



*Better health through
laboratory medicine.*

PEARLS OF LABORATORY MEDICINE

Social Media in Pathology

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What is social media?

- Interactive, digital platforms that allow content to be shared among members of an online community
- Content directed by users and is instantly available
- Facilitates interactions/conversations remotely over any physical distance
- Permits users to interact within convenience of their personal schedules
- Intended to enrich, not replace real-life interactions



What is social media?

Twitter

- 280-character “tweets”
- Up to four images, URL, short videos
- Indexed content through “hashtags”
- Open forum, rapid dissemination of information

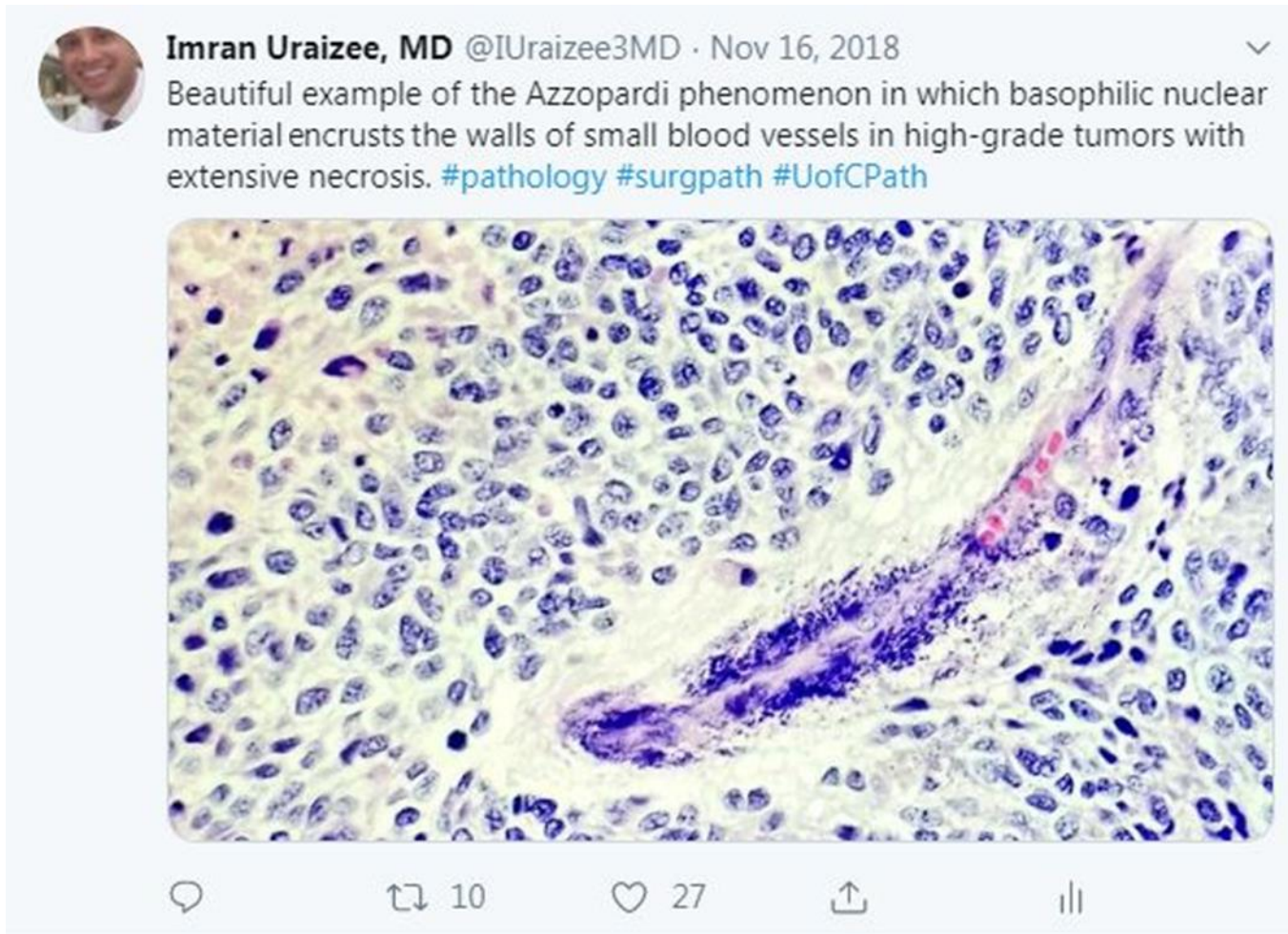
Facebook

- Capacity for longer posts and comments
- Multiple photos, videos, links
- Staying in touch with colleagues
- Groups and pages based on interests

