



SOCIAL MEDIA AND HEALTH SCIENCES EDUCATION

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MaineHealth Annual Health Professions Educator Conference
September 20, 2024

MaineHealth Maine Medical Center Portland

Activity

What are some words that describe social media?

Learning Objectives & Outline

Learning Objectives

- Relate specific learning theories to educational use of social media
- Identify social media platforms and examples of educational use
- Understand the professional, personal and privacy implications of social media in interprofessional education

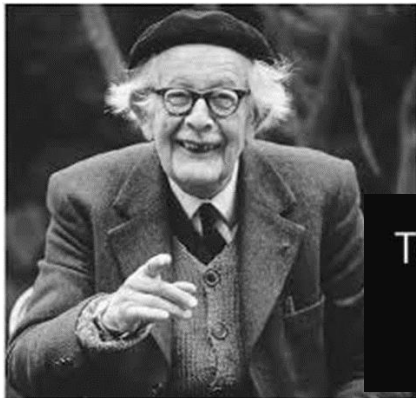
Outline

- Learning Theories (5 min)
- Platforms & Uses (20 min)
- Activity Worksheet (5 min)
- Considerations (10 min)

Constructivism

Constructivism

- John Dewey, Jean Piaget
- Building versus receiving knowledge
- Learning is active and creative
- Learning is student-centered



To understand is to invent.

— Jean Piaget —

Social Constructivism

- Lev Vygotsky
- Learning is active, creative and SOCIAL
- Scaffolding technique

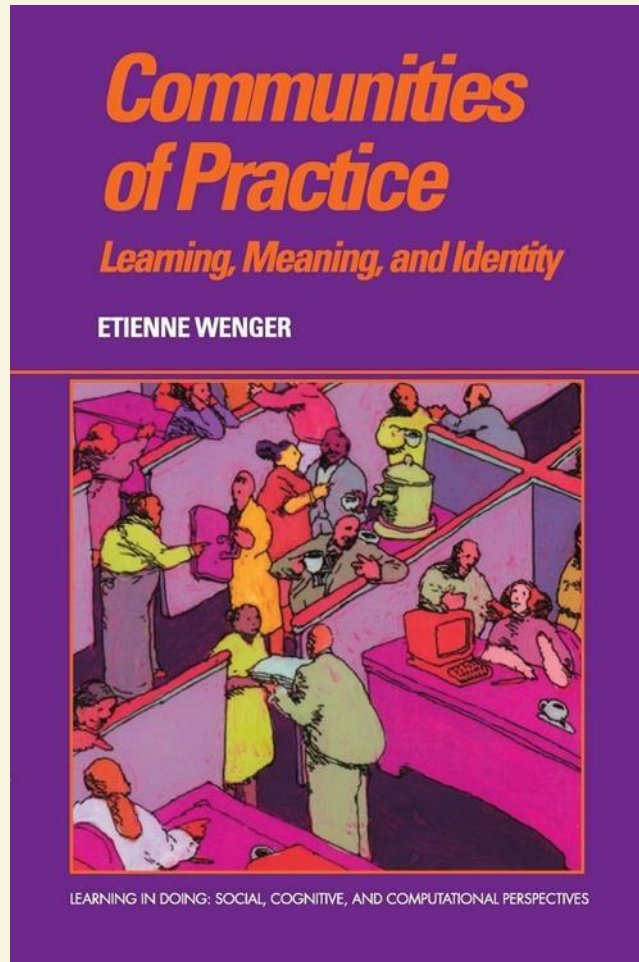


Through others we become ourselves.

— Lev S. Vygotsky —

Communities of Practice

- Groups of people sharing an interest or profession who interact and collaborate to share knowledge and develop solutions for common problems.
- Collaborative and collegial learning
- Shared interests



Chunking & Humor

Chunking

- Information is reorganized into various smaller chunks without adding or subtracting the total knowledge to be acquired.
- Cognitive workload
- Limited working memory -> Long term learning
- Vs TL;DR

