

# Selling your work to colleagues and society: how to use social media

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You can download these slides from [www.jonotter.net](http://www.jonotter.net)

# Disclosures & credits

In the last 3 years:

- Consultancy fees to Gama Healthcare Ltd.
- Lecture fees to ACIPC, Becton Dickenson, Bioconnections, GovToday, Healthcare Estates, IPS, Serosep, Society For Applied Microbiology, Webber Training, and 3M.
- Academic fees to EIDO Ltd, Infectious Diseases Society of America, Imperial College London, Journal of Hospital Infection, and Woodhead Publishing Ltd.
- Research funding from the Guy's and St. Thomas' Charity, NIHR, FDA, Pfizer.
- Part-time employment at Bioquell (ended 03/2015).

Image credits:

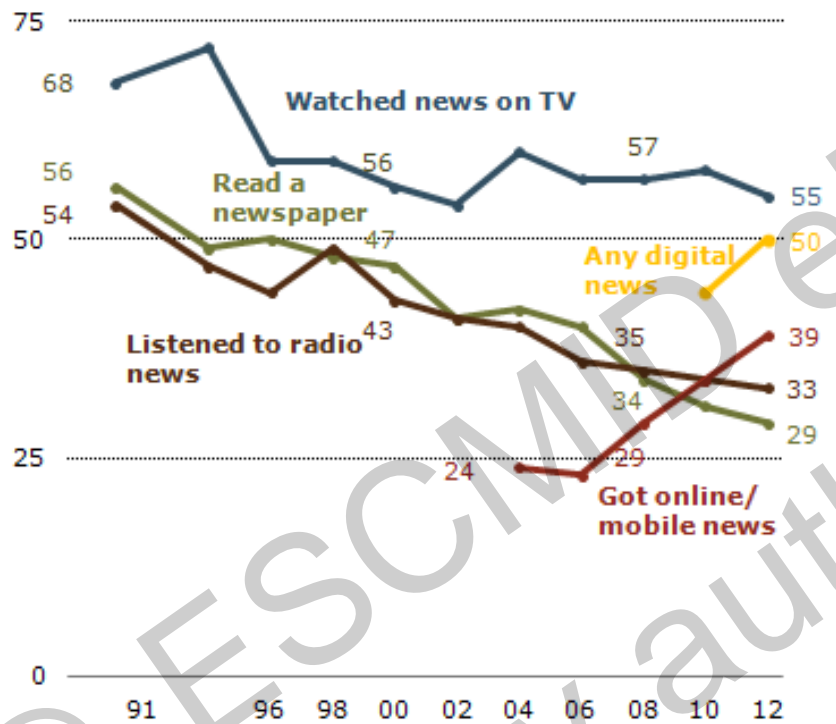
- Social Media, Social Media Phone, Social Media Montage, Mobile Device Size Evolution, Dinosaur.

“STOP WASTING TIME  
ON SOCIAL MEDIA AND  
DO SOME REAL WORK”

Slight (and only slight) paraphrase of a Professor's comment to me during a recent discussion about whether an infection control journal should have an active Twitter feed.