Instagram

- Must contain images, photos, or videos
- Short captions, comments, and “hashtags”
- “Stories” curate shared content from last 24 hours

Using Twitter



Using Twitter

- Examples of commonly used hashtags in Laboratory Medicine:
 - #LabMed – Laboratory Medicine
 - #ClinPath – Clinical Pathology
 - #PathBugs, #MicroRounds – Microbiology and Infectious Disease Pathology
 - #Blooducation– Blood Bank/Transfusion Medicine
 - #PathTwitter – General Pathology and Education



“Live tweeting” at conferences

- #InSituPathologists at #USCAP2015 in Boston, MA
 - 24 attendees published tweets from various sessions and events in real-time
- 5,869,323 total impressions from 6,524 tweets during conference (33.9% by #InSituPathologists)
- Additional 566,246 impressions from 909 tweets up to 17 months after conference

Cohen et al. Mod Pathol 2017;30:160-68.



“Live tweeting” at conferences

- More interactive and engaging experience
- Distilling conference topics into short pearls and take-home points
- Reaching a worldwide audience, including interested parties unable to physically attend conference
- “Attend” multiple sessions simultaneously by following live tweets from concurrent lectures
- Networking and in-person meetings (#MOTTIRL)

Cohen et al. Mod Pathol 2017;30:160-68.



Social media-inspired collaboration

#EBUSTwitter

Novel Use of Social Media for Conception, Coordination, and Completion of an International, Multicenter Pathology Study

Marcos Lepe, MD; Pembe Oltulu, MD; Mariana Canepa, MD; Roseann I. Wu, MD, MPH; Amy Deeken, MD; Deepu Alex, MD, PhD; Carme Dinares, MD, PhD; Erika E. Doxtader, MD; Valerie A. Fitzhugh, MD; Jean-Baptiste Gibier, MD; Deepali Jain, MD; Nafiseh Janaki, MD; Alexis Jelinek, MD; Tania Labiano, MD; Vincenzo L'Imperio, MD; Claire Michael, MD; Sanjay Mukhopadhyay, MD; Fabio Pagni, MD; Angel Panizo, MD; Lara Pijuan, MD, PhD; Liza M. Quintana, MD; Sinchita Roy-Chowdhuri, MD, PhD; Albert Sanchez-Font, MD, PhD; Irene Sansano, MD; Jennifer Sauter, MD; Daniel Skipper, DO; Laura S. Spruill, MD, PhD; Vanda Torous, MD; Jerad Michael Gardner, MD; Xiaoyin Sara Jiang, MD

- Research idea inspired by a tweet about biopsy-related changes in resected mediastinal lymph nodes
- Coordination by #EBUSTwitter and direct messaging

Lepe M et al. [Epub ahead of print] Arch Pathol Lab Med
December 19, 2019 as doi: 10.5858/arpa.2019-0297-OA.

Keeping up with new information: “pushed content”



- Select users, journals, medical societies, organizations to follow based on individual interests
- Content from followed accounts is curated and delivered (or “pushed”) directly to user

Advocacy and Visibility

AACC @_AACC · Oct 2

At AACC's Congressional Briefing tomorrow, laboratory medicine professionals will explore how regulators can help ensure quality across many thousands of testing sites. ow.ly/qCHe50wzHOT #POCT



Experts predict that point-of-care testing will grow by 7% annually over the coming years, becoming an \$11 billion market by 2024.

AACC | Better health through laboratory medicine. Congressional Briefing: #POCT 

🗨️ 5 ❤️ 5 ↗️

@_AACC. Available at: https://twitter.com/_AACC/status/1179442207146811392.



Professionalism and accuracy

- Social media posts are instantaneous, quickly seen by users, easily screenshot, and difficult to retract
- Peer review by “crowdsourcing”
- “Pause before posting” – deliberately review every post and avoid publishing content on impulse
- Avoid heated personal discussions and debates
- Public accounts can be screened by employers



Protecting patient privacy

- Images on social media subject to same standards as those in peer-reviewed medical journals
- Health Insurance Portability and Accountability Act of 1996
- Modifying patient details as a useful protective measure for online posting
 - Dates, unusual circumstances, patient age, geography, anatomic site/patient history, accession numbers



How can you get started on Twitter?



- “Tweetorial” by Dr. Sanjay Mukhopadhyay
- “Social Media Guide for Pathologists” by Dr. Jerad Gardner

@smlungpathguy. Available at:

<https://twitter.com/smlungpathguy/status/1030911764240781317>. Accessed December 25, 2019. Screenshot with permission from author.

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