4408675309
(440) 867-5309

Humor

- “Benign violation”
- Superiority theory
- Relief theory
- Incongruity theory

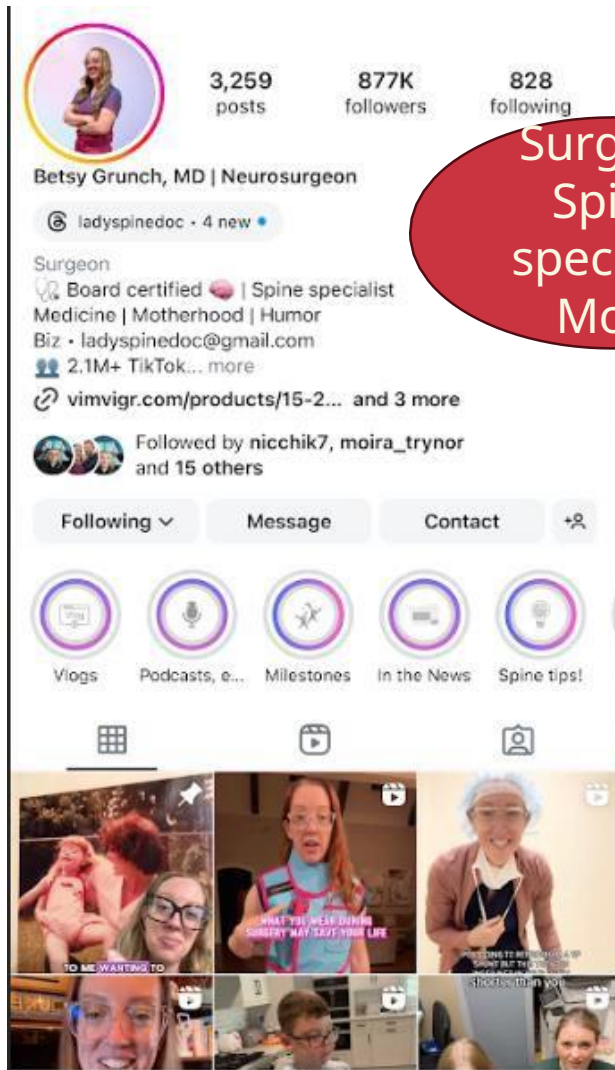


The Surgeon Swear Jar

Social Media Platforms & Uses

Platform	Uses
Facebook	Discussion groups; Learning community; Share resources
X (Twitter)	Conference enhancement, “Tweet”orials, Journal club
Youtube	Video sharing for efficient asynchronous learning; “Just in time” tutorials
Linkedin	Discussion groups; Learning community; Share resources
SnapChat TikTok	Video sharing, Brief content
Instagram	Highly visual: good for brief content like quizzes, videos, images with missing labels; Showcasing culture and recruitment

Sharing of education on social media



Betsy Grunch, MD | Neurosurgeon
3,259 posts · 877K followers · 828 following

Surgeon
Board certified | Spine specialist
Medicine | Motherhood | Humor
Biz · ladyspinedoc@gmail.com
2.1M+ TikTok... more
vimvigr.com/products/15-2... and 3 more

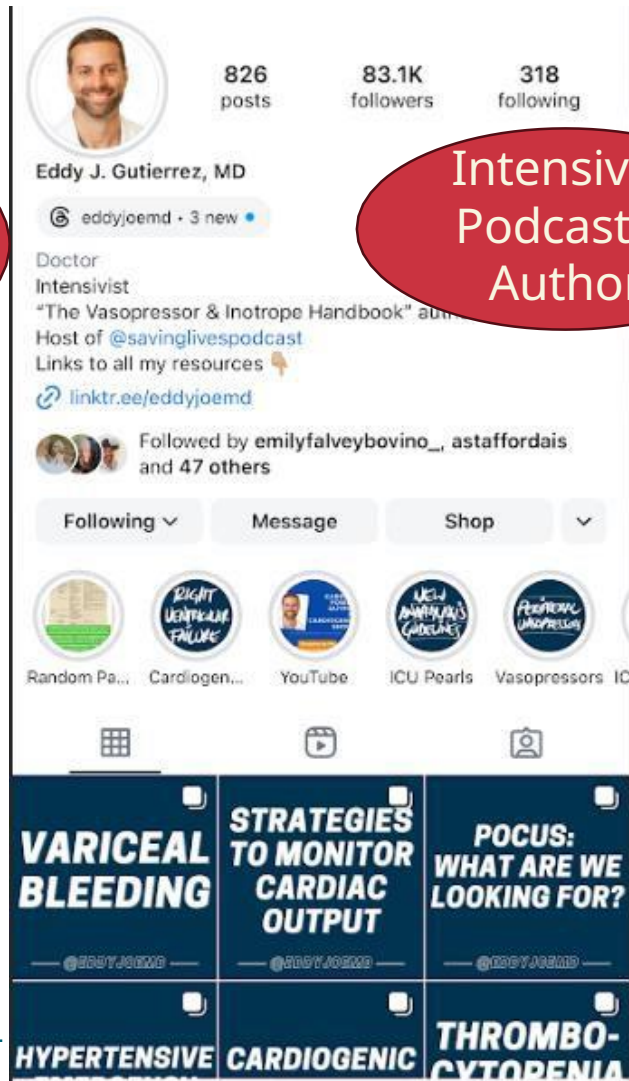
Followed by nicchik7, moira_trynor and 15 others

