Fellows Advancement Skills Training in Clinical Research (FAST-CaR)

Twitter Bootcamp

Nooshin Latour
CTSI Communications & Marketing
@CTSIatUCSF / @nooshin

2/5/2020
Clinical & Translational Science Institute (CTSI)

@CTSIatUCSF

- Promote relevant funding / opportunities, events, deadlines, resources, services
- Highlight research and researchers CTSI’s supported, news stories
- Retweet campus and external partners’ content (cross promotion, sometimes by direct request)
- Follow UCSF official Twitter account guidelines
UCSF Social Media Guidelines for Personal, non-UCSF Accounts
http://tiny.ucsf.edu/smpersonal

UCSF Social Media Guidelines for UCSF Hosted or Branded Accounts
http://tiny.ucsf.edu/smucsfbranded

UCSF Code of Conduct
http://tiny.ucsf.edu/ucsfcodeofconduct

Source: https://communicators.ucsf.edu/policies#Social-Media
What can Twitter do for you?

- Demonstrate your savvy
- Network before, during, after an event
- Interact with otherwise inaccessible people/brands
- Make yourself available for new connections
- Follow topics/people of interest

Source: Arezu Sarvastani, UCSF Assistant Director, Social Media
Getting Personal

How much should you share?

- Be yourself
  - If you’re a sharer, be a smart sharer
  - If you’re more reserved, don’t force it
- Don’t share info that isn’t yours to share
  - That includes UCSF info (crisis comms)
- Don’t say anything you wouldn’t want to explain to your boss

Source: Arezu Sarvastani, UCSF Social Media
Tips & Tricks

- Use your face as your photo
- Use your bio to tell people what you want to talk about, areas of expertise
- Follow the right people/brands
- Always play nice
- Don’t feed the trolls

Source: Arezu Sarvastani, UCSF Social Media
Social Media in Academia and Nephrology

Sri Lekha Tummalapalli, MD, MBA

@LTummalapalli
Agenda

- Benefits of Social Media in Academia
- Social Media in Nephrology
Social Media in Research

- Keep up-to-date on latest research
  - Follow and participate in discussions with experts
  - Source of research ideas and collaborators
- Disseminate your research
  - Establish recognition
Social Media in Medical Education

● Amplify reach in medical education
- Clinical pearls - Tweet threads
- Interesting case
- Link to powerpoint slides
- Algorithm from chalk talk
- Short videos (Animoto, Powtoon, Movavi)

● Establish recognition as a clinical educator
Social Media in Clinical Care

- Crowdssource complex cases
  - #AskRenal
  - ASN Communities

- Discuss controversial clinical topics

- Engage with patients

Tiffany | #LupusChat
@TiffanyAndLupus
Calling out @SLeonMD @DrNimraS @womeninnephro
Are lupus class kidney stages different than CKD? I’m asking about a dual diagnosis of stage 3 & 5 after being biopsied. #AskASN
Collaboration/Making Connections

Conversations Between Nephrologists at #KidneyWk

Network analysis of conversational tweets among nephrologists. Data from the Healthcare Social Graph® — Symplur.

symplur
Specialty #Hashtags

106 registered nephrology #hashtags

#NephJC        #NSMC        #AskRenal        #AskASN

#Nephpearls    #Nephforward    #Neph Madness
Conference Live-Tweeting

- Use official conference hashtag
- Clear pictures from slides (Uscanner, YouCam, Office Lens)
Conference Live-Tweeting

- Use official conference hashtag
- Clear pictures from slides (Uscanner, YouCam, Office Lens)
### Twitter Journal Clubs

<table>
<thead>
<tr>
<th>Journal Club</th>
<th>Twitter Handle</th>
<th>Hashtag</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nephrology Journal Club</td>
<td>@nephjc</td>
<td>#nephjc</td>
</tr>
<tr>
<td>iForumRx Online Journal Club</td>
<td>@iforumrx</td>
<td>#iforumrx</td>
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<tr>
<td>Radiation Oncology</td>
<td>@rad_nation</td>
<td>#radonc</td>
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<td>Geriatric Medicine Journal Club</td>
<td>@GeriMedJC</td>
<td>#GeriMedJC</td>
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<td>International Psychiatric Journal Club</td>
<td>@PsychiatryJC</td>
<td>#PsychJC</td>
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<td>Duke Anesthesiology Journal Club</td>
<td>@Duke_Anesthesia</td>
<td>#AnesJC</td>
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<td>Rheumatology Journal Club</td>
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<td>#RheumJC</td>
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<td>Amyloidosis Journal Club</td>
<td>@Amyloid_Planet</td>
<td>#amyloidosisJC</td>
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<td>GIM Journal Club (General Internal Medicine)</td>
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<td>#GenMedJC</td>
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<td>General Practice Journal Club</td>
<td>@GPjournalclub</td>
<td>#GPJC</td>
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<tr>
<td>EAST Journal Club (trauma surgery)</td>
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<td>#EASTjc</td>
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<td>Pathology Journal Club</td>
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<td>#PathJC</td>
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<td>Family Medicine Online Journal Club</td>
<td>@FamilyMedJC</td>
<td>#FamilyMedJC</td>
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<td>International Pediatric Nephrology Journal Club</td>
<td>@IPNA_PedNeph</td>
<td>#IPNAJC</td>
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<td>Dermatology Pathology Journal Club</td>
<td>@DermPathJC</td>
<td>#DermPathJC</td>
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<td>Twitter Echo Journal Club</td>
<td>@ASE360</td>
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<td>Intensive Care Medicine Journal Club</td>
<td>@ICMJC</td>
<td>#ICMJC</td>
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<td>Pediatric Hospital Medicine Fellow Journal Club</td>
<td>@PHMFellowJC</td>
<td>#PHMFellowJC</td>
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<tr>
<td>Vascular Medicine Journal Club</td>
<td>@VMJ_SVM</td>
<td>#VascMedJC</td>
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Social Media Internships - Nephrology Social Media Collective

