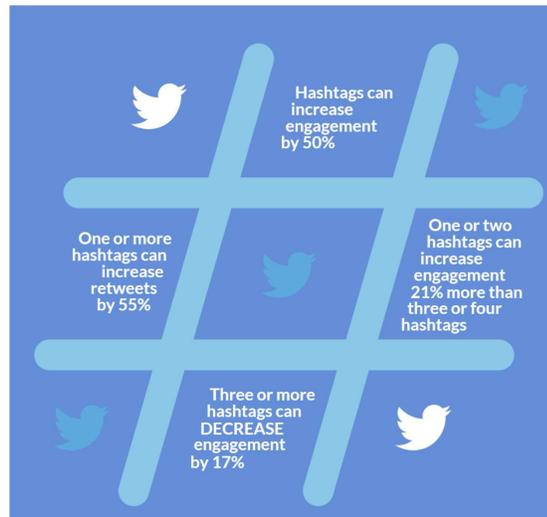
## What is a #hashtag?

A **hashtag** is a type of metadata tag used on social networks such as Twitter and other microblogging services, allowing users to apply dynamic, user-generated tagging which makes it possible for others to easily find messages with a specific theme or content.

Source: Wikipedia

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## What is a #Hashtag?



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## #Hashtags in Medical Education

- #MedEd -> Medical Education
- #FoaMed -> Free Open Access Medical Education
- #IAMSE22 -> IAMSE Conference in 2022
- #HMICChat -> Harvard Macy Institute Tweet Chat
- #Pathology -> Anything related to Pathology



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## #Hashtag vs @Tagging

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Tagging alerts a Twitter user that you are referencing them.

@IAMSE -> Association

@MedSciEdu -> Journal

@jkhewett -> Individual



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## What to tweet?

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Review the article “Twelve tips for applying the science of learning to health professions education “ and draft 3 tweets to share.



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## What to tweet?



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## Dissection of a Tweet



**Justin Kreuter, MD**  
@KreuterMD

.@StefanTigges shares his method at #graphicmedicine18... Students learn better with more simple drawings. Less extraneous details— #CognitiveLoad 📌 <https://t.co/wgYUfCd1SM>  
<https://t.co/5twjkk8Gze>

17 Aug 2018



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## Dissection of a Tweet



**Elissa Hall**  
@erhall1

Cognitive Sci & Sci of Learning for #HPE & #MedEd Article from @HollyGoodMD & Team:  
<https://t.co/53zbHRFKC>

24 Apr 2018



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## Dissection of a Tweet



**John D Mahan**  
@MedEdMahan

**894**  
FOLLOWERS

Gooding reviews the emerging science of learning to inform #meded! Great resource. @PediaLink  
@acgme @APPDconnect <https://t.co/FnCmzSLKIA>

14 Oct 2016

↩ Reply ↻ Retweet ★ Favourite



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## What about Facebook?

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- Personal Account
- Professional Account
- Professional Profile Page



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## What about Facebook?

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- Personal Account

While it may be easier to use, it may not be appropriate

- Unable to keep private life private
- Student vs Faculty Boundaries
- Inappropriate content



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## What about Facebook?

- Professional Account

Create a new Facebook account with a new UserID/Password

- Only accept friend requests from professional network
- Control post content

Unable to be found within Facebook Content Search!



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## What about Facebook?



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## What about Facebook?

### Professional Facebook Page

- Already set up to support “authors”
- Allows for anyone on Facebook to find and “Like” your content
- Individuals can easily share your content with their network
- Connected to your personal account without sharing personal details



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## What about Facebook?



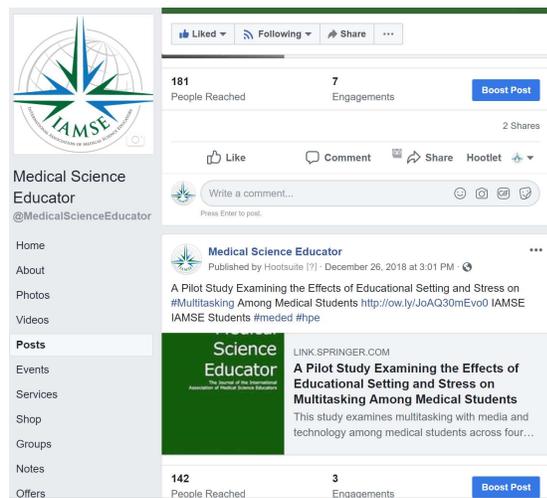
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## What about Facebook?