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Vlogs Podcasts, e... Milestones In the News Spine tips!

TO BE WAITING TO...
WHAT YOU NEED TO KNOW ABOUT YOUR BIRTHDAY MAY SAVE YOUR LIFE
...than you

Surgeon
Spine specialist
Mom



Eddy J. Gutierrez, MD
826 posts · 83.1K followers · 318 following

Doctor
Intensivist
"The Vasopressor & Inotrope Handbook" author
Host of @savinglivespodcast
Links to all my resources
linktr.ee/eddyjoemd

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VARICEAL BLEEDING
STRATEGIES TO MONITOR CARDIAC OUTPUT
POCUS: WHAT ARE WE LOOKING FOR?
HYPERTENSIVE CARDIOGENIC THROMBOCYTOPENIA

Intensivist
Podcaster
Author



Dr Karan Rajan · 3rd
NHS Surgeon | Educator | Speaker | Lecturer @ Sunderland University

NHS · Imperial College London
Basingstoke, England, United Kingdom

This Book May Save Your Life

56,318 followers · 500+ connections

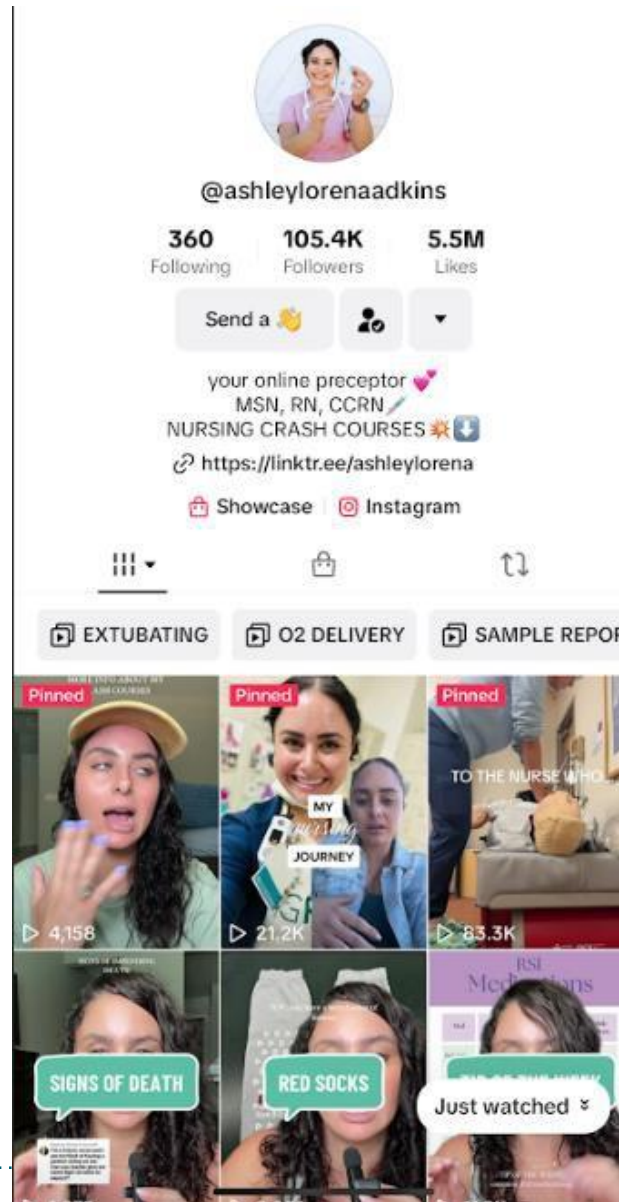
Message

About
NHS Surgeon
Clinical Lecturer @ Imperial College London & University of Sunderland
...see more

