

## 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

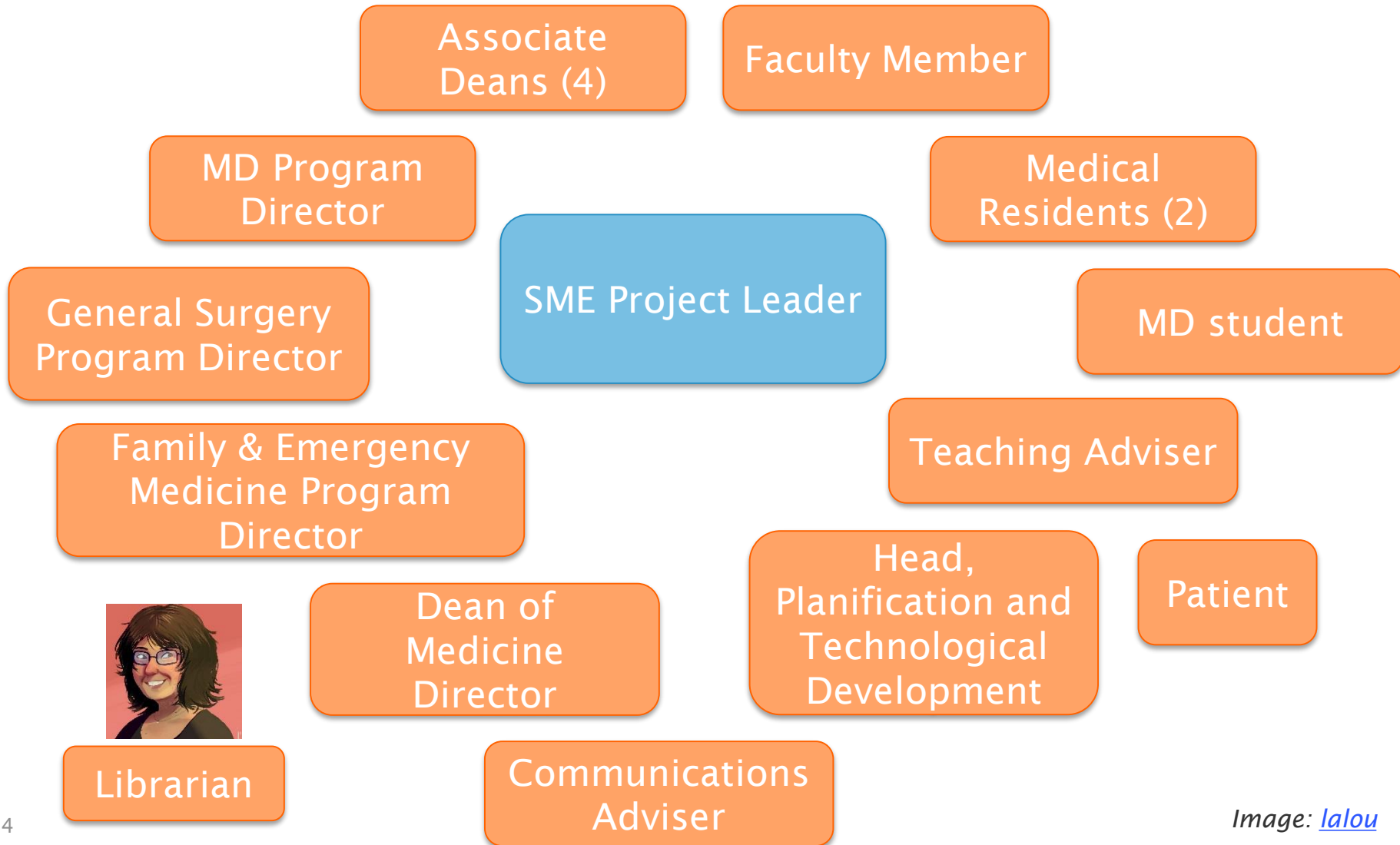
PILOT PROJECTS

REPORT AND RECOMMENDATIONS

LIBRARIAN INVOLVEMENT

Image: [epublicist](#)

# SME: AN INTERPROFESSIONAL COMMITTEE



## SME COMMITTEE

### 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> with private section (committee documents, blog)

### STEERING COMMITTEE WORK

March to October 2014 (11 meetings)

