



*The Department of Medicine strives for **inclusive excellence**. Inclusive excellence is the practice of assuring equity and inclusion in all matters pertaining to faculty, trainees and staff, as well as the continuous examination of departmental practices. It is the recognition that the department's success is dependent on how we value, engage and include the rich diversity of faculty, trainees, staff and alumni.*

*We acknowledge our location on the traditional and ancestral territory of the Miami, Potawatomi and Shawnee people. We honor the heritage of Native peoples, what they teach us about the stewardship of the earth and their continuing efforts today to protect the planet. Founded in 1969, now IUI, stands on the historic homelands of Native peoples and, more recently, that of a vibrant Black community, also displaced. As the present stewards of the land, we honor them all as we live, work and study at IUI*

[https://www.youtube.com/playlist?list=PLfFTfLTVMWXML\\_pagFk5sH3otPi3Z\\_XZ](https://www.youtube.com/playlist?list=PLfFTfLTVMWXML_pagFk5sH3otPi3Z_XZ)



# Networking & Social Media in Science and Medicine

## @drssotto

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**Question:**

**What do you perceive to be the benefits of using social media in academic medicine?  
What are the perceived challenges?**

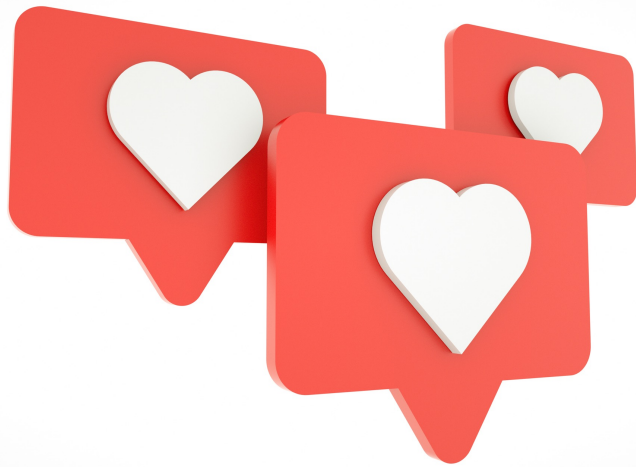
# Myths

- Everyone is on social media
- Too informal for research
- You need to post 24/7
- Full of “Trolls”
- You must use every platform
- Not measurable



*It is not all bad!*

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- SM sites are powerful technologies used to bolster communication.
- Maximize opportunities to:
  - Network
  - Find mentorship and collaboration
  - Establish expertise
  - Build a national reputation
  - All leading to promotion

# Benefits



- **Project your voice and reach a larger audience/market research**
- **Improve research efficiency**
- **Build new relationships/opportunities for collaboration**
- **Track and improve scientific metrics**
- **Listen & Learn**

- Freitag C, Arnold M, Gardner J, Arnold C. If You Are Not on Social Media, Here's What You're Missing! #DoTheThing. Archives of Pathology & Laboratory Medicine: November 2017, Vol. 141, No. 11, pp. 1567-1576.

# Challenges



**P&T / Making it count**

**Time intensive**

**Issues and errors are magnified**

**Overwhelming**

**Potential for disseminating wrong info**

# ACOG

THE AMERICAN CONGRESS OF  
OBSTETRICIANS AND GYNECOLOGISTS

## Social Media Professionalism in the Medical Community



you you won't mind if I take a look at  
your online social

<https://www.youtube.com/watch?v=3N8A5LMllego>



# Lessons from a pandemic





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## Promotion and Tenure

**How can you take advantage of social media tools in order to impact promotion and tenure?**

# Possible Framework to Consider



# Social Media Platforms

- Twitter
- Facebook
- LinkedIn
- Instagram
- Snapchat
- **YouTube**
- **Blogger.com / Medium**
- **Tumblr**
- **Pinterest**
- **Tik Tok**