Surgeon/
Educator
United Kingdom

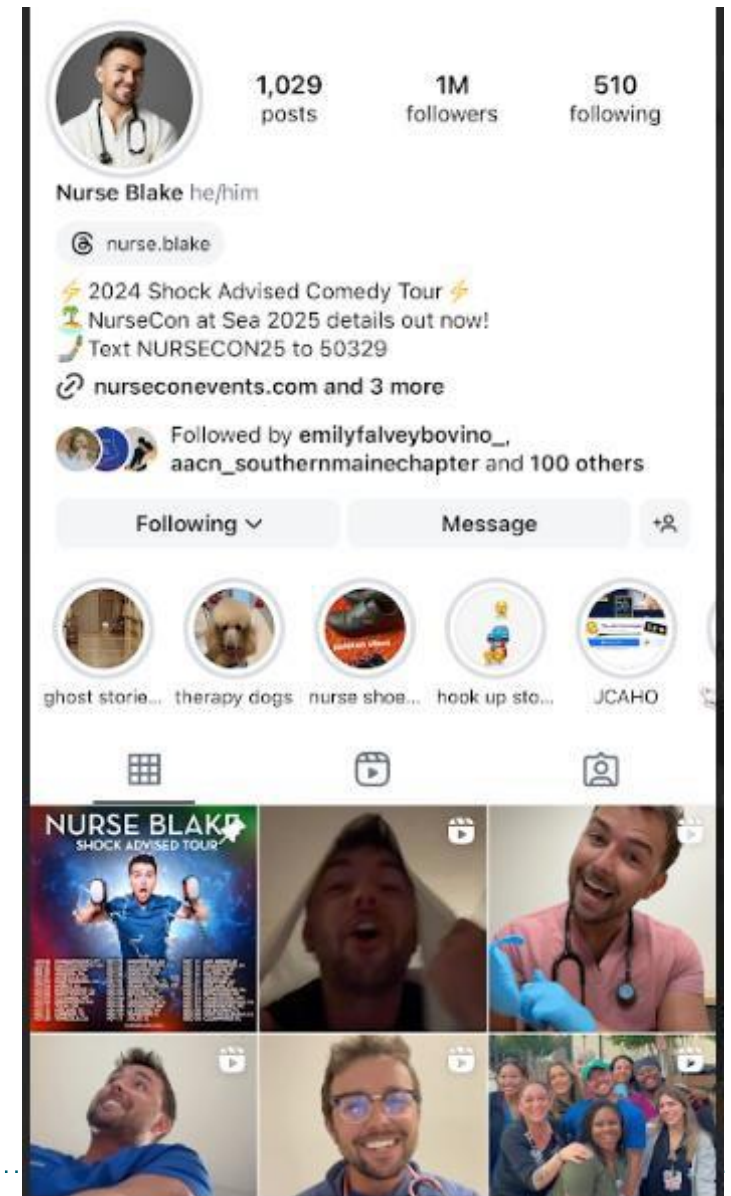
Professional development/ Nursing education

- Specialty certification review courses & Material
- Authors
- Entrepreneurs
- Social media influencers



The “other” side of health care in social media

- Humor
- “Roasting”
- Maybe too much fun?
- Not so much education



Education sharing

LinkedIn

Kelly Gassie MD · 3rd+ + Follow
 Neurosurgery Residency Mayo Clinic
 2015-2022. 2022-2023 Complex and Minimall...
 5d · 🌐

I've been amazed by the pathology that has come through our community. This was a patient with a C6-7 fracture dislocation during a sporting event. I use Gardner Wells tongs for many cases, but the utility of this can be shown here. Patient was neurologically intact except for some right hand weakness and pain. I utilized neuromonitoring for asleep reduction and sequentially was able to reduce with weighted traction and manipulation. How would others manage these cases?



Tik Tok

Reels

Quiz Time

You are auscultating a 74-year old patient's heart and note a S4 sound. Which of the following best describes the S4 heart sound?

