

Social Media and ICS



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Social Media Platforms: Public

- 1) Facebook (most popular and used frequently by urologists, but few use it professionally)
- 2) Twitter (greatest growth in use for medical professionals)
- 3) LinkedIn (most commonly used for professional reasons)
- 4) YouTube (useful for sharing videos)
- 5) Others (Instagram, Pinterest, etc.- not commonly used in urology practice)

Social Media Platforms: Physician-Only

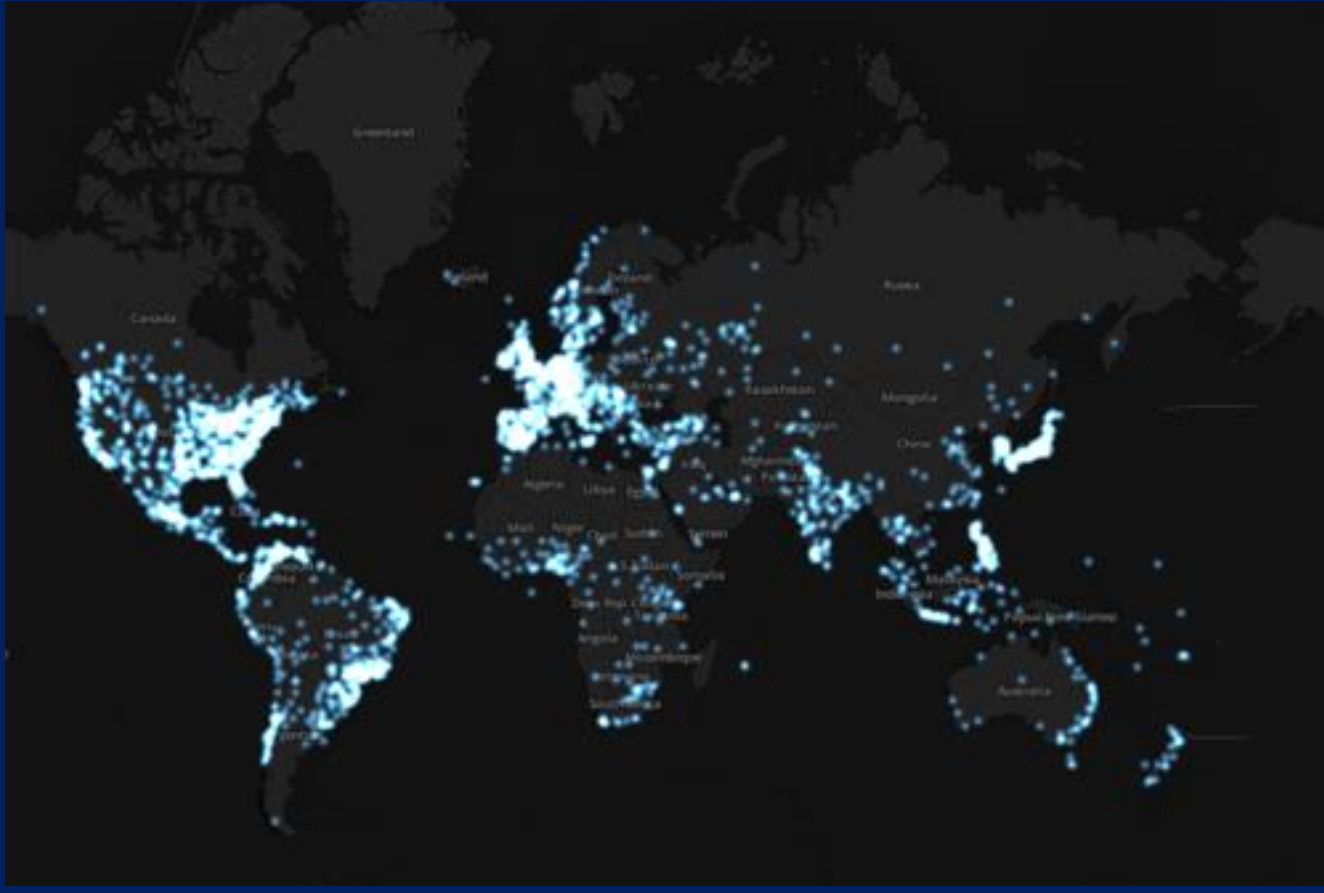
- 1) Doximity (now used in US News & World Report Rankings)
- 2) Others (ex: Sermo, Medscape, QuantiaMD)

Social Media Use Worldwide

- Facebook – over 1.3 billion users
- Twitter- over 280 million active users
- LinkedIn- over 270 million users
- YouTube- over a billion views each month

Twitter

Healthcare Professionals on Twitter



- In 2006, 23 healthcare professionals on Twitter
 - Now >75K doctors, nurses, pharmacists and consultants on Twitter generating approximately 152K tweets/day

Getting Started



twitter

Sign Up:

Let's sign up – go to [Twitter.com](https://twitter.com)

Welcome to Twitter.

Find out what's happening, right now, with the people and organizations you care about.

Type your Full Name, Email Address and Password to create a new account.

Username or email

Password

Remember me · [Forgot password?](#)

New to Twitter? Sign up

Full name

Email

Password

Twitter Setup

1. Choose your twitter name (“handle”).

- The best names are short and easy to remember. It can be part of your name (ex: @LoebStacy), or something related to urology (ex: @uretericbud).

2. Create your profile with a photo and description.

- Choose a photo which will accompany and identify all of your tweets (i.e., your “avatar”).
- Add personal details such as your current position, location and website

Twitter Setup

3. Choose some people or groups to follow.

- Search by name
- Look at your friend's friends
- Find existing users from your email address book
- All of the major urology organizations and journals are on twitter, so choose the ones that interest you for the latest updates in the field (ex: @AmerUrological).
- Search for your other interests such as newspapers or hobbies

Twitter Terminology

- **Tweet** - A standard message on Twitter containing 140 characters or less.
- **Feed** - The stream of tweets on your Twitter homepage comprised of all the accounts you follow.
- **Retweet** - A tweet that has been reshared to all of a users' followers.
- **Hashtag** - The # symbol is used to tag keywords or topics in a tweet to make it easily identifiable for search purposes (ex: #ics2014)

Twitter on a Desktop

Your profile screen of Twitter will contain

- Your User Info
- Photos/videos
- Who to follow suggestions
- Your Twitter Feed
 - The Twitter Feed contains Tweets from the people or groups that you follow

The screenshot shows the Twitter profile for the American Urological Association (@AmerUrological). The profile header includes the AUA logo, the name 'American Urological Association', and the website 'AUAnet.org'. Below this, there are statistics for tweets (1,751), following (289), and followers (3,100). The main content area is divided into several sections: a grid of photos, a 'Who to follow' section with suggestions like Paul Krugman, John Eifler, and NCI Prevention, and a 'Trends' section. The 'Tweets' section shows several tweets, including one from NCI Trials at NIH about a prostate cancer clinical trial, one from Modern Medicines about Father's Day, and one from Men's Health Network about Men's Health Week. A red circle highlights the 'Compose' button in the top right corner of the browser window.