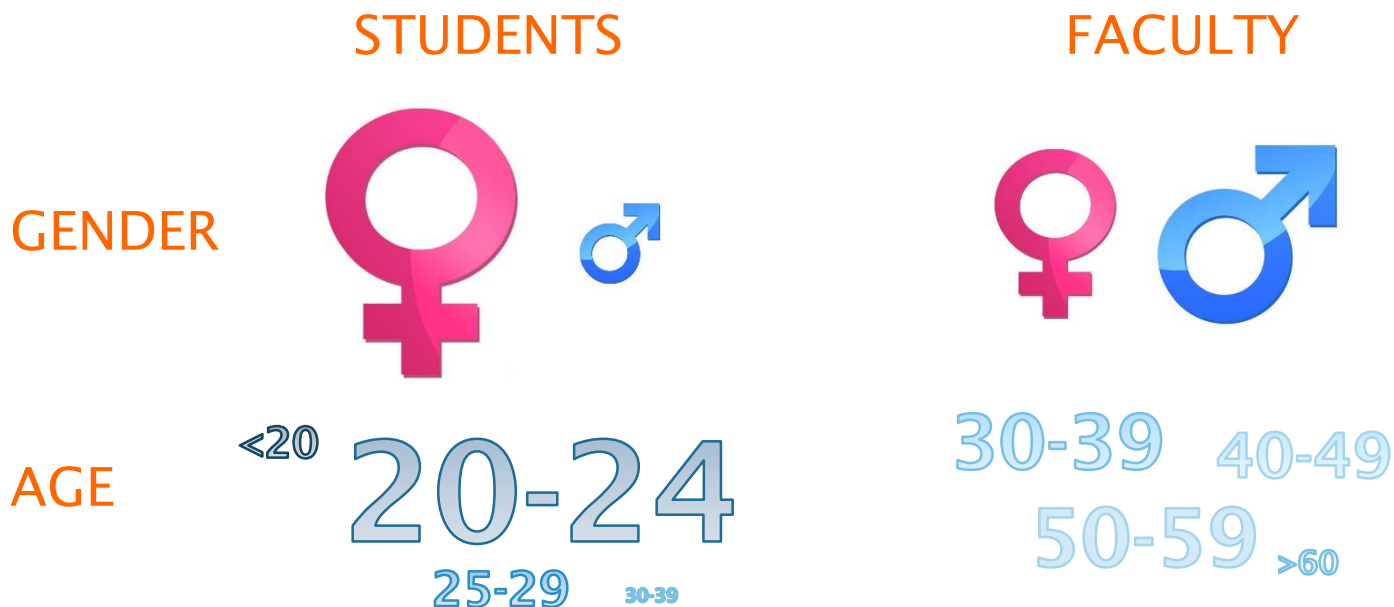
- Step 1: Social media knowledge
- Step 2: Reflection on social media role and importance in health sciences curricula
- Step 3: Strategic planning
  - Social Media Survey
  - Pilot Projects
  - Report and Recommendations

## SOCIAL MEDIA SURVEY

### 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

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

### STUDENTS



### FACULTY



Twitter = 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



**Serge Quérin**  
@terminomed vous surr

Professeur de médecine, Université de Montréal, auteur du Dictionnaire des difficultés du français médical. Il est question ici de #terminologie médicale.

6 Abonnés que vous connaissez

26 Photos et vidéos

TWEETS 428 ABONNEMENTS 86 ABONNÉS 232 FAVORIS 23 LISTES 1

Tweets Tweets & réponses Photos & vidéos

**Serge Quérin** @terminomed · 17 h  
L'Académie préconise le mot «cancer» et constate que l'usage a consacré «cancérologie» et «cancérigène», pourtant étymologiquement hybrides

**Serge Quérin** @terminomed · 17 h  
Cancer, carcinome, néoplasme... Quels mots pour le dire? Académie nationale de médecine [bit.ly/1Km3S47](http://bit.ly/1Km3S47)

**Serge Quérin** @terminomed · 25 mai  
La «podagre», goutte du pied, «saisit par le pied» (gr. 'podagra'). La «pellagre» (avitaminose), elle, «saisit par la peau»  
[#md1UM](https://twitter.com/terminomed)



## REPORT RECOMMENDATIONS

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.



## REPORT RECOMMENDATIONS (CONTINUED)

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 »



## LIBRARIAN PARTICIPATION ON THE SME COMMITTEE

### 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](#)