# X / Twitter

- Launched in 2006
- 368 million monthly users (2022)
- Popular among college educated people
- All profiles and data are public
- Posts limited to 280 characters
- Trending topic conversations
- Hashtag allows for aggregating tweets based on topic



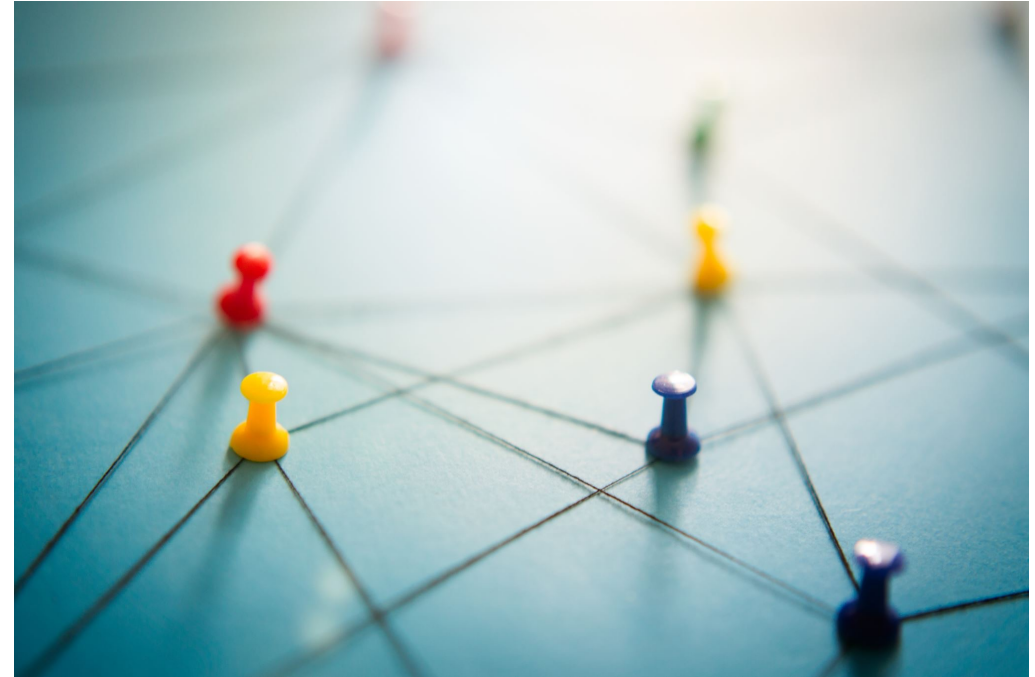
# Facebook

- Launched in 2004
- 2.95 Billion monthly users
- Users present real identity
- Create a public page that is “likable”
- Use private profile to involve family in friends in discussions around research topic



# LinkedIn

- 930 million users
- Professional site
- fastest growing demographic is students and recent graduates
- Real identities and educational history
- Link with colleagues in the field