Posting a Tweet

Click the **Tweet** button when you're ready to post.

Amer. Urol. Assn.
View my profile page

1,751 TWEETS	289 FOLLOWING	3,100 FOLLOWERS
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AUA staff rockin' their blue in support of #menshealthweek! Show us how you #rockyourblue! pic.twitter.com/fqqzyiwW1j

27 **Tweet**

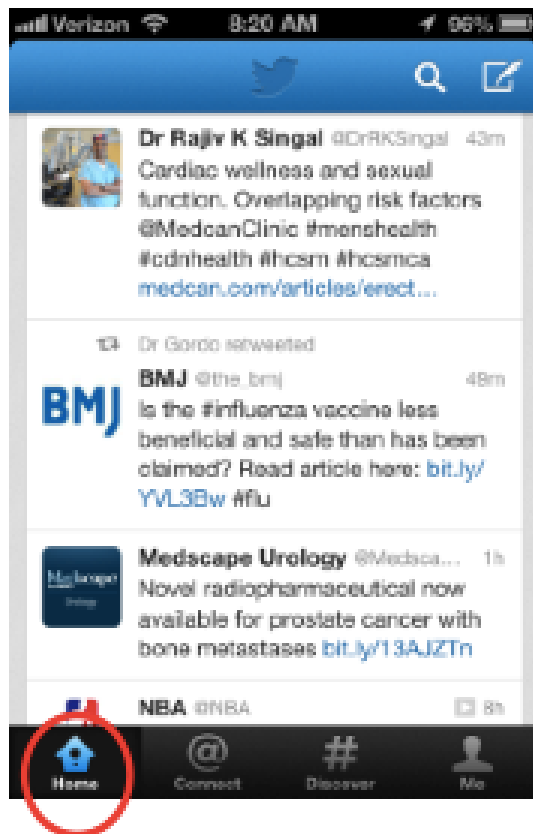
Include links to more information

Direct your tweet at relevant parties by including their handle (ex: @icsoffice) in your tweet

Be sure to use hashtags (#) for keywords in your tweet so they are searchable (ex: #ics2014)

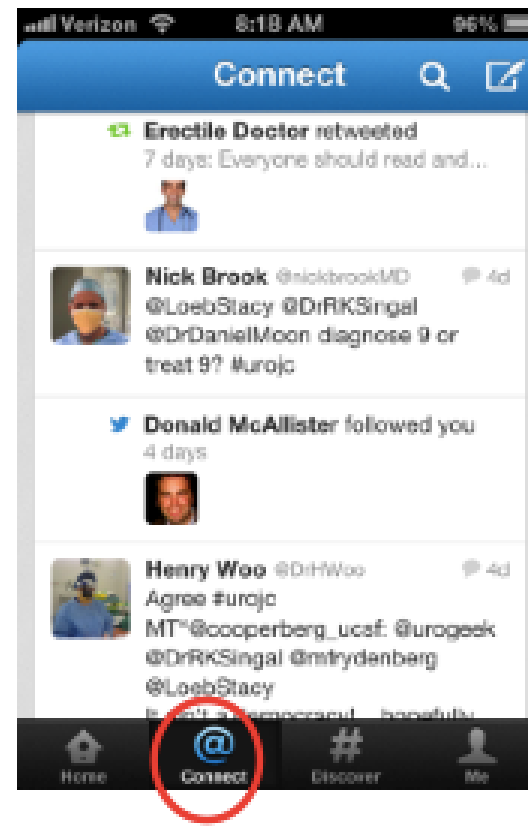
Practice tweeting something to me (@LoebStacy) about the meeting using the #ics2014 hashtag

Home Screen



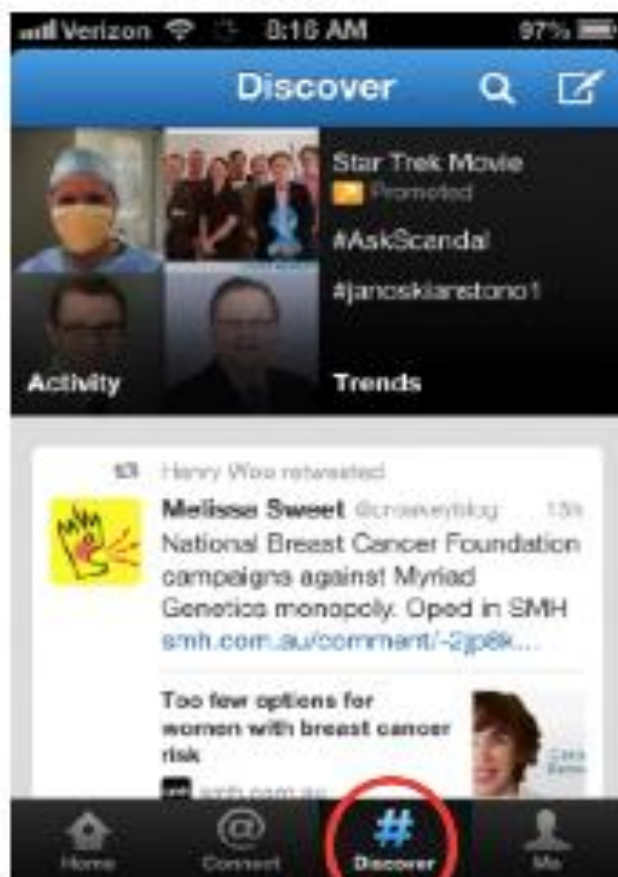
Home tab: A running feed of the latest tweets from everyone you follow in chronological order. Click on any individual tweet to reply, retweet or favorite

Interactions



Connections tab: shows each time someone retweets, favorites, or replies to your tweet, and when new people follow you

Discover



Discover tab: What has been trending recently that might interest you

Your Profile



Me tab: Your personal profile including number of tweets, people you follow, and who follows you. Also displays your most recent tweets

Reasons for ICS Members to Use Twitter

- Major news
- Emerging research
- Conferences
- Education
- Advocacy
- Networking
- Crowd-sourcing
- Advertising
- Source of Data

1. Major news:

Twitter is the instantaneous source to hear about new drug/device approvals, recalls, and other important news.



JUST PR NEWS Just PR News @justprnews 7/11/12
Mirabegron approved by FDA for treating Overactive Bladder goo.gl/fb/MouF8

Interaction icons: Reply, Retweet, Favorite, and Share.



Dr.Larissa Rodriguez retweeted
MESH DEVICE NEWS jane akre @meshdevicenews 21h
Boston Scientific jury award slashed in half to \$36 Million! Still unprecedented in defective pelvic mesh litigation. ow.ly/D0ph1

Interaction icons: Reply, Retweet (2), Favorite, and Share.