A. Low frequency sound heard late in diastole

B. Low frequency sound heard early in diastole

C. Closure of the aortic and pulmonary valves

D. Closure of the tricuspid and mitral valves

nicolekupchik Stop Scrolling! Test your Knowledge ...

music · WILD ONES x I GOTTA FEELING ALI

LinkedIn

Mahmoud Moustafa · 3rd+ + Follow
 Neuro physiotherapist
 3d · 🌐

The primary difference between apraxia and ataxia lies in the nature and origin of the movement difficulties they cause:

- ✅ Apraxia is a motor planning disorder. It involves difficulty in carrying out purposeful, coordinated movements despite having the physical ability to do so. The issue is not with the muscles themselves but with the brain's ability to plan and execute movements. Apraxia is usually caused by damage to the brain's motor planning areas, such as the parietal lobe or the premotor cortex.
- ✅ Ataxia is a coordination disorder. It affects the smooth execution of voluntary movements, leading to clumsiness, instability, or uncoordinated movement. Ataxia results from damage to the cerebellum, the brain region responsible for integrating sensory perception with motor control to produce coordinated movements.

📍 In short, apraxia is about the "planning" of movements, while ataxia is about the "coordination" of movements.


APRAXIA AND ATAXIA
 Anatomical and Presentation Differences

APRAXIA

Occurs with cortical lesions. Commonly seen with parietal lobe and corpus callosum strokes

Issue noted with **MOTOR PLANNING**, leading to clumsy movements

Types include ideomotor, ideational, constructional



ATAXIA

Occurs with cerebellar lesions. Commonly seen with cerebellar stroke or MS lesions of the cerebellar peduncles

Issues noted with **COORDINATION** of movement, characterized by dysmetria, intention tremor, dyssequia, dysidiadochinesia

Medical education via social media

- The use of “reels”
- The use of evidence-based practice and literature
- Making learning “stick”



eddyjoemd • 10h

Treating acute encephalitis

Kiran T.Thakur¹, Camille Legouy² and Romain Sonnevile^{3,4*}

ENCEPHALITIS	
Subacute onset* + neurophysiologic symptoms	Acute onset† + neurophysiologic symptoms
Absence of robust CSF inflammation Negative microbiological tests Positive Aβ ₄₂ in CSF or serum**	CSF WBC = 50+ over CSF Prod = 5.0 g/l Positive microbiological tests†† Negative Aβ ₄₂
MS Normal Specific patterns can be obtained	MS Abnormal Specific patterns or immaturity complications can be observed
EEG Normal	EEG Not diagnostic
Immunotherapy***	Antiviral treatment + supportive therapy

Fig. 1 Common features of all forms of acute encephalitis. *MS, multiple sclerosis; **Methylprednisolone 1 g/kg for 5-10 days; ***IVIg 2 g/kg over 5-10 days. ††CSF, cerebrospinal fluid; Prod, protein.

EDDYJOEMD.COM

Pts who present w/ “toxic metabolic encephalopathy” present unique challenges going down the diagnostic rabbit hole. As much as there is a societal aversion to LPs, getting it done early is helpful before empirically treating them. 🎩 tip to the authors.

Community in social media



20 posts 176 followers 219 following

MMC Critical Care APP Residency

Education

📅 April and October start dates 🗨️ Questions? DM us!
22 Bramhall street, Portland, Maine

Followed by emma_train_ and mainemedicalcenter

Following Message Contact

MMC Emergency Medicine
The way residency should be.
Views expressed here are our own and do not represent those of Maine Medical Center.
mmcemresidency.org

Followed by camp_competency, missamanda_25 and 6 others

Following Message

316 posts 1,167 followers 119 following

Grid of images showing medical staff, community events, and a graduation ceremony.



mmc_criticalcareappresidency

MAINE MEDICAL CENTER ADVANCED PRACTICE PROVIDER CRITICAL CARE RESIDENCY



Website Link:

[Advanced Practice Provider Critical Care | Maine Medical Center | Portland, ME \(mainehealth.org\)](http://mainehealth.org)

16 4

mmc_criticalcareappresidency 79w - Accepted! @therealappap Membership criteria met that includes sponsorship with appropriate administrative, financial, and physical resources, adequate operational policies, continued system for program evaluation, and clear/documented curriculum. Visit appan.org for more information

5:17



CAMP_COMPETENCY
Posts



96 posts

281 followers

79 following

Mike, Brit, Amy, & Emily

A group of fun loving nurse educators/camp counselors making orientation fun and exciting! The views here are our own and not of MMC.