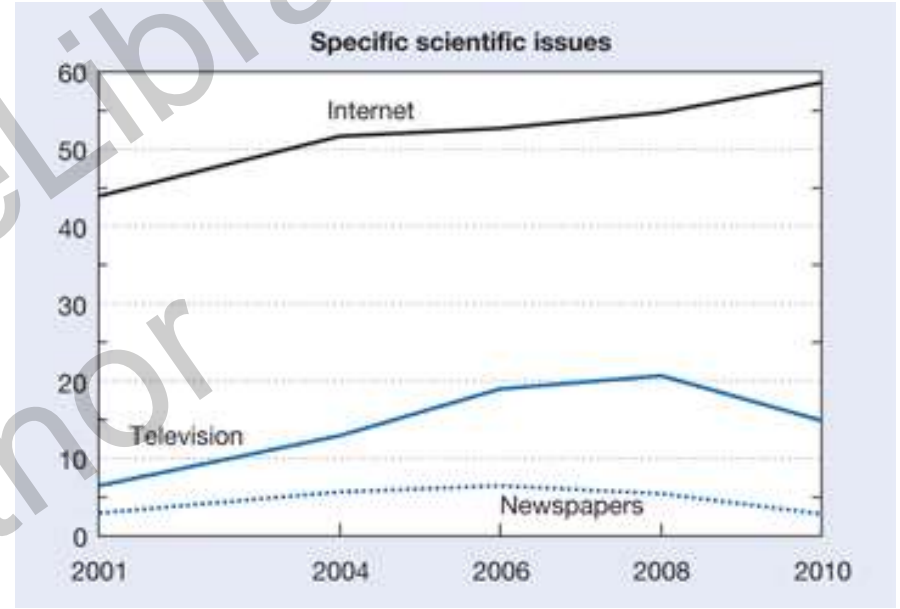
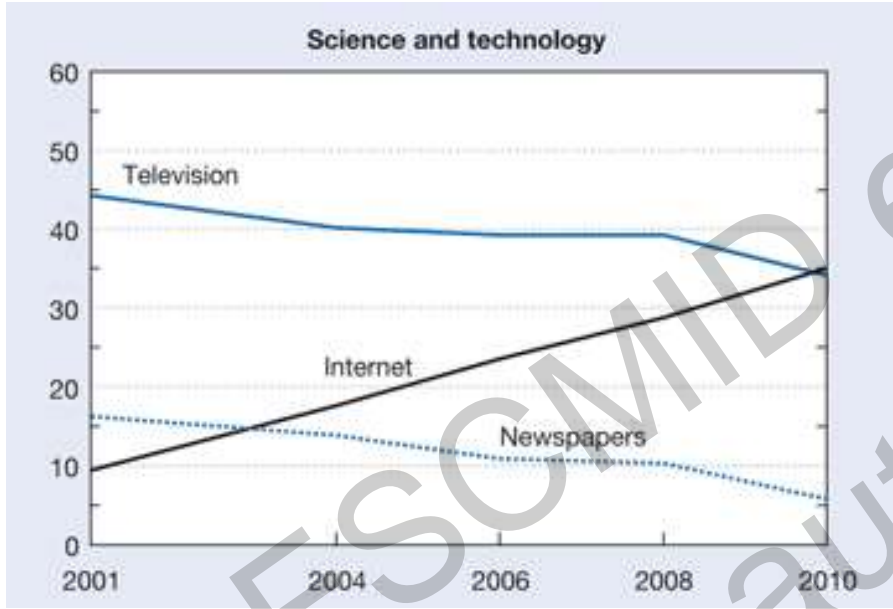
# The way we're learning is changing

## Where People Got News Yesterday



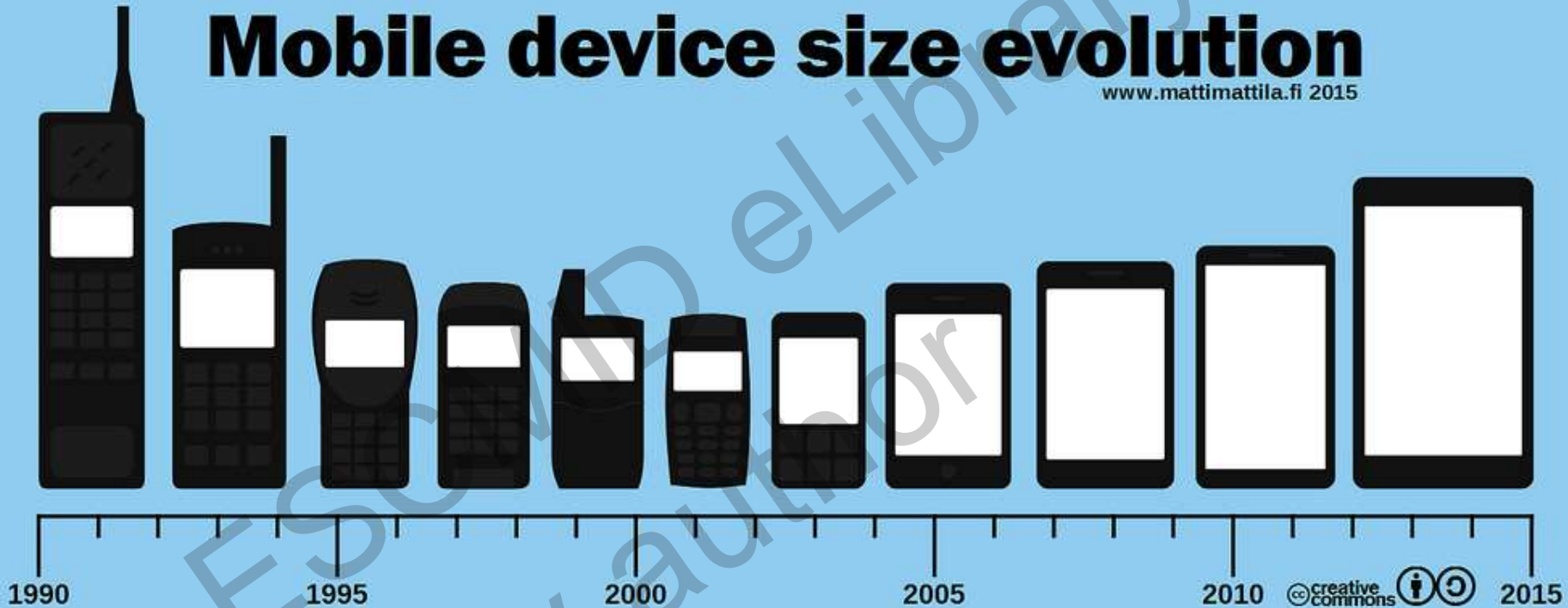
PEW RESEARCH CENTER 2012 News Consumption Survey. Q9, Q11, Q13, Q17, Q20 Q21, Q70, Q75, Q82, Q87.