ICS News on Twitter

Follow @icsoffice for regular updates on the society!



The image shows a screenshot of three tweets from Twitter. The first tweet is from ICS (@icsoffice) dated 7/25/14, announcing the latest issue of ICS News featuring General Secretary Elect Adrian Wagg. The second tweet is a retweet from ICS of a tweet from B&BF (@BBFinfo) dated 7/22/14, discussing bacterial communities and urinary incontinence. The third tweet is from ICS (@icsoffice) dated 7/19/14, announcing voting results for ICS Committee Chair positions.

ICS @icsoffice 7/25/14
The latest issue of ICS News out now!
Featuring General Secretary Elect
Adrian Wagg on the future of the ICS
bit.ly/1qCw1OE

ICS retweeted

B&BF @BBFinfo 7/22/14
Bacterial communities may play a role
in female urgency urinary
incontinence. You can read more on
our website. ow.ly/ziQ2v

ICS @icsoffice 7/19/14
We are pleased to announce voting
results for ICS Committee Chair
positions: Urodynamics-Peter Rosier,
Ethics-Nina Davis. Congratulations!

2. Emerging research:

There are already numerous sources that provide daily email updates about new research publications (such as Medscape, AUA Daily News). Twitter provides an alternative way to learn about new studies in a more condensed and efficient fashion. You can quickly scan through the feed to check for interesting new material, and click the link when you want more information.



Emerging Research



Amer. Urol. Assn.
@AmerUrological

Borrow from the ladies! #Kegels shown to improve male incontinence symptoms & sexual function: nyti.ms/1l003nq
#tidbittuesday

 NYTimes Well

Pelvic Exercises for Men, Too

Kegel routines, long considered valuable to women, can help men with incontinence and perhaps sexual dysfunction, s...



[View on web](#)



NatureReviewsUrology @N... 1/15/14
Female Urology in 2013 - mirabegron, botox, slings versus physiotherapy & more! ow.ly/sBnCA [SP]

  1  1



UroToday.com @urotoday 2h
Total pelvic floor reconstruction versus transvaginal hysterectomy for pelvic organ prolapse: A ... dlvr.it/6L8mp7

Journals Requesting Tweets

- Several medical journals now request authors to compose tweets about their article with the submission (ex: European Urology, Journal of Endourology)
- Tips from the Journal of Hospital Medicine:
 - Concise (140 character limit)
 - Simple and clear message so it gets picked up
 - Tactics to raise interest (ex: posing a question)
 - Add a hashtag (search term for indexing)
 - Include your handle to build a following


3. Conferences:

Major medical conferences now have their own twitter feeds often with thousands of contributions. Although it is not possible to attend every meeting or session in person, the twitter feed allows you to follow along remotely. Many tweets will even include images from the poster or video footage.


American Urological Association 2014 Annual Meeting

Urology Times @UrologyTimes 5/22/14
Urology Times #AUA14: Marker may predict midurethral sling outcomes bit.ly/1obaFDr #urology

← ↻ ★

 **UroToday.com** @urotoday 5/21/14
#AUA14 - Impact of female stress urinary incontinence surgery on pre-op overactive bladder ... dlvr.it/5l1F5w

← ↻ ★

 **Stacy Loeb, MD** @LoebStacy 5/22/14
Of 11K board certified urologists, only 5% women & 32% practice female #urology. More women entering match now #aua14 MP15-04 @UrologyMatch


← ↻ 8 ★ 5

- The #aua14 hashtag had >9000 tweets from 1100 unique participants

4. Educational activities:

There is a monthly urology journal club (#urojc) organized by Dr. Henry Woo (@DrHWoo) to discuss new research articles with consultants, trainees, researchers, etc. from around the world (now starting in other fields too). Other educational activities possible on Twitter like quizzes

Urology Journal Club (March)



International Urology

Urology JC #urojc @iurojc 3/2/14

Welcome to the March #urojc. A departure from oncology. We are discussing female urology. Paper is open access at europeanurology.com/article/S0302-...

...

← ↻ 3 ★ 5

EUROPEAN UROLOGY 65 (2014) 1109–1114

available at www.sciencedirect.com
journal homepage: www.europeanurology.com



Platinum Priority – Incontinence


Editorial by Linda Brubaker, Cynthia Brincat and Elizabeth Mueller on pp. 1115–1116 of this issue


Five-year Results of a Randomized Trial Comparing Retropubic and Transobturator Midurethral Slings for Stress Incontinence




Eija Laurikainen^a, Antti Valpas^b, Pauliina Aukee^c, Aarre Kivelä^d, Kirsi Rinne^e,
Teuvo Takala^f, Carl Gustav Nilsson^{g,*}

^aTurku University Hospital, Turku, Finland; ^bSouth Savoia Central Hospital, Lappeenranta, Finland; ^cCentral Finland Central Hospital, Jyväskylä, Finland; ^dOulu University Hospital, Oulu, Finland; ^eKuopio University Hospital, Kuopio, Finland; ^fPöytä-Häme Central Hospital, Lahti, Finland; ^gHelsinki University Central Hospital, Helsinki, Finland

Urology Quizzes

 **Urology Quiz** @UrologyQuiz 3/9/14
@UrologyQuiz 6 Now open see pic-Ddx? Investigations? Management-Treatment options & success of each? #uroquiz #FOAMed



  1 



BJUI - BJU International

Yesterday at 10:00 AM

Test yourself with this week's **#WhatsTheDiagnosis** picture quiz at <http://www.bjuinternational.com/?p=14759>.
Questions below:

1. What is demonstrated on the 2 axial CT slices shown?... [Continue Reading](#)



5. Advocacy:

Twitter provides a platform to advocate for any cause to a larger audience. Instead of writing a letter to your congressman, you can tweet at them.