Followed by matthewleavitt, emilyfalveybovino, and 80 others

Following

Message



Highlights



Camp Competency

6:01PM



Thank you for the inspiration!!!

New grad bootcamp at ohio state

Awesome!!!! So much fun!!!

You one up'ed though, restraints, gown,

Message...

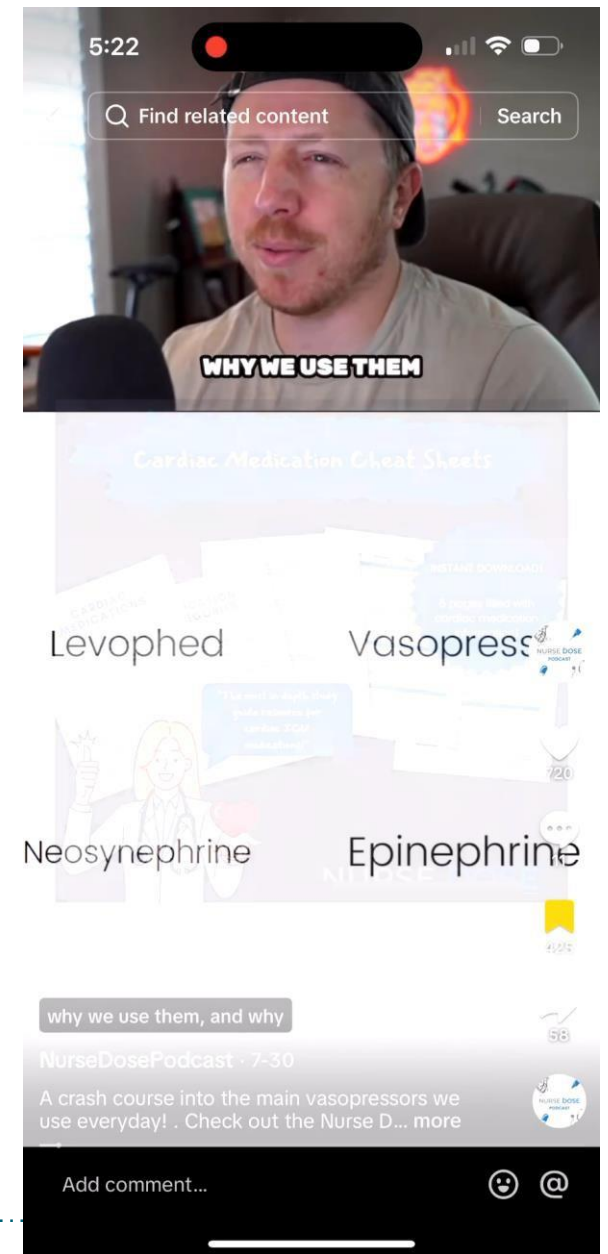
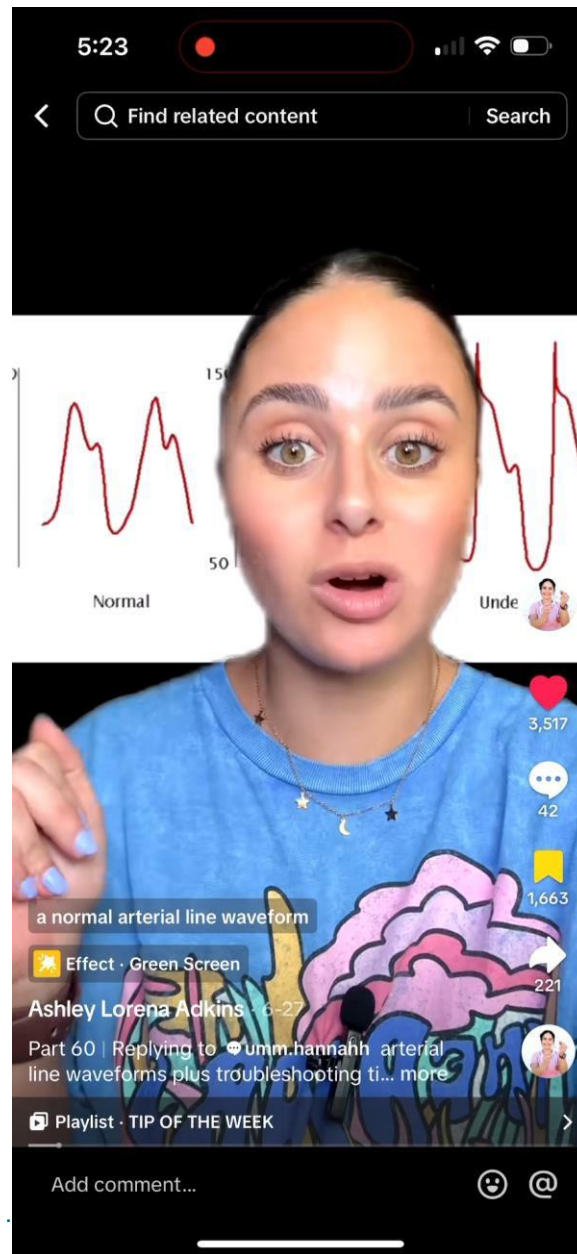
Providing resources post education

