Deploying social media wisely: A transdisciplinary Tweetorial with seasoned colleagues

Panelists:
Fumiko L. Chino, MD
-Radiation oncologist, MSKCC
Tatiana Prowell, MD
-Medical oncologist, Johns Hopkins and US FDA
Syed Ahmad, MD
-Surgical oncologist, U of Cincinnati

Moderator:
Julie Ann Sosa, MD MA
-Surgical oncologist/endocrine surgeon, UCSF

AACI 11/15/2022
Disclosures

- JAS is a member of the Data Monitoring Committee of the Medullary Thyroid Cancer Consortium Registry supported by Novo Nordisk, Astra Zeneca and Eli Lilly. Institutional research funding was received from Exelixis and Eli Lilly.
- FC has no disclosures.
Our distinguished SoMe panel of oncologists

Tatiana Prowell, MD
46,4K Tweets

Fumiko Ladd Chino, MD
12,6K Tweets

Syed A. Ahmad
12,2K Tweets

Radiation Oncologist, Reformed Artist, Cancer Widow. I study #FinancialToxicity #Affordability @MSKCCancerCenter she/her @Fumikochino@med-mastodon.com

New York City, NY makcc.org/cancer-care/doi...  Born July 13

Joined January 2009

715 Following 12,5K Followers

Director University of Cincinnati Cancer Center, Chief Surgical Oncology University of Cincinnati, All things Duke Basketball. Tweets and retweets are my own.

Mason, OH  Joined April 2020

704 Following 8,760 Followers
Top 10 List!
Advice coming from our experts

THE TOP TEN LIST

UCSF Department of Surgery
#1. Why are you on social media?

Do you have a mission statement? Do you have an identity? Do you have an audience? Does it depend on career stage?

- Goals may include:
  - COVID
  - Scholarship/innovation
  - Education
  - Amplification
  - News
  - Advocacy/politics
  - Curiosity/boredom/baby animals
For students: Relationship of hepatic artery (Red), bile duct (Green), and portal vein (Blue) to one another.
#2. How to get started?
#3. Promoting…and doing…research
An effective visual abstract…and a tweet to go with online publication!
#4. Promoting someone…

Fumiko Ladd Chino, MD @fumikochino · Nov 9

Trying something new... I've seen others put the photo of trainees that they've worked with in the corner of the slide to acknowledge who led the work. Always thought it was cool but finally pulled the trigger to add to my slides. What do we think? 😊

![Image with text and graphs related to leadership and medical education]
…or something!

Syed A. Ahmad @SyedAAhmad5 · Nov 12
Is this on your calendar? 👇👇👇

@AnnSurgOncol @DenboJw @TsengJennifer @McMastersKelly

@AnnalsSurgOncology @AnnSurgOncol · Nov 10
Save the Date! for next ASO TweetChat Nov 17 7:30pm ET “Surgical Approach and RIOT for #PancreaticCancer” rcdu.be/o2ZpsM
#ASOchat @AnnSurgOncol @fdahdaleh @DenboJw @SyedAAhmad5 @McMastersKelly

Join the Next @AnnSurgOncol TweetChat and Engage with Pancreatic Tumor Cancer Experts

Topic: RIOT in Pancreatic Ductal Adenocarcinoma by Surgical Approach

Join the Author:
Fadi Dahdaleh, MD – @fdahdaleh
November 17, 2022
7:30 pm ET
#ASOchat

The results have been finalized! In 3rd place with $93,323 is #BladesNBougies, in 2nd place with $112,534 is #MultiDFoodBoard, & the winner of the 2021 #HCWvsHunger contest, with $120,358, is #KidVengers! Thank you for participating in our 2021 contest, which raised $427,574!

UCSF Department of Surgery
Twitter constitutes the majority of an article’s Altmetric score. Altmetric employs an algorithm to assign each item an automatically calculated score. Based on the volume and source of attention an item has received, the score is intended to reflect the reach or popularity of the research output.
#5. Understand risk and liability…and remember, your Tweets are part of the public record.

1. Know institutional policy (Talk with marketing and general counsel)
2. Don’t share HIPAA
3. NEVER comment re: Rx of a famous person at your institution (FC)
As a scientist & physician, when our #pandemic predictions are off, I think it's important to circle back & analyze why. In late Dec 2021, I tweeted a predicting widespread disruption of everything from health care & pharmacies to grocery stores & schools in Jan/Feb '22. 1/x
#6. The Goldilocks effect of SoMe

![Diagram showing the Goldilocks effect]

Tweet later in the day.

I found that tweets posted in the afternoon hours had higher CTRs than tweets posted in the morning. 

- Dinner time
- Commute
#7. How is social media treated in academic advancement?

**SERVICE AND COMMITTEES**

Cancer Care Advisory Committee - Pet Assistance & Wellness (PAW) Program (2021-
Costs of Care Learning Network Fellow (2018-2019), Director (2021-
GME Patient Safety and Quality Council (2018-2019)
Accreditation Council for Graduate Medical Education: Resident Council (2016-2018)
Memorial Hermann Hospital, TMC: Volunteer Leader/New Program Development (2009-2010)
Suchu Dance and Barnevelder Movement/Arts Complex: Board of Directors (2002-2006)
Aurora Picture Show: Board of Directors (2003-2008)
Diverseworks Art Space: Artist Board, Member (2002-2006), Co-Chair (2003), Fundraiser Co-
Chair (2005)

**Online Content/Social Media:**

@MSK.RadOnc (2019-
@CostsofCare (2016-2018)
@fumikochino, verified account, 250k-1M impressions monthly (2009-
JCO OP Social Media Editor (2021-
2020, 2021, 2022 ASCO Quality Care Symposium Featured Voice
2021, 2022 ASCO Annual Meeting Featured Voice
Expert Content Contributor to BreastCancer.org (2021-
2019 ASTRO Annual Meeting Social Champion

**Scientific Committee/Abstract Reviewer:**

2022 Value Driven Care National Competition
#8. Building community
And how to deal with trolls and harassment by strangers…?
#9. Best piece of advice for colleagues starting out…

Just got an email from work that our hospital is full and all elective surgical cases have. Even cancelled. No transfers allowed to hospital. Driving home, passed a restaurant that was full. Shaking my head. Frustrated is an understatement.
#10. Why do you stay on social media?
aka #TwitterMigration: What are you going to do? Do we have a responsibility to stay?