Matthew Hayn @matthayn 5/23/13

@dytcmd @djsampson

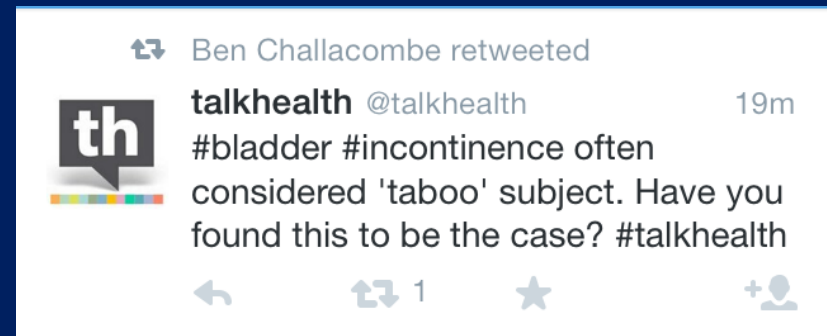
@cooperberg_ucsf @medskep

@daviesbj @LoebStacy @OtisBrawley

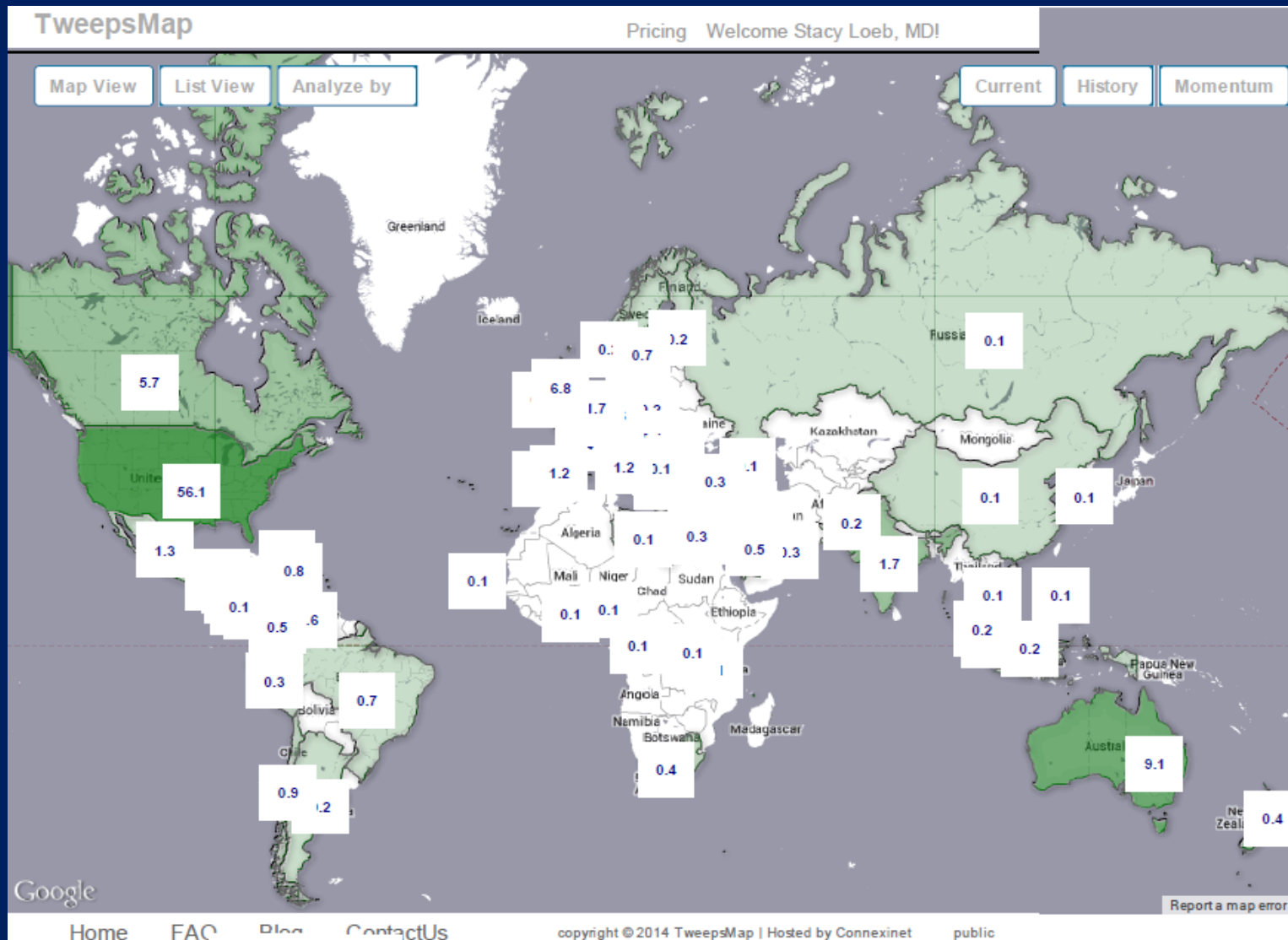
"a group of experts in PCa" (but no urologists on #USPSTF)

6. Networking:

Discussions about medical topics provide a great way to interact with colleagues from around the world who share common interests. It is a great way to meet new friends and reconnect with old friends. There are also tweet-chats on various topics to engage a wider audience including patients and stakeholders



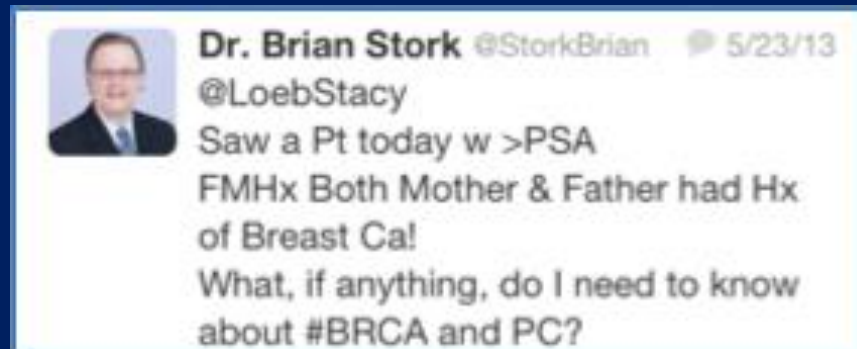
Map of my Twitter Followers



- 2777 followers from 79 countries on 6 continents
 - Top 5: USA 57%, Australia 8%, UK 7%, Canada 5%, India 2%

7. Crowd-sourcing:

If you have a difficult management question or professional conundrum, twitter allows you to get instant feedback from your colleagues around the world.



Crowd Sourcing



Kate Linton @linton_kate 3/2/14

With the permission of @iurojc can I ask a Q? Who in their practice does UDS before tape insertion? All pats, some or none? #urojc



Mike Leveridge @_TheUrologi... 3/2/14

.@linton_kate I wonder if failure to demonstrate genuine SUI on UDS or physical trumps history? Anyone? #urojc



phillip abbosh
@scientistatlrge

@_TheUrologist_ @linton_kate
#urojc My teaching was that 15%
of women with sui would not
demonstrate it on UDS.
ncbi.nlm.nih.gov/pubmed/

8. Advertising:

Twitter provides a forum to disseminate information about your research or clinical practice. If you have a new clinical trial that is accruing patients, you are hosting a support group or your research will be featured on the news, twitter is a free way to spread the word. It can also be used to tell your colleagues about course offerings and other events of potential interest.