- Visual/auditory/kinesthetic learners
- Sustainable education
- Memorable education
- Community



Examples of social media reels and “capcut” (green screen) technology

- Creating clear education
- Discussing common clinical questions
- “connecting the dots”
- Catering to diverse learners



Activity

Social Media Activity Worksheet

MaineHealth Annual Health Professions Educator Conference

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Circle the answers you like best in each row

	Facebook	X (Twitter)	Youtube	Linkedin	Snapchat/Tiktok	Instagram
Your familiarity	familiar	familiar	familiar	familiar	familiar	familiar
Audience	25-35yo	35-50yo	everyone	45-55yo	18-25yo	25-35yo
Goal	Community building	News and conversation	Instructional, entertainment	Networking, prof development	Community, entertainment	Community, conversation
Activity	Discussion groups; Share resources	Conference enhancement, "Tweet"orials, Journal club	asynchronous learning; "Just in time" tutorials	Discussion groups; Learning community; Share resources	Video sharing, Brief content	Highly visual: quizzes, videos, Showcasing culture and recruitment
Time Commitment	Community building takes time	Short posts, ongoing engagement	Video production time	Ready-made educational content	Novel content, ongoing engagement	Ongoing engagement

Does one column have the most circles? You could get started with that platform!

What do you know about your intended audience?

What is the desired outcome?

Considerations

- Digital literacy
 - Technical
 - Sociocultural
 - Cognitive
- Value
 - Screen time v face time
 - Time filler
 - Nuance, depth



Considerations



- Privacy
 - Research & research recruitment – IRB
 - HIPAA: Health information privacy
 - FERPA: Student information privacy
- Integrity
 - Misinformation: Combatting v providing
 - Fact checking: Vetting sources
 - Professionalism online
- Institutional Policies and Processes

MaineHealth Social Media Resources

The screenshot displays the SharePoint interface for the Department of Medical Education. The top navigation bar includes 'MaineHealth', 'SharePoint', and a search box. The main header features a teal background with the department name and a 'Not following' status. A left-hand navigation menu lists various educational resources. The main content area features a large banner image of a smartphone screen with a 'New Post' notification, followed by the title 'Social Media Resources for Educational Programs'. Below the title, a teal box contains text regarding social media account approval. A small inset image shows a smartphone with the text 'Want to start a social media account?' overlaid.

MaineHealth SharePoint

Search this site

HOME LOCATIONS WORKING HERE DEPARTMENTS & GROUPS ABOUT US TOOLS & SHORTCUTS

Department of Medical Education Not following

DME Home Immersive reader Share

Residents & Fellows

Medical Students

APP Education

Simulation

Continuing Education

Grand Rounds

Library & Knowledge S...

Professional Developm...

DME Inclusive Culture ...

UNECOM

Academic Affairs Share...

Social Media Resources for Educational Programs

Social media accounts associated with Department of Medical Education programs at MaineHealth are required to be approved by MaineHealth Marketing & Communications and registered with the Department of Medical Education.

Want to start a social media account?

Take Home Points

- Social media is omnipresent and widely used in health sciences education.
- Responsibility is on us to make good use of it and create a collegial and professional environment for learning.
- Learning theories and educational research support the use of social media for enriching the scholarly environment.
- Know your learners and your objectives to choose the best platform for your learning activity.
- Be knowledgeable of the platforms, issues, pitfalls and any organizational policies and processes.

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Questions?