# Google it.



# Mobile device size evolution

www.mattimattila.fi 2015



1990

1995

2000

2005

2010

2015



WhatsApp



Vimeo



YouTube



Tumblr



Vine



LinkedIn



Facebook



Twitter



Instagram



# What is social media?

Social media describes web-based applications that allow people to create and exchange content to include:

- blogs and microblogs (such as Twitter),
- internet forums (such as doctors.net),
- content communities (such as YouTube and Flickr), and
- social networking sites (such as Facebook and LinkedIn).



# Social media – common features

- Instant
- Short
- Online dialogue
- Public
- Web-based
- Always on
- Free

# Social media – common features

- Instant *gratification! No rigour*
- Short *attention span*
- Online dialogue *with non-expert idiots*
- Public *sharing of dirty laundry*
- Web-based *unreliable sources*
- Always on *never home*
- Free *you get what you pay for*



# Selling your ideas (or anything, really)

Know your audience



Understand the need



Listen to the client



Be part of a convincing brand

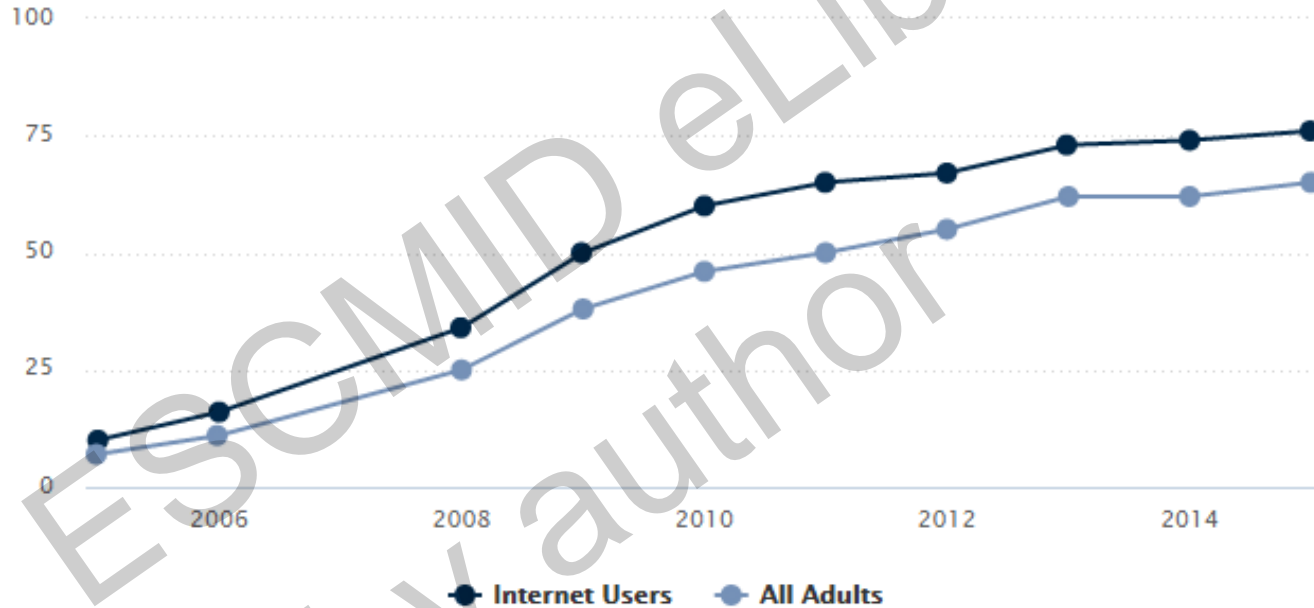


Be quietly tenacious

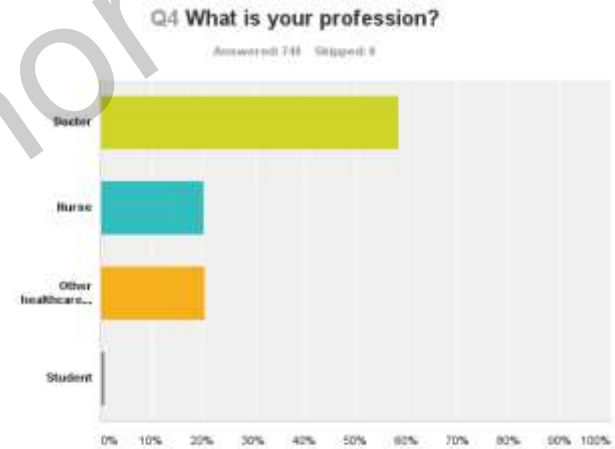
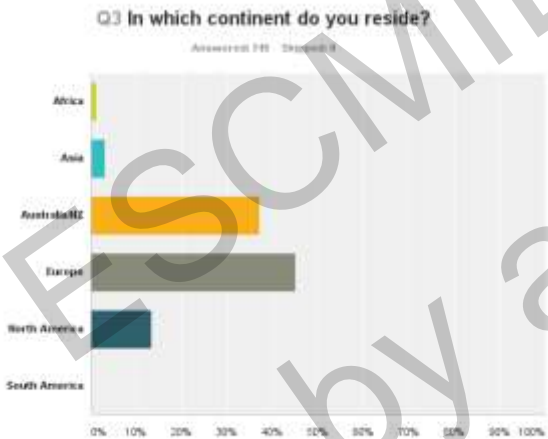
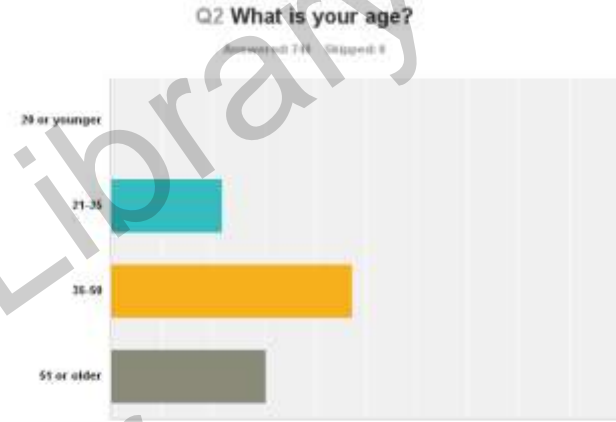
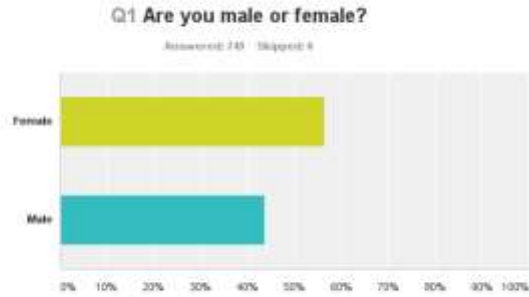
@ESCMID  
by author

# Trends in social media use

*% of all American adults and internet-using adults who use at least one social networking site*



# Social media use by healthcare professionals

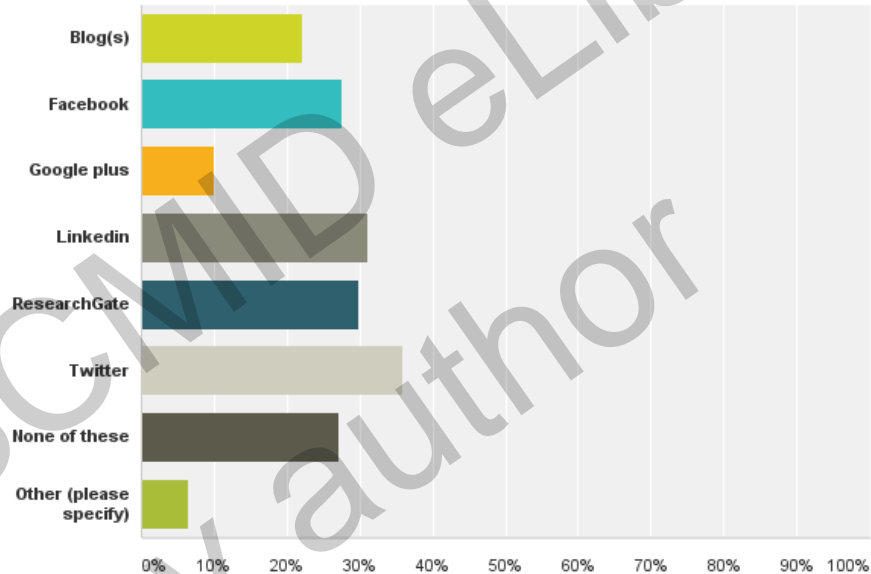


n=749.