Stacy Loeb, MD @LoebStacy 7/30/14

Join me @SIRIUSXM 81 6-8pET
talking Kegels, male #breastcancer &
vasectomy/#Prostatecancer w
@Prostatejojo @DrAttai @obogler
@MMSiddiquiMD



5



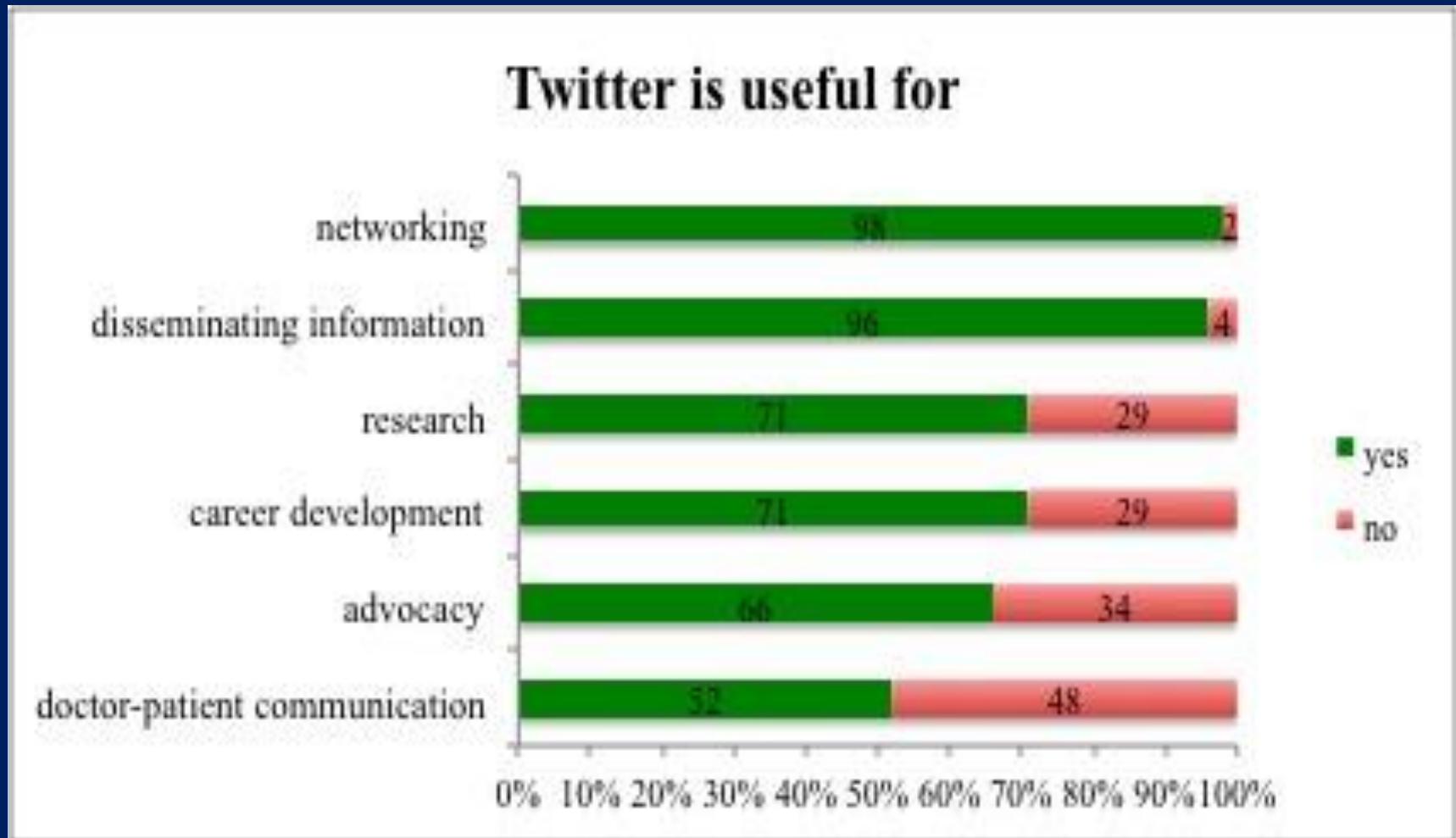
2



Jessica Shepherd, MD @JShe... 32m

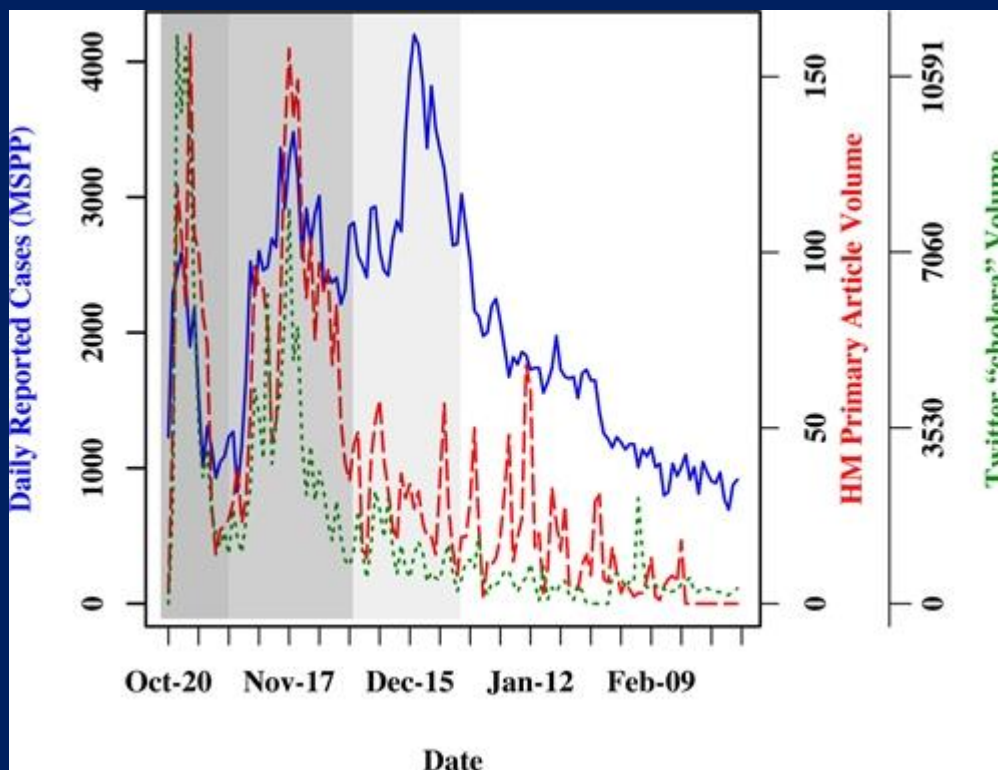
Want to know what foods & exercises
keep your pelvis healthy? Tune in
tomorrow at 7:50a CST on
@WCIU_YouAndMe

Twitter Survey at European Association of Urology Meeting (distributed via #eau14)