- Instruction via monthly calls
  - Visual Abstract
  - Blog post - Renal Fellow Network
  - Contribute to educational websites

- Slack Community
Professionalism - Values from the Nephrology Social Media Collective
#NephMadness

- Virtual bracket competition during March
Association of Medical Journal Social Media Editors (SMEs) - informal listserv of SMEs from 19+ journals
- Writing tweets
- Managing journal Twitter account
- Journal-based blog
- Visual abstracts
- Running Twitter journal clubs

Questions?
The Academic Medicine Twitterverse

ANDREAS RAUSCHECKER, MD PHD

@DrDreMDPhD
How do I start tweeting?

Make an account

Start by retweeting (with or without comment)

Share articles you see (in journals, in news, etc), with a comments

Follow others and get their news
Benefits of Tweeting for Academic Physicians

Get to know the community
Benefits of Tweeting for Academic Physicians

Great source of scientific news

- Feed
- Tweet Chats
- Journals each have their own Twitter account
## Discussion / Feedback

### Benefits of Tweeting for Academic Physicians

Andreas Rauschecker @DrDreMDPhD
Check out our #AI algorithm to auto-detect brain MRI lesions across many diseases. We hope this tool makes #radiology measurements more reproducible/accurate/efficient!
@RadRudie @drshuyash @TheAJNR @TheASNR @theASFN @NeuroDx @PennRadiology @UCSFImaging
http://www.ajnr.org/content/early/2019/07/25/ajnr.A6138 ...
pic.twitter.com/vLjKGFpd7I

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Impressions</td>
<td>12,957</td>
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<tr>
<td>times people saw this Tweet on Twitter</td>
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<tr>
<td>Total engagements</td>
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<td>times people interacted with this Tweet</td>
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<td>Media engagements</td>
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<td>number of clicks on your media counted across videos, vines, gifs, and images</td>
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<td>Link clicks</td>
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<td>clicks on a URL or Card in this Tweet</td>
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<td>Detail expands</td>
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<td>times people viewed the details about this Tweet</td>
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<tr>
<td>Profile clicks</td>
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<tr>
<td>number of clicks on your name, @handle, or profile photo</td>
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<tr>
<td>Likes</td>
<td>101</td>
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<tr>
<td>times people liked this Tweet</td>
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Twitter @UCSF

Andreas Rauschecker, MD, PhD

Title(s): Clinical Fellow, Radiology
School: School of Medicine
vCard: Download vCard

Education and Training

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<thead>
<tr>
<th>Institution</th>
<th>Degree</th>
<th>Field</th>
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<tbody>
<tr>
<td>University of Pennsylvania, PA</td>
<td>MD</td>
<td>Diagnostic Radiology</td>
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<tr>
<td>Stanford University, Palo Alto, CA</td>
<td>MD/PhD</td>
<td>Neurosciences, Medical School</td>
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<tr>
<td>Oxford University, Oxford, UK</td>
<td>M.Sc.</td>
<td>Neuroscience</td>
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<tr>
<td>Georgetown University, Washington, DC</td>
<td>S.B.</td>
<td>Biology &amp; Psychology</td>
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Awards and Honors

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<tr>
<th>Year</th>
<th>Award Description</th>
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<tr>
<td>2012</td>
<td>Roger A. Bauman, MD Award</td>
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<tr>
<td>2019</td>
<td>ASNR/RSNA MIT-E Scholarship</td>
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<tr>
<td>2019</td>
<td>RPSNARoots Fellow Research Award</td>
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<tr>
<td>2017</td>
<td>ACR-AUR Research Scholar Program</td>
</tr>
<tr>
<td>2018</td>
<td>NVIDIA GPU Seed Grant</td>
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</tbody>
</table>

Twitter

Tweets by @DrDreMDPhD

Jeff Rudie, MD PhD
@JeffRudie

Just published @FrontNeurosci - Our work using 3D convolutional neural networks for multiclass tissue segmentation of brain tumors and white matter hyperintensities bit.ly/38Xjold@SpyridonBakas @DrDreMDPhD @RachitSaluja @UCSFimaging

Embed

View on Twitter

Publications

Publications listed below are automatically derived from MEDLINE/PubMed and other sources, which might result in incorrect or missing publications. Researchers can login to make corrections and additions. or contact us for help.

List All Timeline


   View in: PubMed


   View in: PubMed
"I think it has reached the point where academic physicians for sure should have a presence, if nothing else, just so they can see what’s going on. It’s like reading journals,” she says. “You can’t put your head in the sand. It’s another source of information.”