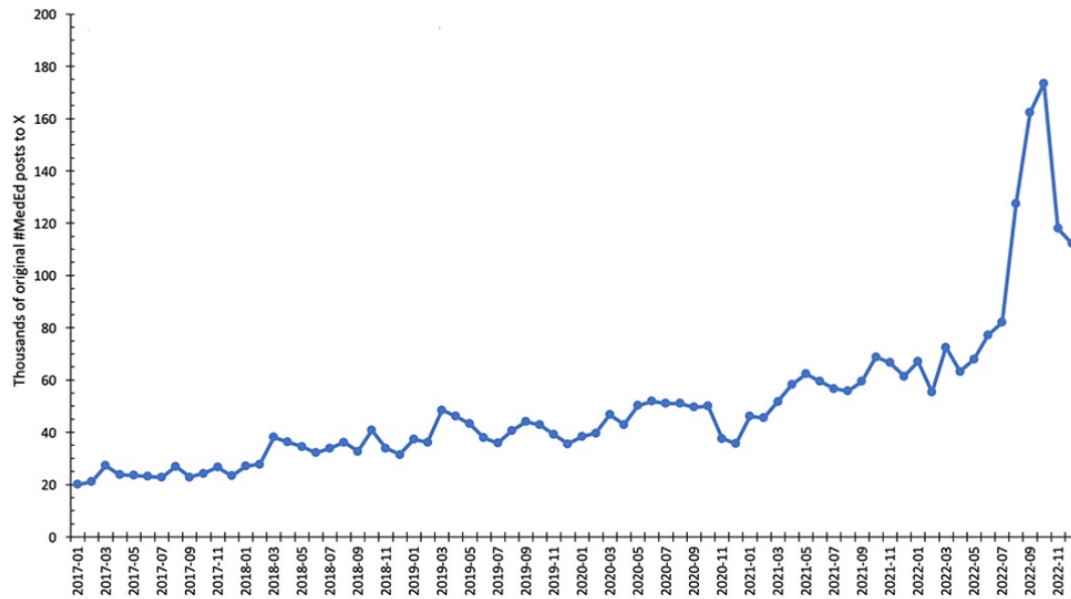
# Comparison of Tools



Examples of Comparison of Tools			
	Pro	Con	
Twitter	Quick	Constant new content	
	Short	Could be slow to get followers	
	Current		
	Topical conversation		
	Pro	Con	
Facebook	Quick	Privacy issues	
	Short & Long posts		
	Current		
	Ability to create and join groups		