9. Source of Data for Research

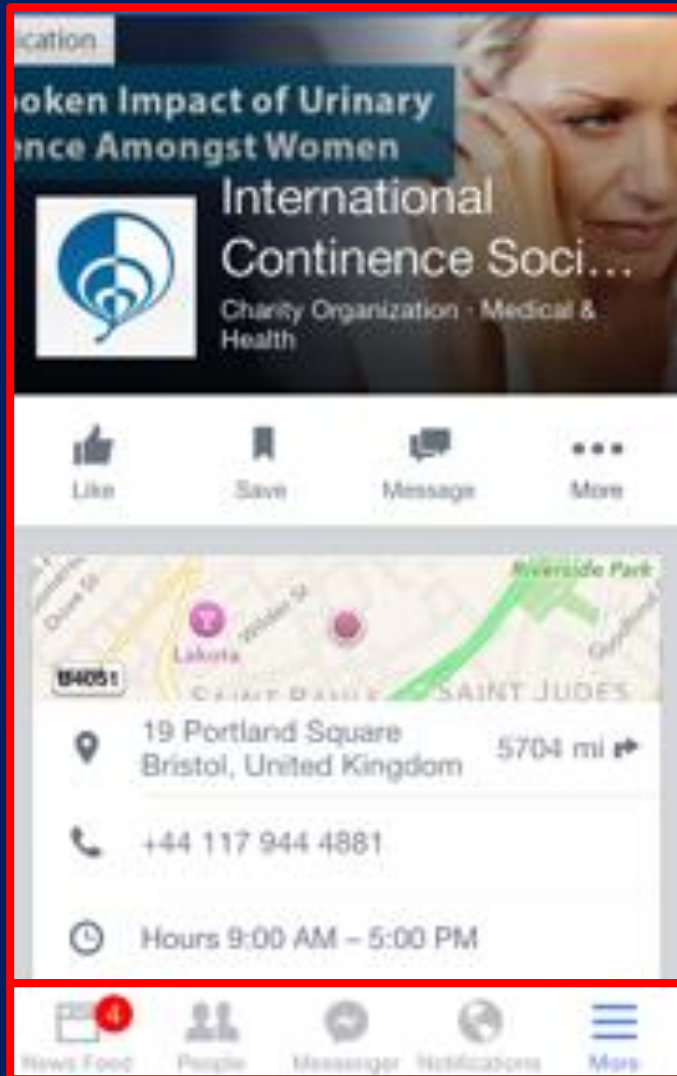
- Examined relationship between daily reported cases of cholera in Haiti (Blue) with volume of news media articles (Red: Healthmap “HM”) and Twitter activity (Green)



- Trends from informal sources correlated with official case data and were available more rapidly
- Concluded that informal data can be complementary with official data in the outbreak setting to get timely estimates of disease dynamics

Facebook

Facebook and the ICS



PROFILE: include address, invite friends to like your page, upload links to articles, photos, etc.

TABS:

- **News feed:** timeline of posts from friends in chronological order
- **Requests:** people asking you to be their friend
- **Messages:** private direct messages
- **Notifications:** alert that someone interacted with your content

Facebook and ICS

- News and Research Updates
- Conferences
- Networking
- Advertising
- Source of Data

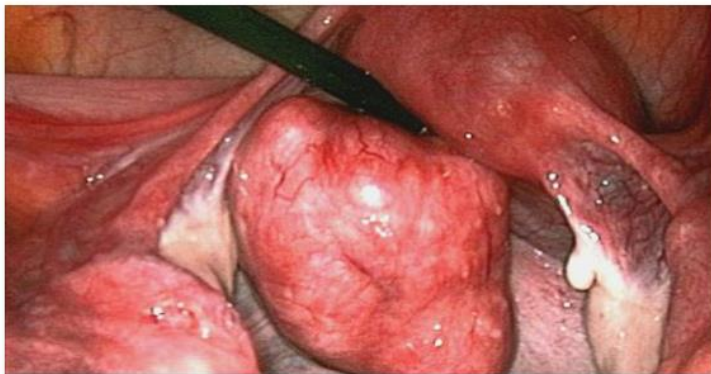
News and Research Updates on Facebook



Medscape

April 30 at 7:25 PM

Johnson & Johnson is suspending power morcellator sales due to cancer risk. <http://bit.ly/1rPwFVO>



Medscape: Medscape Access

<http://www.medscape.com/viewarticle/824371>

19 Likes



Like



Comment



Share



American Urological Association

October 13 at 6:30 PM

Diane K. Newman, DNP (left), E. Ann Gormley, MD (center), and Deborah J. Lightner, MD (right) at AUA Headquarters filming a panel discussion on the Amended Guideline for OAB.



7 Likes



Like



Comment



Share

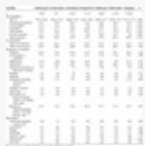
News and Research Updates on Facebook



Obstetrics & Gynecology

October 7 at 12:30 PM · ⚙️

In a new original research article, "Discontinuation of Treatment Using Anticholinergic Medications in Patients With Urinary Incontinence," Dr. Kalder and colleagues conclude that "patients with UI demonstrate high discontinuation rates for anticholinergics with on... [Continue Reading](#)



Discontinuation of Treatment Using Anticholinergic ...

journals.lww.com

82 Likes



Like



Comment



Share



International Continence Society (ICS)

August 4 · 🌐

Bariatric surgery improves urinary incontinence in obese women bit.ly/1ld7b0c

7 Likes 1 Comment



Like



Comment



Share



International Continence Society (ICS)

August 11 · 🌐

Female Triathletes May Face Incontinence and Other Health Problems bit.ly/1tsUIND

1 Like



Like



Comment



Share

Conferences on Facebook



International Continence Society (ICS)

October 9 at 10:14 AM · 🌐

Interactive final programme for ICS 2014 now available! <http://www.ics.org/news/331>



Interactive final programme now available!

www.ics.org

1 Like



Like



Comment



Share



International Continence Society (ICS)

July 30 · 🌐

The latest issue of our magazine 'ICS News' is out now! This issue features many articles on ICS 2014: What to expect in Rio! bit.ly/1qCw1OE

