Achieving Improvement Through Assessment and Learning.

Building Your Social Presence & Employing Member Advocates

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Disclosures

- I have no disclosures or conflicts of interest.
- I am not compensated by or have financial interest or ties to any of the companies, products, or platforms I will discuss today.
- I am employed by the American College of Chest Physicians.
Just Google it.
The research says . . .

- **72% of internet users** say they **looked online for health information** within the past year.
- Commonly-researched topics? Diseases, conditions, treatments, and doctors or other healthcare providers.
- **50% of online health research** is done on behalf of **someone else**.
- **70% of U.S. adults** got information, care, or support **from a doctor** or other health care professional (both on and offline).

Source: Pew Research Center’s Internet & American Life Project, 2012
The research says...

- **35%** of U.S. adults say that at one time or another they have gone online specifically to **try to figure out what medical condition** they or someone else might have.

- **18%** of internet users have gone online to **find others who might have health concerns similar to theirs**. People living with chronic and rare conditions are significantly more likely to do this.

Source: Pew Research Center's Internet & American Life Project, 2012
The source matters!
Emerging Platforms: Do they pass the test?

• Your social media presence should support and directly align with your strategic plan, mission and vision.
• When you get back to your office next week, ensure your social tactics are doing this. And, use this test to evaluate future tactics and projects.
Social Media and Medical Education: It’s booming!
Reddit Ask Me Anything

• What were our goals?
  • Ties to net revenue goals of the journal, increase profile of the journal *CHEST*, and positions the organization as a thought leader.
  • 182 comments by 61 participants on Reddit, nearly 800 up votes.
  • The Reddit AMA attracted a mix of layperson commenters, medical students, paramedics and other health-care providers outside of pulmonary and critical care clinicians.
Snapchat Takeover

- What were our goals?
  - CHEST aims to recruit and retain fellows with the hope they will continue membership post-training.
  - Snapchat is the fastest growing social media platform in the world, with a 166 million active daily users.
  - 86% of Snapchat users are under the age of 35, making it an ideal platform to target junior faculty, fellows, residents, and medical students.
  - Snapchat creates a sense of urgency to grab material before it’s gone, having users participate within a 24 hour specific time frame, making it highly effective for events.
Google Hangouts On Air

• What was our goal?
  • Appeal to those in fellowship; highlight consensus statement on burnout in the ICU.
  • Syndication across multiple channels—captured live video, created archive, and live tweeted throughout.
• In one week, on a specific topic, we had 186 views. Continue to push message out, encourage viewers to watch.
• Gather thought leaders in multiple locations (California, Florida and Connecticut here), managed from our office in Illinois.
Facebook Live

• What were our goals?
  • Market our annual meeting to those who couldn't attend; make our education accessible to all.
  • 2,081 views on Facebook, 101 likes and 19 comments by 101 participants on Facebook.
  • Thirteen participants from 10 different countries provided 19 comments on Facebook.
  • Facebook attracted a higher percentage of international users.