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## What about Facebook?



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## What about Research Gate?

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## Research Gate

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ResearchGate is a commercial social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators.

Approximately 3 million users



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## Research Gate

Why be on Research Gate?

- Sharing publications
- Connecting with colleagues
- Seeking new collaborations
- Obtaining statistics and metrics on use of uploaded publications
- Asking questions of researchers around the world that have the same set of interests



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## Research Gate

Add research to your profile

What type of research are you adding?

Article

Attach a file (optional)

Select file

Enter a title for your article

Enter title

Does this article have a DOI? (optional)

Enter existing DOI

### What can I add?

Here's what other researchers have added so far:

- Conference papers  
*Add your conference papers and posters.*
- Datasets  
*Upload raw or negative data that supports your work.*
- Figures and media files  
*Share resources that support your published articles.*
- Unpublished articles and working copies  
*Get feedback on your research before publishing.*

Continue



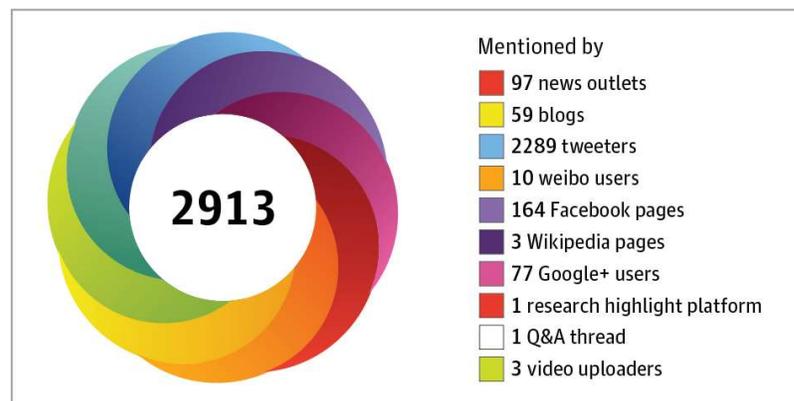
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## How do we measure results?



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## Altmetrics – What does it measure?



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## Altmetrics – What does it measure?

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### Definition:

In scholarly and scientific publishing, **altmetrics** are non-traditional bibliometrics proposed as an alternative or complement to more traditional citation impact metrics, such as impact factor and h-index. ...**Altmetrics** use public APIs across platforms to gather data with open scripts and algorithms.



Source: Wikipedia

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## Altmetrics – What does it measure?

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- Blog posts
- Facebook mentions
- Tweets
- Google+
- Wikipedia Mentions
- Other resources



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## Altmetrics – What does it measure?

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- Altmetrics are complements for traditional metrics, not replacements
- They are quicker to accumulate
- They document non-scholarly attention and influence
- They can be used to track the attention for non-traditional research outputs



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## Altmetrics – What does it measure?

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### Disadvantages:

- They cannot tell us anything about the quality of the research
- It is impossible to keep track of everything everyone is doing, so the picture is always incomplete



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## Altmetrics – What does it measure?

- Altmetrics can tell us about public influence and non-traditional scholarly influence, which can occasionally predict later citations.
- You need both kinds of metrics to get the full picture of research's value.



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## Measuring Results - Altmetrics

### Empathy Decline and Its Reasons: A Systematic Review of Studies With Medical Students and Residents

Overview of attention for article published in Academic medicine, August 2011



In the top 5% of all research outputs scored by Altmetric

SUMMARY News Blogs Policy documents Twitter Facebook Wikipedia Video More...

**Title** Empathy Decline and Its Reasons: A Systematic Review of Studies With Medical Students and Residents  
**Published in** Academic medicine, August 2011  
**DOI** 10.1097/acm.0b013e318221e615  
**PubMed ID** 21670661  
**Authors** Melanie Neumann, Friedrich Edelhäuser, Diethard Tauschel, Martin R. Fischer, Markus Wirtz...  
**Abstract** Empathy is a key element of patient-physician communication; it is relevant to and positively...

View on publisher site

Alert me about new mentions

TWITTER DEMOGRAPHICS

MENDELEY READERS

ATTENTION SCORE IN CONTEXT

The data shown below were collected from the profiles of 143 tweeters who shared this research output. Click here to find out more about how the information was compiled.