1 Like



Like




Comment

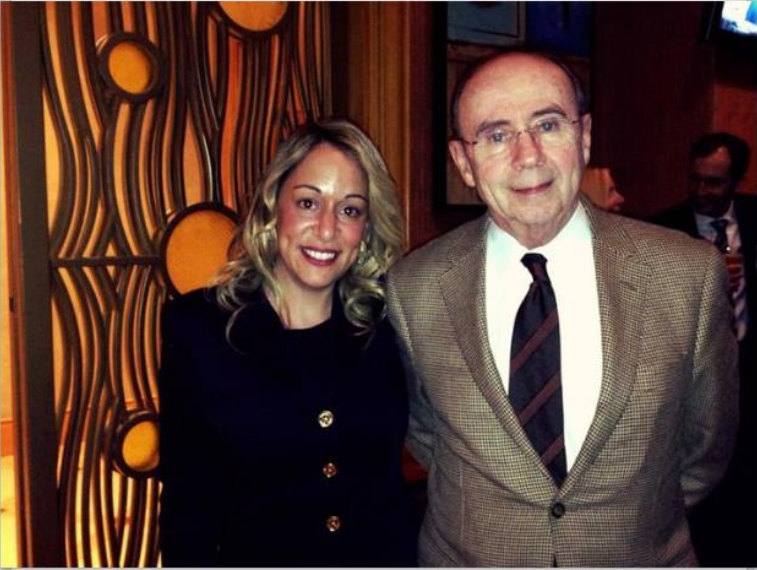


Share

Networking on Facebook

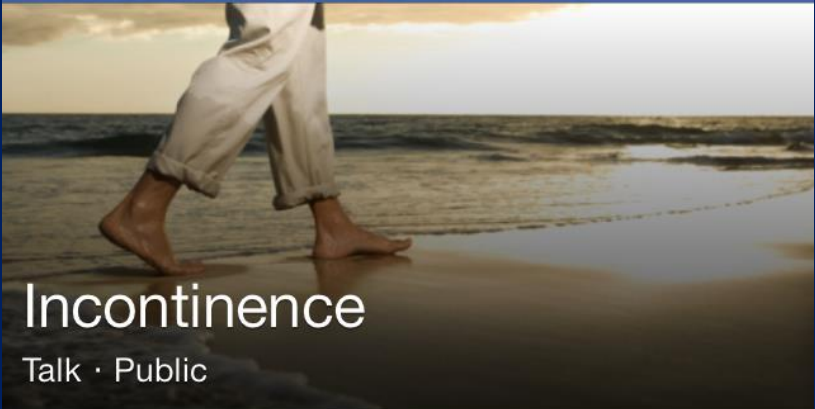
 **Stacy Loeb**
December 5, 2013

Wonderful reunion with my amazing mentor Dr Walsh and many other friends in Bethesda! 1 more conference to go then the holidays! 🎁 😎 — at **National Institutes of Health (NIH)**.



29 Likes 4 Comments

Like Comment Share



Incontinence

Talk · Public

Join Save Invite More

🕒 Wednesday, October 22 at 10:00am in EDT
2 days from now · 84°F / 72°F Chance of a Thunderstorm

📍 Duncan Conference Center
15820 S Military Trl, Delray Beach, Florida 33484

1 going	0 maybe	0 invited
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Advertising on Facebook

erus Eau-Robotic Urology Section
April 26, 2012

What about single port surgery. See this Masterclass in Milan 10-11 May
<http://www.sanraffaele.org/static/upl/Ge/GeneralInfoforregistering.pdf>

<http://www.sanraffaele.org/static/upl/Ge/GeneralInfoforregistering.pdf>
sanraffaele.org

Like Comment Share

 **Quoc-Dien Trinh**
April 30 at 6:07 PM near Boston, MA

Tune in to **SiriusXM Radio 81** tonight at 7:30 pm as I join **Stacy Loeb** and **Jesse Sammon** on the air to talk about robot-assisted vs. open radical prostatectomy.

9 Likes

Like Comment Share

International Continence Society in Rio de Janeiro

Public

Join Save Invite More

October 20 - October 24
Oct 20 at 12:00am to Oct 24 at 12:00am

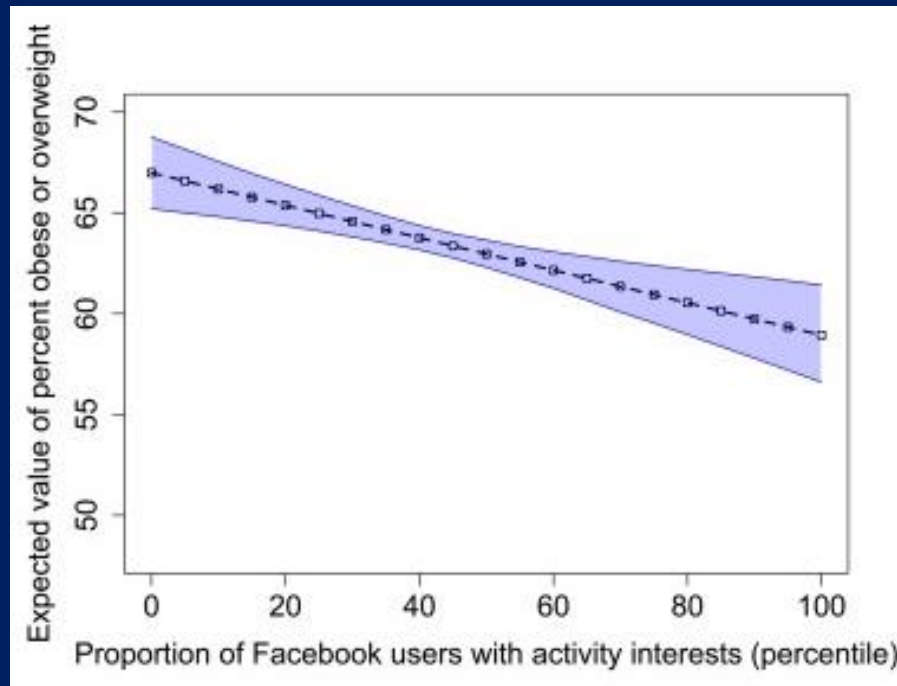
Rio de Janeiro, Rio de Janeiro
23900 Rio de Janeiro, Rio de Janeiro

1 going	0 maybe	0 invited
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Invite Friends

