

Using Social Media to Heal, to Teach, and to Discover...and get promoted?

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Introduction

- The use of social media, such as Twitter, Facebook, LinkedIn, has become increasingly prevalent among healthcare providers for professional purposes.
- We aim to understand the diverse applications of social media within the field of radiology and to promote introspection on its implementation in one's professional life.

Methods

- A literature search was conducted using the search engine PubMed including the words "Radiology and Social media".
- A plethora of articles populated, with nearly 826 published studies.
- We selectively reviewed twenty-one articles published from 2016 and onward.

Why Medical Trainees should engage with Social Media outlets

Education

- 89% of medical students use social media as a free educational resource.⁵
- Attend journal clubs on X known as "Tweet up/Tweet chats"

Networking

- Personal branding improves recruitment & employment interactions⁴
- Diverse mentorship opportunities are available⁶

Why Attendings and professional societies should engage with Social Media outlets

Research & Journals

- Among the top 50 radiology journals by impact, 70% were represented on X.
- Having X activity is associated with higher citation rates

Educational Promotion

- Increases conference & meeting attendance²
- Radiologists post educational content to promote branding as an educator and/or researcher

Discussion

- Based on the Ransom Survey, 66% of radiologist in the USA use social media for communication purposes among national and international colleagues.¹
- USA radiologists also utilized social media the most for collaborative purposes and sharing ideas and for educational purposes knowledge¹

Conclusions

- Radiologists commonly use their social media platforms to access the latest advancements in the field and communicate with colleagues.
- Social media provides educational resources, mentorship, and a platform to cultivate professional connections.
- Academic communities are adopting innovative means of communications

Selected References

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