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NCBI Resources How To

PubMed.gov  
US National Library of Medicine  
National Institutes of Health

PubMed Advanced

Format Abstract Send to

Acad Med. 2011 Aug;86(8):996-1009. doi: 10.1097/ACM.0b013e318221e615

**Empathy decline and its reasons: a systematic review of studies with medical students and residents.**

Neumann M<sup>1</sup>, Edelhäuser F, Tauschel D, Fischer MR, Wirtz M, Woopen C, Haramati A, Scheffer C.

**Author information**

1 Integrative and Anthroposophic Medicine, Faculty of Health, Department of Medicine, University of Witten/Herdecke, Germany. melanie.neumann@uni-wh.de

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About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

- 12 news outlets
- 9 blogs
- 1 policy source
- 143 tweeters
- 6 Facebook pages
- 1 Wikipedia page
- 1 video uploader

Citations

- 549 Dimensions

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**MedCity  
News**

**How to make clinical empathy part of health systems to support patients**

Medcity News, 13 Jul 2015

Clinical empathy has been linked to improved outcomes for patients with diabetes, colds, and depression.<sup>1</sup>

**brisbanetimes**

**Female doctors show more empathy, but at a cost**

Brisbane Times, 26 Apr 2018

**WORLD  
ECONOMIC  
FORUM**

**Female doctors show more empathy. And they pay a terrible price**

World Economic Forum, 26 Apr 2018

Female doctors show more empathy than male doctors. They ask their patients more questions, including questions about emotions...

**Empathy in medicine: What we can learn from children**

Scope Blog, 09 Jul 2018

In medicine, empathy — or the ability to understand the emotions felt by someone else —

**What's happened to clinician empathy?**

KevinMD.com, 19 Mar 2019

In 2006, the Mayo Clinic asked 192 patients an important question: What makes an ideal physician? F



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**Niet alles wat kan, hoeft**

Cited by overheid.nl on 15 Apr 2015

Overheid.nl is the Dutch government's web portal, allowing access to parliamentary documents and datasets.



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The screenshot shows two search results on the Altmetric platform. The first result is for the term "Alternative medicine", showing 162 tweets from 143 users with an upper bound of 580,987 followers. The second result is for the term "Empathy", showing 6 public wall posts from 6 users. The interface includes navigation tabs for SUMMARY, News, Blogs, Policy documents, Twitter, Facebook, Wikipedia, and Video.

**SUMMARY** News Blogs Policy documents Twitter Facebook Wikipedia Video More

So far, Altmetric has seen 162 tweets from 143 users, with an upper bound of 580,987 followers.

Showing items 1-100

**SUMMARY** News Blogs Policy documents Twitter Facebook Wikipedia Video

So far, Altmetric has seen 6 public wall posts from 6 users.

McGill Office for Science and Society (OSS), 11 Apr 2015  
One of the reasons for the popularity of non-evidence-based "alternative" medicine is that its practitioners have a lot of...

Mohd Anisul Karim, 26 May 2014  
EMPATHY: Empathy is a key element of patient-physician communication capable of positively influencing patient's health. A...

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## What about Academic Promotion?

- 2016 Mayo Clinic began to include digital and social media scholarship in consideration for P&T
- Institutions need to develop clear guidelines governing activity of faculty members on social media
- Institutions should provide training on the appropriate use of social media in health care and academia

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## What about Academic Promotion

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“Career advancement based on social media should progress when the scholar creates a portfolio demonstrating a niche, quality throughput, and impact, followed by the recognition from promotion and tenure committees that this portfolio is in line with the institutional mission, of high quality, and consistent with appraisal guidelines”

\*More than Likes and Tweets: Creating Social Media Portfolios for Academic Promotion and Tenure\* Journal of GME, August 2017



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## Take Home Messages

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- Sharing your research is as important as the research
- Social networks can be used to compliment the research process
- Social networks are essential for the sharing of research
- Tweet composition and profile description are essential components for success



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## Discussion

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## Further Reference

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- [5 tips for promoting your research through Facebook](https://tinyurl.com/ycug6x8p) - <https://tinyurl.com/ycug6x8p>
- [How to promote your work through LinkedIn](https://tinyurl.com/ybxnw4z9) - <https://tinyurl.com/ybxnw4z9>
- [How to promote your research through blogging](https://tinyurl.com/ycuk5a7d) - <https://tinyurl.com/ycuk5a7d>

More information for authors:



SOCIETY FOR THE ADVANCEMENT  
OF HEALTH EDUCATION PUBLISHING

[www.sahep.org](http://www.sahep.org) [info@sahep.org](mailto:info@sahep.org)

*under construction*



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