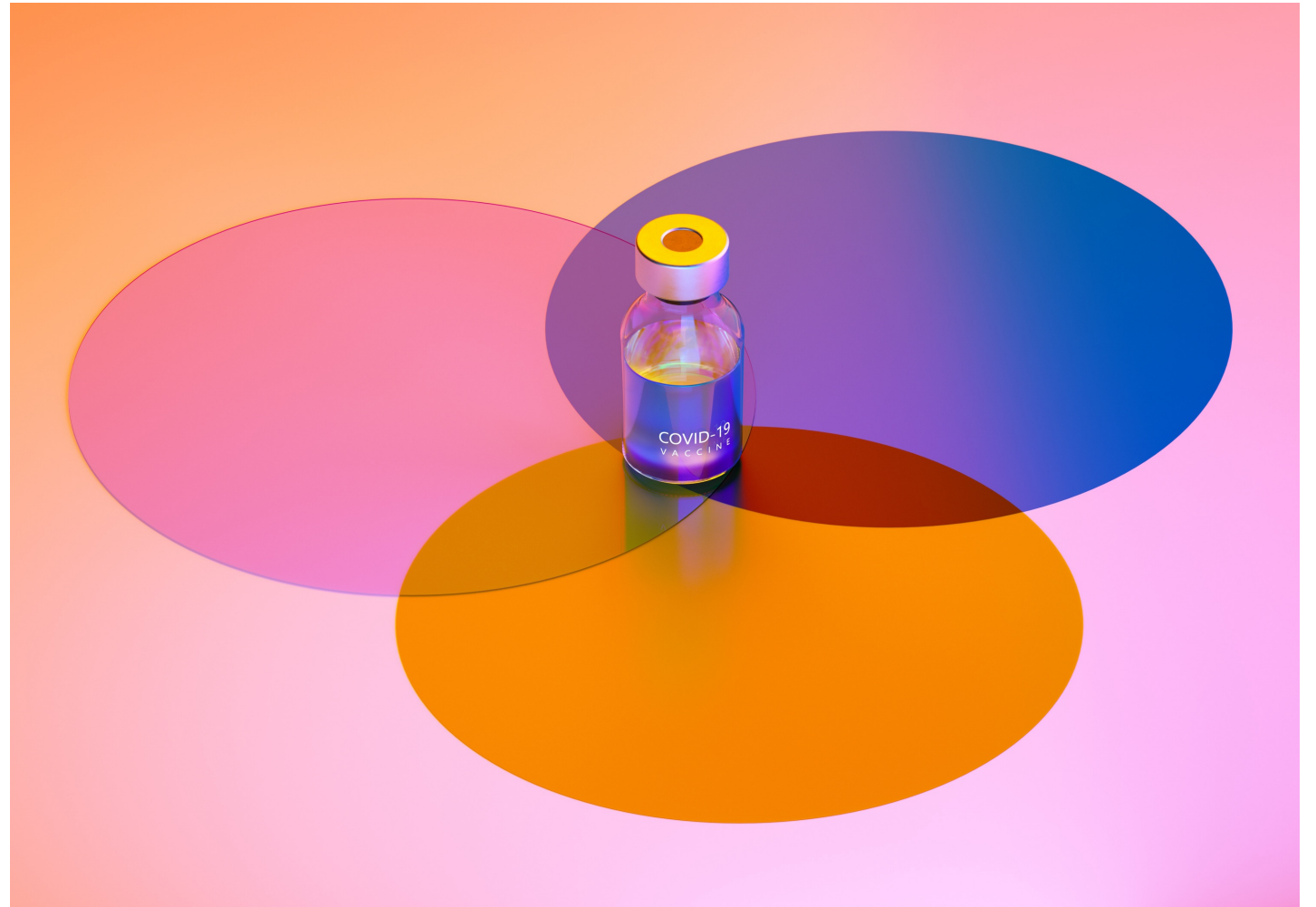
# #MedEd



Monthly #MedEd posts to X are on the rise as health professionals use social media to learn and teach the art of medicine. (Image courtesy of John W. Ayers)

- #MedEd made to X, formerly Twitter, from January 2012 through December 2022. There were 4,397,691 original posts with the hashtag #MedEd on X during this time. The number of posts increased each year, especially during the COVID-19 pandemic, most recently from 692,095 during 2021 to 1,178,647 during 2022.

Using Social  
Media to  
Promote Your  
Research



# Using Social Media to Promote Your Research

- Social media's rich resources of people and cases support an expedited pace of research.
- Social media offers a rich network of connections with other colleagues, collaborators, and patients.





# Using Social Media to Promote Your Research

- Follow key figures organizations in your field.
- Post regular updates on your research.
- Shorten hyperlinks using sites such as [bitly.com](https://bitly.com) or [goo.gl](https://goo.gl).
- Provide links to your social media profiles on your homepage.
- Use [Altmetrics](https://www.altmetrics.com) to measure your research impact.



- Social media platforms are powerful web-based technologies that have changed how we communicate. Further, the omnipresence of social media and its existence on smartphones

# Homework

1. Search a hashtag via twitter and read the conversations associated.
2. Then create a hashtag related to your own research to share with the group.



Sotto Research Group

64 posts



Following



Edit profile

Sylk @drssotto

DraAdminPractitionerScholar Leader HEEd AcadMed: EDIJB+HumilityTrust, Facdev, MedEd, EthicsHealthEq. She/Ella ❤️ fam amig@s 🇺🇸 CO pretends to like 🐾 OWN OPINION

Occupied land/Indianapolis 📅 Joined January 2015

Sotto Research Group reposted



All IN for Health @beALLIN4Health · Feb 8

Join the All IN for Health volunteer registry and help others by furthering health research in Indiana! Our registry connects volunteers with the most current research opportunities from IU, PU, ND and more -> [bit.ly/3lfgyY1](https://bit.ly/3lfgyY1) #AllINforHealth #Indiana #HealthResearch



Join the All IN for Health volunteer registry and become a health research volunteer.



[www.allinforhealth.info/volunteer](http://www.allinforhealth.info/volunteer)

IU School of Medicine  
Study on Socialization of Graduate, Professional, and Medical Students

- Participant requirements:
  - age 18+
  - currently enrolled in a Doctoral/Medical program
- 10 minute survey on your experience in your program
- Participants entered into raffle for \$100 gift card



Research conducted by:  
Dr. Sylk Sotto  
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