

Advanced social media course: Take it to the next level

ESU Course 53

Sunday, 26 March
11:45 - 14:15

Location: Room 13, Capital suite (level 3)

Chairs: J.W.F. Catto, Sheffield (GB)
D. Murphy, Melbourne (AU)

Aims and objectives of this session

Social Media (SoMe) is drastically changing our society. It is not only shaping our personal lives, but it is influencing professional environments, also in the medical field. This advanced social media course is for healthcare professionals who are already active in social media but would like to take it to the next level. The course will cover the following topics:

- Source for scientific research
- Dissemination of content
- Measurement and Analytics – Impact Factor
- Reputation Management
- Guidelines in using social media
- Interaction with patients

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Introduction

J.W.F. Catto, Sheffield (GB)

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Source for scientific research

S. Loeb, New York (US)

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Dissemination of content

S. Loeb, New York (US)

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Measurement and analytics – Impact factor

H. Borgmann, Mainz (DE)

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Reputation management

M.R. Cooperberg, San Francisco (US)

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Guidelines in social media

I. Van Oort, Nijmegen (NL)

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Interaction with patients

I. Van Oort, Nijmegen (NL)

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Discussion