# Social media use by healthcare professionals

Q5 Do you use any of the following social media sites regularly for professional use?  
Select any that apply

Answered: 742 Skipped: 7



n=749. No significant correlation between gender, age, location or profession, and social media use.

# Twitter use by healthcare professionals

		Total	Twitter user	%	Univariate	Multi-variable	OR	95% CI
Gender	Female	422	137	32.5	<b>0.048</b>	<b>0.003</b>	<b>0.6</b>	<b>(0.4-0.8)</b>
	Male (reference)	327	129	39.4	-			
Age	34 or less	165	59	35.8	0.279	0.105	1.5	(0.9-2.3)
	35-50	355	137	38.6	<b>0.048</b>	<b>0.011</b>	<b>1.6</b>	<b>(1.1-2.3)</b>
	51 or older (reference)	229	70	30.6	-			
Location	Africa	9	7	77.8	0.097	0.060	4.8	(0.9-25.0)
	Asia	23	7	30.4	0.154	0.302	0.6	(0.2-1.6)
	Australia/NZ	279	70	25.1	<b>&lt;0.001</b>	<b>0.007</b>	<b>0.5</b>	<b>(0.3-0.8)</b>
	Europe	338	135	39.9	0.209	0.302	0.8	(0.5-1.2)
	North America (reference)	100	47	47.0	-			
Profession	Doctor (reference)	438	128	29.2	-	-		
	Nurse	152	59	38.8	<b>0.029</b>	<b>0.004</b>	<b>1.9</b>	<b>(1.2-2.9)</b>
	Other healthcare professional	153	76	49.7	<b>&lt;0.001</b>	<b>0.000</b>	<b>2.3</b>	<b>(1.5-3.5)</b>
	Student	6	3	50.0	0.283	0.536	1.7	(0.3-9.0)

n=749.



# Blogs



- Free and easy to set-up.
- Posts can be as long or short, and regular or irregular as you like!
- Often linked with other social media to spread the word (Twitter, Google+ etc)



# Twitter - individual



- Personal newsfeed
- No trolls
- Time-neutral
- Linked to blog
- Tweep
- Conference #s

A screenshot of a Twitter profile for Jon Otter. The profile includes a profile picture of a man in a suit, a bio identifying him as an Infection Prevention &amp; Control Epidemiologist at Imperial NHS, and statistics for tweets (10.9K), following (173), followers (1,788), and likes (1,998). A pinned tweet is visible, titled "Review on AMR: Report Prevention and Control, reflectionsipc.com/2016/". Below the tweet is a banner for "HEALTHCARE-ASSOCIATED INFECTIONS ARE A CONCERN FOR ALL COUNTRIES". The page also shows navigation tabs for Tweets, Tweets &amp; replies, and Photos &amp; videos, and a bottom navigation bar with a plus sign and the number 7.

# Twitter - organisation



Many hospitals, organisations, some clinical teams, and companies now have active Twitter feeds.





# Twitter - getting started

Register (free!) at [www.twitter.com](http://www.twitter.com)

Create short username (creative, not weird)

Upload selfie (again, creative, not weird)

Write a bio (once again, creative, not weird)

Get following (individuals, organisations, journals)