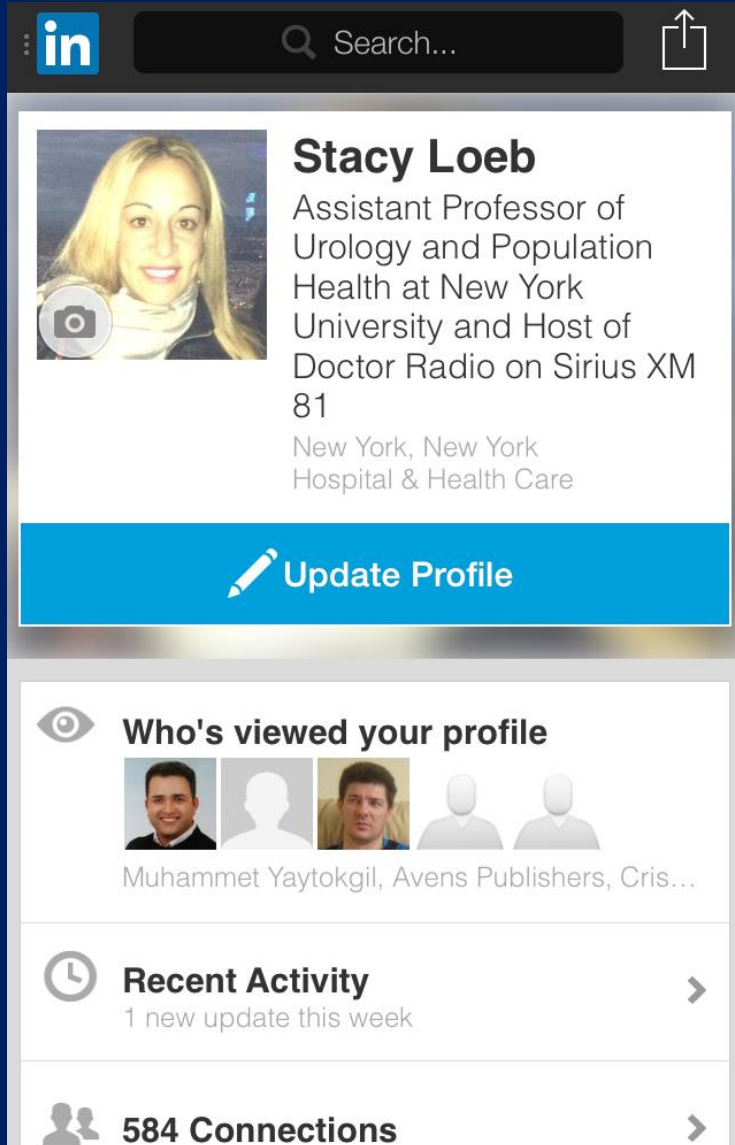
Source of Data for Research

- Examined the relationship between user interests on Facebook and obesity prevalence across the USA
 - Greater proportion of Facebook users with activity interests
→ lower percent obese/overweight



Other Platforms: LinkedIn and YouTube

LinkedIn for ICS Members



The screenshot shows a LinkedIn profile for Stacy Loeb. At the top left is the LinkedIn logo. To its right is a search bar with the text "Search...". Further right is a share icon. Below the search bar is the profile picture of Stacy Loeb, a woman with blonde hair. To the right of the profile picture is her name "Stacy Loeb" in bold, followed by her title "Assistant Professor of Urology and Population Health at New York University and Host of Doctor Radio on Sirius XM 81". Below this is her location "New York, New York" and her industry "Hospital & Health Care". A blue button with a pencil icon and the text "Update Profile" is positioned below the profile information. Below the button is a section titled "Who's viewed your profile" with an eye icon. It shows five profile pictures: one real person (Muhammet Yaytokgil) and four generic silhouettes. Below the pictures is the text "Muhammet Yaytokgil, Avens Publishers, Cris...". Below this is a section titled "Recent Activity" with a clock icon and a right-pointing arrow. It shows "1 new update this week". At the bottom is a section titled "584 Connections" with a right-pointing arrow.

- Create a profile with your job description, educational information, publications, etc.
- Connect with other individuals and groups
- Give updates on such as emerging research, job promotions, and upcoming events
- Can send email messages to other users within the program

LinkedIn for Research and Professional Updates



Michael Lutz

Assistant Clinical Professor at Oakland...

🕒 2d

“ Lycopenes back in the news. ”



www.renalandurologyne...

Lycopene May Decrease Prostate Cancer Risk



Add a comment...



Alexandre Pelzer

🕒 9d

Alexandre is now Professor Of Medicine at Klinikum Ingolstadt



👍 3 Likes 💬 6 Comments



Oliver Hultman Patschan Stort Grattis!



Dietmar Dinter Toll, herzlichen Glückwunsch!



Congratulate

YouTube

- A useful place for “how to” videos, the ICStelevision channel, or to post your own content to a wide audience



- Drawback: Some information can be misleading (ex: AUA abstract PD 29-09 from NYU showed lack of critical content in majority of YouTube videos on vaginal mesh)

My Tips for Social Media Success

- Identity
 - Include your photo/clinic logo (“don’t be an egg”), contact information
- Up-to-date content/ timeliness
 - Always post if you or someone in your practice speaks at a conference, has a media interview, publishes a paper, etc. including links
- Be responsive and interactive
 - If someone posts a comment on your facebook page or tweets a comment to you, check for these and write back
 - Follow back interesting people who follow you, “like/share” or “favorite/retweet” good content by others

My Tips for Social Media Success

- Advertising
 - If publicizing a new treatment, course, webinar, support group, clinical trial, etc. **include links** to more information/registration (make it easy to participate)
- Professionalism
 - Numerous medical societies have codes of conduct for social media

AUA SoMe Code of Conduct

- **Be Professional.** If you identify your affiliation with the AUA, your social media activities should be consistent with the AUA's professional [Code of Ethics](#).
- **Protect Confidentiality.** Never post or disclose protected health information or other personal health information of patient, to include information that may allude to or actually identify a patient (name on scans, faceless picture, etc.), whatever the format may be.
- **Allow for Interaction.** Always act in a professional and constructive manner. Spirited and passionate discussions and debates are acceptable, but be respectful of others and their opinions.
- **Be Courteous.** Refrain from using threatening or discriminatory remarks, personal insults or obscenities.
- **Exercise Discretion.** Be mindful of copyright and plagiarism laws when publishing someone else's work.
- **Support our Identity.** The AUA is best represented by its members and what you publish or share may reflect on the AUA.
- **Be Thoughtful.** Remember, what you publish will be public for a long time.

BJUI SoMe Guidelines

- 1. Always consider that your content will exist forever and be available to everyone.
- 2. If you are posting as a doctor, you should identify yourself.
- 3. State that your views are your own if your institutions are identifiable.
- 4. Your digital profile and behaviour online must align with the standards of your profession.
- 5. Avoid impropriety - always disclose potential conflicts of interest.
- 6. Maintain a professional boundary between you and your patient.
- 7. Do not post content in anger and always be respectful.
- 8. Protect patient privacy and confidentially at all times.
- 9. Alert colleagues if you feel they have posted content which may be deemed inappropriate for a doctor.
- 10. Always be truthful and strive for accuracy.

Conclusion

- Use of twitter in medicine continues to expand
 - Useful for news, research updates, conference participation, educational activities, advocacy, networking, crowd-sourcing, advertising, and even as a potential source of data
- Facebook is a larger community – also some role for major news, research updates, advertising, networking, and possibly even data collection
- ICS members should take advantage of the growing professional applications of social media

More Information

- Article for Urology Match website:
www.urologymatch.com/StacyLoeb
- American Urological Association webinar:
www.auanet.org/education/videos-webcasts.cfm
- Prezi by Dr. Marnique Basto (Melbourne, Australia): http://prezi.com/atfclxs3qtuo/uro-somesphere/?auth_key=7ce193a7185240d7395155a822eb0a9a91edb601

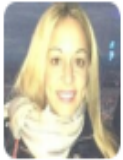
See you online!

Press the button
and I'll see you
on Twitter!



0

Tweet



Stacy Loeb, MD

@LoebStacy

Twitter has taken medicine by storm and is here to stay. The potential applications are myriad. Get in on the action now or get left behind!