Twitter for Travel Medicine

Sarah Kohl, MD

*No financial relationships with any commercial products or services discussed in this presentation
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Within the next decade, you won’t be able to be a successful scholar without having some activity on [social] media.

-Jason Frank, MD
Royal College of Physicians and Surgeons of Canada
Handout:

@SarahKohlMD
SarahKohlMD.com/ECCMID

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#ECCMID2017
Why Twitter?

@SarahKohlMD  #ECCMID2017
Connect

@SarahKohlMD  #ECCMID2017

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Professional Networking
2008: 34 Healthcare Professionals
2014: 75,000 Healthcare Professionals
2014:
152,000 Tweets
every day

@SarahKohlMD  #ECCMID2017
Brandwatch 2016
Your patients are looking for you
Share ideas & developments

@SarahKohlMD  #ECCMID2017
Counter pseudoscience and ‘alternative facts’

@SarahKohlMD  #ECCMID2017
60% trust a post from a doctor.
Promote Ideas
And papers
Collaborate
Over distance
Learn

Even if can’t attend

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Research

Outbreaks and migrations

@SarahKohlMD  #ECCMID2017
Public Service Announcements

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HOW TO USE TWITTER?

@SarahKohlMD  #ECCMID2017
More involvement

- Share live video content
- Participate in chats and journal clubs
- Share information with general public and colleagues
- Search Twitter for information & follow experts
- Follow hashtag from a conference or a topic of interest

@SarahKohlMD  #ECCMID2017  Journal Travel Medicine 2016
Tweet

@Name

#subject

Engaging image

Link to source

Bird flu discovered at Northwest Georgia poultry breeding operation

Stepped up monitoring is underway after a flock of chickens at a commercial poultry breeding operation in Chattooga County, Ga., tested p...

timesfreepress.com

@SarahKohlMD

#ECCMID2017
Tweet

@Name

#subject

Link to source

Engaging image
Tweet

@Name
@Othername

Link to source

Engaging image
Search Bar to find
#subjects
@people
Feather pen to author a tweet

@SarahKohlMD #ECCMID2017
Follow
Conferences and topics

@SarahKohlMD  #ECCMID2017
# Hashtags organize ideas

@SarahKohlMD  #ECCMID2017
Follow Hashtags

• #AntibioticResistance
• #VaccinesWork
• #tvlmed
• #ECCMID2017
Search for Info and Experts

@SarahKohlMD  #ECCMID2017
Share

• Content
Share

• Content
• Insights
Share

• Content
• Insights
• Conferences
Share

• Content
• Insights
• Conferences
• With hashtags
Images Increase Engagement

@SarahKohlMD  #ECCMID2017
Schedule curated content
Participate in Chats

@SarahKohlMD  #ECCMID2017
Do

• Maintain professionalism
Do

• Maintain professionalism
• Give accurate information
Do

• Maintain professionalism
• Give accurate information
• Connect with colleagues &
general public

@SarahKohlMD    #ECCMID2017
Don’t

• Misleading or confusing text
Don’t

• Misleading or confusing text
• ‘Retweet’ or ‘favorite’ without reading attached article
Don’t

• Misleading or confusing text
• ‘Retweet’ or ‘favorite’ without reading attached article
• Reveal information about a patient
Don’t

• Misleading or confusing text
• ‘Retweet’ or ‘favorite’ without reading attached article
• Reveal information about a patient
• Give personal medical advice
Don’t

• Misleading or confusing text
• ‘Retweet’ or ‘favorite’ without reading attached article
• Reveal information about a patient
• Give personal medical advice
• Give results of ongoing trials
Handout:

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