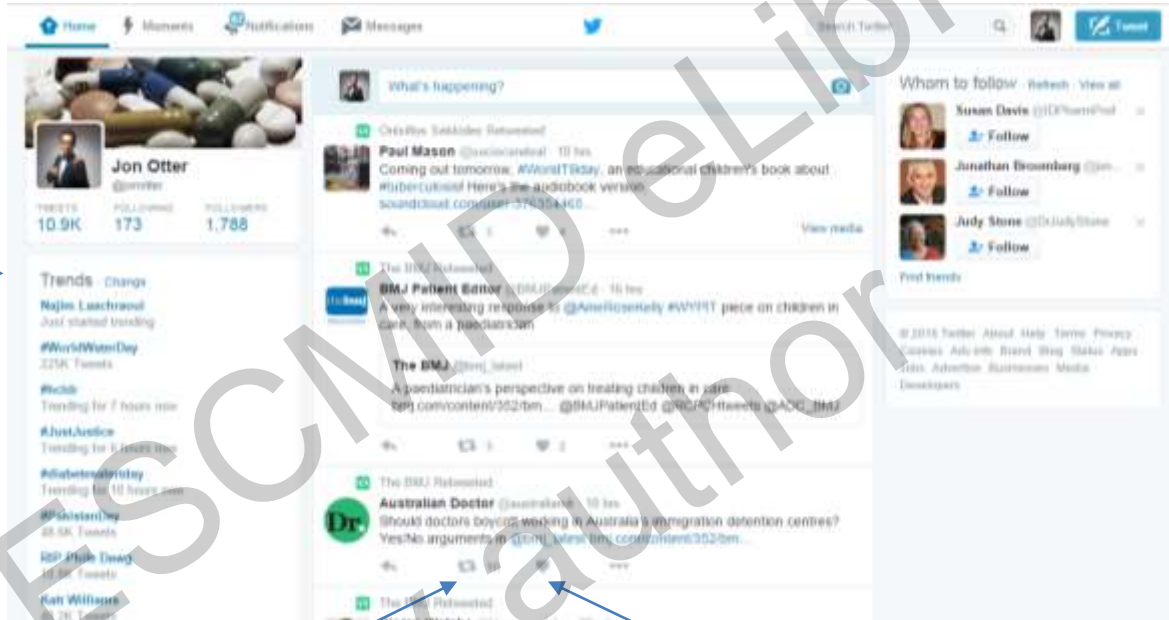
Get tweeting!

# Learning to speak 'Twitter'



Notifications = your Tweets scored some responses

Direct Message (DM) = Twitter's 'email'



# =  
search  
tag

@ =  
Retweet = share with your followers

Retweet = share with your followers

Favourite = Twitter's 'like'

# Learning to speak 'Twitter'



Following = people who follow you

Followers = people who follow you

The screenshot shows the Twitter profile of Jon Otter (@jonotter). The profile header includes a profile picture of a man in a suit, a banner image of pills, and statistics: 10.9K tweets, 173 following, 1,768 followers, and 1,998 likes. The bio section is highlighted with a blue arrow and the word 'Bio'. The bio text reads: 'Infection Prevention & Control Epidemiologist. @ImperialNHS @HPRUJamr. Sides/bio here: jonotter.net. HCAI talk: tALK/1F3QsvR. PhD+'. Below the bio is a tweet from Jon Otter dated Mar 22, titled 'Review on AMR: Report on Infection Prevention and Control, and Surveillance', with a link to reflectionsipc.com. Below the tweet is a graphic with the text 'HEALTHCARE-ASSOCIATED INFECTIONS ARE A CONCERN IN ALL COUNTRIES' and a statistic '7 to 10% of every 100 hospitalised'. To the right of the profile is a 'Your Tweet activity' section showing a bar chart of impressions over 24 hours and a 'Who to follow' section with two suggestions: Susan Davis and Judy Stone.

