

**Current topic**

# Effective use of Twitter and Facebook in pathology practice<sup>☆</sup>



Pembe Oltulu MD<sup>a,\*</sup>, Abul Ala Syed Rifat Mannan MD<sup>b</sup>, Jerad M. Gardner MD<sup>c</sup>

<sup>a</sup>Department of Pathology, Necmettin Erbakan University, Meram Faculty of Medicine, Konya, Turkey, 42000

<sup>b</sup>Department of Pathology, The Johns Hopkins Hospital, Baltimore, MD, 21287

<sup>c</sup>Department of Pathology, University of Arkansas for Medical Sciences, Little Rock, AR, 72205

Received 18 August 2017; revised 15 December 2017; accepted 20 December 2017

**Keywords:**

Twitter;  
Facebook;  
Social media;  
Pathology;  
Live tweeting;  
#insitupathologists

**Summary** Social networking has become a part of daily life for most people. In the era of globalization, it has become indispensable for effective communication between friends and peers across the world. Today, social media use is not restricted only to our personal lives; it is becoming increasingly incorporated into our professional lives, as well. Social media platforms are rapidly becoming a necessary tool for medical professionals. Apt use of social media platforms can revolutionize scientific communication and collaboration. Pathologists are increasingly counted among Facebook's 2 billion users and Twitter's 328 million members. Social media can be a powerful tool not only for individual career progression but also for raising the public profile of the specialty of pathology. It is now possible for us to reach out to millions of people, simultaneously and instantaneously, just by touching a screen. Real-time interactions between physicians, across geographic borders and subspecialty borders, will undeniably open unexplored avenues for effective communication, consultation, research collaboration, and education. Knowledge sharing through social media will immensely enrich and grow our careers as pathologists; it will also enlighten the public and physicians of other specialties as to the crucial role of pathologists in patient care. We discuss the uses of Facebook and Twitter in modern day pathology, its implication in routine daily practice, pros and cons, and tips for effective social media use by pathologists.

© 2018 Elsevier Inc. All rights reserved.

## 1. Introduction

Social media has undoubtedly transformed most of our personal lives by making communication faster and easier than ever before in history. With 2 billion and 328 million users, respectively, Facebook and Twitter are powerful and far reaching social media platforms [1,2]. The importance of social media in the professional setting is being increasingly realized. Facebook and Twitter have emerged as 2 very effective tools to communicate among professionals and also to spread medical information to the nonmedical public. Pathologists

<sup>☆</sup> Disclosures: J. M. G. is a deputy editor-in-chief of *Archives of Pathology and Laboratory Medicine*, is chair of social media subcommittees for the United States and Canadian Academy of Pathology and the American Society of Dermatopathology, and serves on the social media subcommittee of the International Society of Dermatopathology; none of these are paid positions. The remaining authors have no funding or financial conflicts of interest to disclose.

\* Corresponding author at: Necmettin Erbakan University, Meram Faculty of Medicine, Department of Pathology, Konya, Turkey.

E-mail address: [drpembe@yahoo.com](mailto:drpembe@yahoo.com)

Twitter: [@pembeoltulu](https://twitter.com/pembeoltulu)

are quickly catching up and becoming very prominent users of Facebook and Twitter [3,4].

Both of these social media platforms have the potential to be powerful tools for raising the public profile of the specialty and for individual career progression. It allows us to connect with millions of people across the globe, at the same time, just by touching a screen or with a click of the mouse. Such superfast communication has already opened many avenues for effective communication, consultation, and education. In the current article, we discuss the implications of social media platforms, particularly Facebook and Twitter, in modern-day pathology practice, pros and cons, and tips for their effective use. We also present our personal experiences with use of Twitter for live tweeting during the 2016 and 2017 annual meetings of the United States and Canadian Academy of Pathology (USCAP).

## 2. Facebook and pathology

Facebook has been increasingly used by medical professionals for professional purposes. Some of these medically related users, especially health care professionals and institutions, may use Facebook for patient education and authoritative health messaging, for professional development and knowledge sharing, and for direct patient interaction [5,6]. Although some have voiced concerns regarding legal risks and privacy pitfalls of these forms of professional social media use, [7] others have suggested that common sense and adherence to the ethical principles of patient privacy should help to avoid negative issues for physicians who use social media [8]. Advancing and enhancing communication between patients and physicians via Facebook patient support groups are perhaps some of the most important uses of Facebook for pathologists [9-12].

Facebook has managed to make significant impact on pathologists, both trainees and those in regular practice. This has mostly been done through posts on private personal Facebook accounts, through posts on public professional Facebook pages, or via participating in different pathology-related groups. Examples of pathology-related Facebook groups include Dermatopathology (<http://bit.ly/1L7n5Yg>), McKee Derm (<http://bit.ly/2kfkKXT>), Bone and Soft Tissue Pathology (<http://bit.ly/1EHYJQG>), and Surgical (Anatomic) Pathologists (<http://bit.ly/2xajmqC>), just to name a few [4,5]. By means of Facebook, all pathologists around the world who have a Facebook account may create their own discussion groups or join an existing group and easily interact with thousands of colleagues on a global scale.

Here is a summary of how a pathologist can use Facebook for professional purposes:

- Share difficult or interesting cases on one's own timeline or a related group(s). Sharing a brief clinical summary accompanied by representative microscopic images can do this. This allows the participants to enter into a discussion about

the case. It is not official medical advice, but this is a wonderful way to enhance knowledge and get ideas from experienced pathologists worldwide.

- Share new information on any topic of interest through links to published articles, tables/flowcharts, images, and others. This is a great way to share knowledge among members across the globe.
- Announce different national/international meetings on a personal account timeline, a public professional page, or a pathology discussion group.
- Support each other in every topic by communicating instantly and easily with their colleagues who have different information. Interactions between pathologists on Facebook have resulted in real-world friendships and professional collaborations between colleagues who live on opposite sides of the world [13,14].
- Create questionnaires or surveys that quickly obtain opinions or thoughts from a wide variety of pathologists spanning geographic borders. Results of such surveys can have myriad beneficial uses, including utilization in peer-reviewed publications [15]. To demonstrate, the authors conducted a survey via Facebook asking pathologists if and how they use social media professionally (results in Table).

### 2.1. Guidelines for efficient Facebook use in pathology

Facebook is the most popular social media platform in the world. Therefore, pathologists who use Facebook for professional purposes have the potential to reach a much broader audience. It is important for pathologists to know some tips about successful utilization of Facebook for professional purposes.

- It is important to join existing popular groups (dermatopathology, pathology discussion forum, hematopathology, surgical pathologist, etc). This will make one easily visible to other members. A user may post directly to the group using their personal private Facebook account, but a user may also post on their public professional page and then share that post in a given pathology discussion group. One of the authors (J. M. G.) extensively uses and recommends the latter method [16,17].
- One can use native languages in groups that consist of local/regional pathologists, but one should use a language which is widely used in the world in groups which consist of pathologists from around the world. Most of the largest pathology discussion groups on Facebook use English as the main language.
- Microscopic photos can be taken via traditional mounted proprietary digital cameras (offered by microscope manufacturers); with mounted mass-produced digital cameras via a specialized adapter; or with a smartphone freehand, via commercially produced adapter, or via homemade adapter [18-22]. Using smartphone, either via adapter or freehand, is probably the fastest and most efficient method. One of the authors (J. M. G.) has a mounted proprietary digital camera from one of the microscope manufacturers

Download English Version:

<https://daneshyari.com/en/article/8807603>

Download Persian Version:

<https://daneshyari.com/article/8807603>

[Daneshyari.com](https://daneshyari.com)