SOCIAL MEDIA USE IN MEDICAL AND HEALTH PROFESSIONAL EDUCATION: ROLE OF THE LIBRARIAN ON A FACULTY STEERING COMMITTEE

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Image: mkhmarketing
PRESENTATION SUMMARY

THE SME COMMITTEE
SOCIAL MEDIA SURVEY
PILOT PROJECTS
REPORT AND RECOMMENDATIONS
LIBRARIAN INVOLVEMENT
SME: AN INTERPROFESSIONAL COMMITTEE

- Associate Deans (4)
- Faculty Member
- MD Program Director
- Medical Residents (2)
- MD student
- SME Project Leader
- Teaching Adviser
- Patient
- Head, Planification and Technological Development
- Communications Adviser
- Dean of Medicine Director
- Librarian
- General Surgery Program Director
- Family & Emergency Medicine Program Director
PRELIMINARY WORK (PROJECT LEADER)

September 2013 to February 2014

- Literature review on social media in education (SME): books, articles, reports, videos, leaders, courses, conferences
- Creation of the SME website: [http://mse.med.umontreal.ca](http://mse.med.umontreal.ca) with private section (committee documents, blog)

STEERING COMMITTEE WORK

March to October 2014 (11 meetings)

- Step 1: Social media knowledge
- Step 2: Reflection on social media role and importance in health sciences curricula
- Step 3: Strategic planning
  - Social Media Survey
  - Pilot Projects
  - Report and Recommendations
USE OF SOCIAL MEDIA BY STUDENTS AND FACULTY

Link to online survey sent by email in September 2014 to:
- 5203 Students in medicine and health sciences (response rate: 29 % \( n=1559 \))
- 3063 Faculty professors, researchers and lecturers (response rate: 18 % \( n=565 \))

### SOCIAL MEDIA SURVEY

#### STUDENTS

- **Gender**
  - Female
  - Male

- **Age**
  - \(<20\)
  - 20-24
  - 25-29
  - 30-39

#### FACULTY

- **Gender**
  - Female
  - Male

- **Age**
  - 30-39
  - 40-49
  - 50-59
  - \(>60\)
SOCIAL MEDIA SURVEY

WHICH SOCIAL MEDIA PLATFORMS AND OTHER INTERNET TOOLS DO YOU USE IN AN ACADEMIC CONTEXT?

STUDENTS

FACULTY

wikis
blogs
wikis
blogs

= 5%
SOCIAL MEDIA SURVEY

WHAT A MAJORITY OF STUDENTS THINK...

64% think faculty members should have basic social media skills

68% are interested in learning more social media skills in academic and professional contexts
SOCIAL MEDIA SURVEY

WHAT A MAJORITY OF FACULTY MEMBERS THINK...

72% expressed interest in learning social media skills for professional and academic use

63% expect the Faculty to support social media learning
SOCIAL MEDIA SURVEY
WHAT A MAJORITY OF STUDENTS AND FACULTY MEMBERS TOLD US...

I am interested in learning more about advantages and limits of social media.

I worry about risks related to social media use.

The Faculty of Medicine should establish a policy and guiding principles on social media use.
PILOT PROJECTS

@TERMINOMED: TWITTER ACCOUNT SHOWCASING MEDICAL TERMINOLOGY PITFALLS
PILOT PROJECTS

WORKSHOP: IMMEDIATE IMPACT MEASUREMENT USING ALTMETRICS
1. Set up a team of 6 to 8 « champions » (faculty, students and expert patients) who will demonstrate the relevance and added value of social media in education by using meaningful examples.

2. Organize workshops and conferences on the educational use of Twitter, Facebook and blogs.

3. Raise faculty awareness by adapting fast-reference cards content into educational clips that will facilitate social media integration in curricula.
4. Define a policy and guiding principles on the use of social media in education and research, and establish means to implant them.

5. Help students better understand social media and their impact on professionalism:
   • Professional relations with patients
   • Confidentiality
   • Risks of online professional opinion
   • Impact of profiles and posts on their profession
LIBRARIAN PARTICIPATION ON THE SME COMMITTEE

ASSET: SOCIAL MEDIA KNOWLEDGE

Active user and contributor on Twitter, Facebook and blogs

SME COMMITTEE’S PRIVATE BLOG

Contributed 6 posts, including:

« Twitter use by cancer patients »
« How to subscribe to a RSS feed »
« Systematic review tweetchat by #medlibs and #meded »
PILOT PROJECTS BRAINSTORMING

Proposed two projects:
1. Altmetrics workshop
2. Translation and adaptation of the Social Media Guide from the m-health website at UBC

SOCIAL MEDIA SURVEY

Participated in survey design and analysis

FINAL REPORT

Contributed to report writing and revision, formatted bibliography
FUTURE DIRECTIONS

SME SUPPORT COMMITTEE

Smaller committee that includes two social media technologists; 1-year mandate

OBJECTIVES:

1. SME awareness and training program
2. Faculty policy on social media (video)
3. Outreach, sharing and publication

Image: mkhmarketing