Bio →

@

# Learning to speak 'Twitter'



Mention

Favourite

New follower

Retweet



Professional  
network



Academic  
network

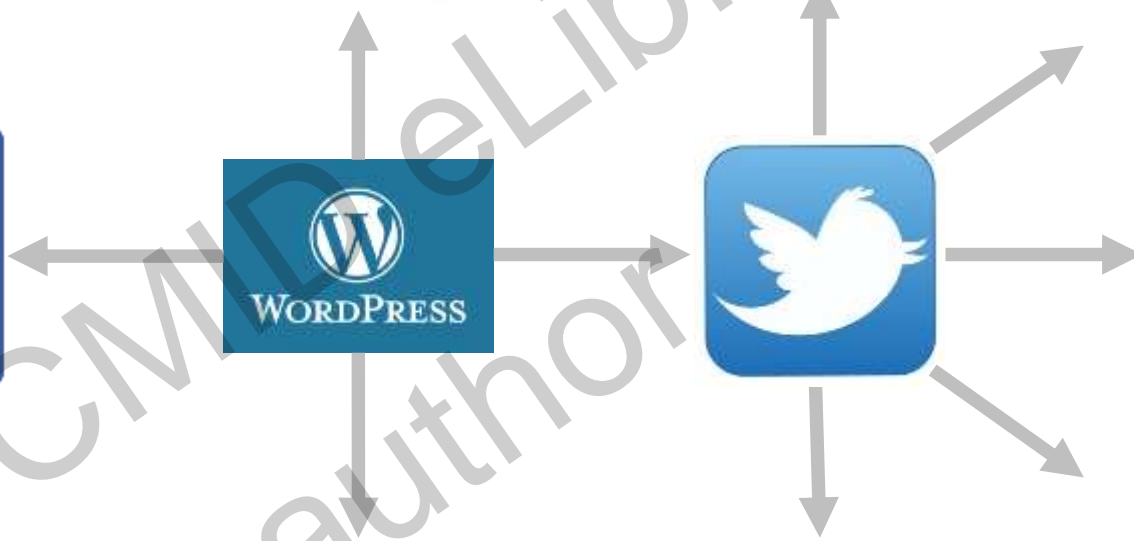


Social  
network

@

ESCMID eLibrary  
by author





@ESCM by author by author eLibrary

# Social media & new possibilities for IPC/ID

- Surveillance (e.g. pandemics, post-discharge surveillance for SSI)<sup>1</sup>
- Healthcare regulation<sup>2</sup>
- Public engagement<sup>3</sup>
- Patient reminders e.g. to take antibiotics (or not!)<sup>4</sup>
- New opportunity for dialogue with patients<sup>5</sup>
- Surprisingly accurate public healthcare info<sup>6</sup>
- Conferences with a louder voice<sup>7</sup>

1. Charles-Smith *et al.* *PLoS One* 2015;10:e0139701.
2. Bouwmann *et al.* *BMC Health Serv Res* 2015;15:325.
3. Dyar *et al.* *J Antimicrob Chemother* 2014;69:2568-72.
4. Odone *et al.* *Hum Vaccin Immunother* 2015;11:72-82.
5. Doctors' use of social media guidelines. (GMC).
6. Chew & Eysenbach. *PLoS One* 2010;5:e14118.
7. Kiernan & Wigfglesworth. *J Infect Prevent* 2011;12:224-225.

# Summary

- Social media will not replace conventional media
- Risks of engaging social media include:
  - Time, Unhelpful interactions, New liabilities
- Benefits include:
  - Improve exposure, Useful interactions
- What do you want out of social media?

# Resources and Blogroll

## Resources:

- The Health Communicator's Social Media Toolkit (CDC.gov).
- How to use social media for science (Elsevier).
- Doctors' use of social media guidelines. (GMC).
- Review of Twitter for Infectious Diseases Clinicians: Useful or a Waste of Time? (Goff *et al. Clin Infect Dis* 2015;1533-1540).
- **The use of social media in the dissemination of information from scientific meetings** (Kiernan & Wigfglesworth. *J Infect Prevent* 2011;12:224-225.)
- A Scientist's Guide to Social Media (Sciencemag.org).
- Online collaboration: Scientists and the social network. (Nature.com).

## Blogroll:

- Aetiology\*
- Bad Science
- Controversies in HAI
- Reflection on IPC
- Musings on Infection
- Virology Down Under

\* Thanks to Dr Tara Smith for sharing slides with me from a similar talk.  
For more extensive Blogrolls go to Reflection on IPC or Controversies in HAI.

