Social Media & Practice Implications

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• No Disclosures
Learning Objectives

- Describe at least three potential risks for the healthcare team when using social media.
- List at least two risk management strategies to minimize your risk when utilizing social media.
- Describe at least two potential advantages to utilizing social media in your practice.
- List at least two ways social media can cause physician stress and impact medical professionals/practices.

What We’ll Cover Today

Social Media – What is it?  Social Media Use in Healthcare  Benefits of Social Media in Practice

Risks of Utilizing Social Media in Practice  Risk Reduction Strategies when utilizing Social Media
What is Social Media?

Definition by Merriam-Webster: forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Social Media Definition

Wikipedia: Social Media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.
Examples of Social Media

Social Media – Here to Stay

Twitter estimated average of 330 million monthly active users across the globe in Q4 of 2017, (4% increase from 2016)

More than 450 million LinkedIn user accounts.

The number of American Facebook users aged 65+ has doubled to 41%. (Pew Research Center)

Facebook to have 1.75 billion users as of Nov. 2018
Social Media Statistics for 2020

- 3.5 billion social media users. (Emarsys, 2019)
- Facebook - most widely used platform – 68% of U.S. adults report they are Facebook users. (Pewinternet 2018).
- Social Media users by generation:
  - 90.4% Millennials
  - 77.5 % Gen X
  - 48.2% Baby Boomers
  (Emarketer, 2019)

https://www.oberlo.com/blog/social-media-marketing-statistics

What Has Social Media Changed?

- The way the world has obtained information
- How we share information
- With technology it’s changed how we interact with each other
- Changing relationships, including the physician-patient relationship
Social Media in Healthcare

According to Evariant (Evariant is a part of Healthgrades)

Social media has become an integral part of many healthcare organizations’ marketing and communications strategies. Across the United States, over 99% of hospitals have an active Facebook page – and an increasing number are also establishing a presence on platforms like Twitter and Instagram.

Social Media Use by Physicians

Survey of more than 4,000 physicians found that:

- more than 90% of physicians use some form of social media for personal activities,
- 65% of physicians use these sites for professional purposes,
- Nearly 1/3 of physicians reported participating in social networks.

Social Media Site – QuantiaMD – survey in 2011