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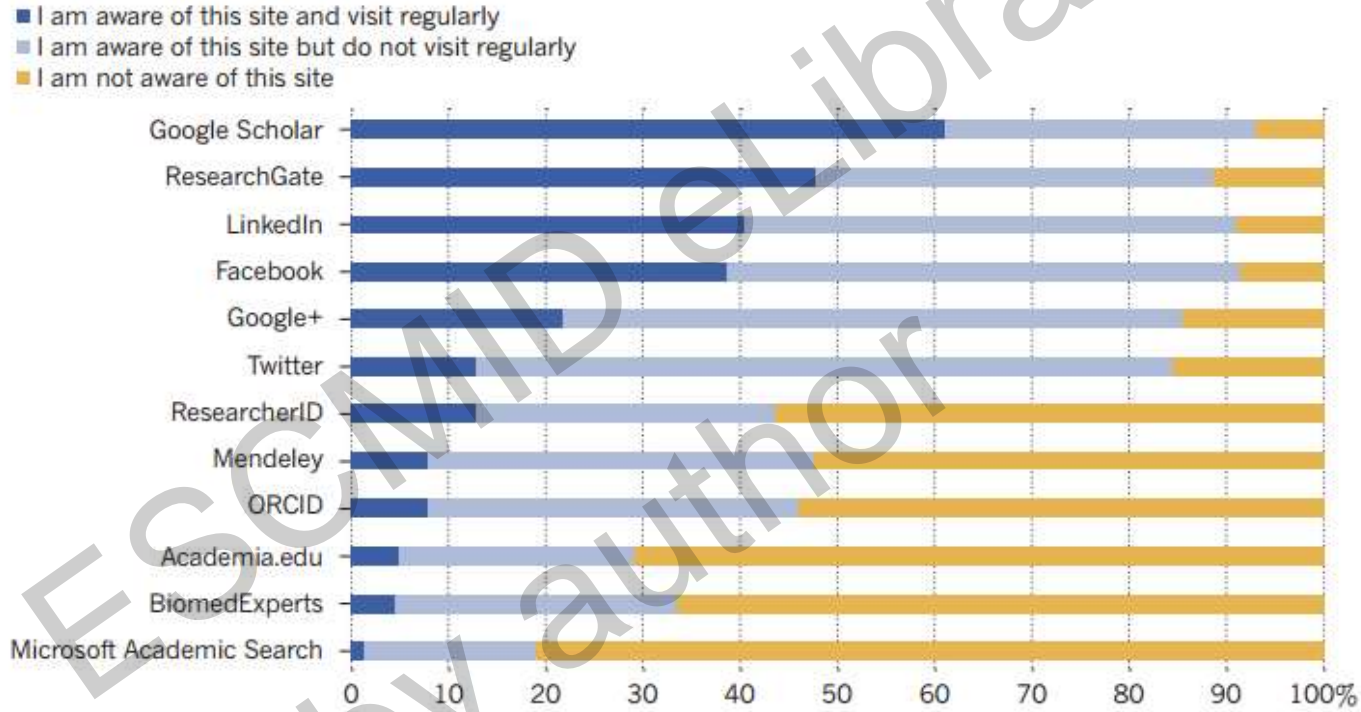
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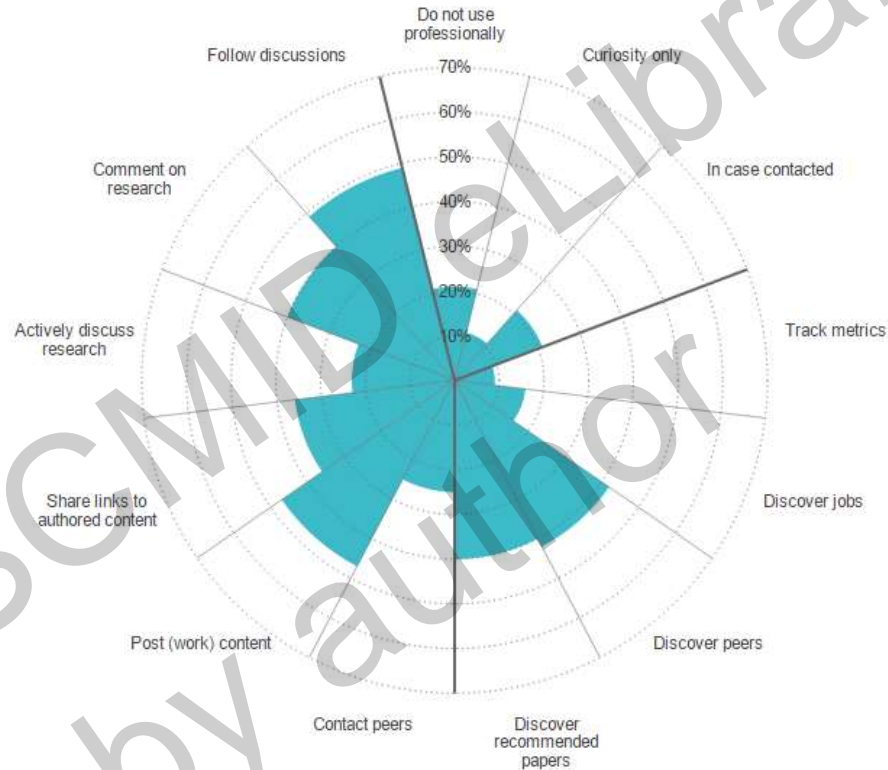
You can download these slides from [www.jonotter.net](http://www.jonotter.net)

# Social media use among scientists



van Noorden. *Nature* 2014;512. Nature survey of 3500 scientists from 95 countries.

# How scientists use social media



van Noorden. *Nature* 2014;512. Nature survey of 3500 scientists from 95 countries.