

The Role of Social Media for Modern Surgeons

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*The value of each Facebook
profile is £118...*

...but what is it really worth?

Background



Education

- Rapid access to the latest evidence-based research worldwide
- Discussions occurring across borders
 - Journal Clubs (@IGSJC)



International Hernia Collaboration

Closed Group

Joined ▾

➦ Share

✓ Notifications



Discussion

Members

Events

Photos

Files

Search this group



Write Post

Add Photo/Video

Ask Question

Add File

Write something...

RECENT ACTIVITY



Igor Belyansky

9 hrs

Interesting case. 45 year-old healthy woman with no significant PMHx, was transferred to me from outside institution with 18 hours of nausea vomiting and painful right groin bulge. CT scan performed at outside institution showed right inguinal hernia with incarcerated bowel, localized edema and stranding, no free air (do not have CT scan available). ED doc was not able to reduce the hernia. When she arrives at our hospital, she

MEMBERS

1,675 members (17 new)

+ Add people to group



Invite by Email

DESCRIPTION

This is an international platform for all surge...

▾ See More

CREATE NEW GROUPS

Groups make it easier than ever to share with friends

Create group

Branding



BJS
@BJSurgery

BJS is the premier peer-reviewed surgical journal in Europe and one of the top surgical periodicals in the world, with an impact factor of 5.542.

Following



Clare Marx
@claremarx

President The Royal College of Surgeons of England .Associate Medical Director Ipswich .FMLM council.Views are my own.

Following



Leicester Hospitals
@Leic_hospital

We run 3 hospitals in Leicester; the Royal Infirmary, General and Glenfield Hospitals. Almost 12,000 staff treat over 1 million patients every year

Leicester
leicestershospitals.nhs.uk
Joined January 2010


Tweet to Message



Royal London Hospital
Hospital

4.4 ★ · 512 public ratings

Linked in

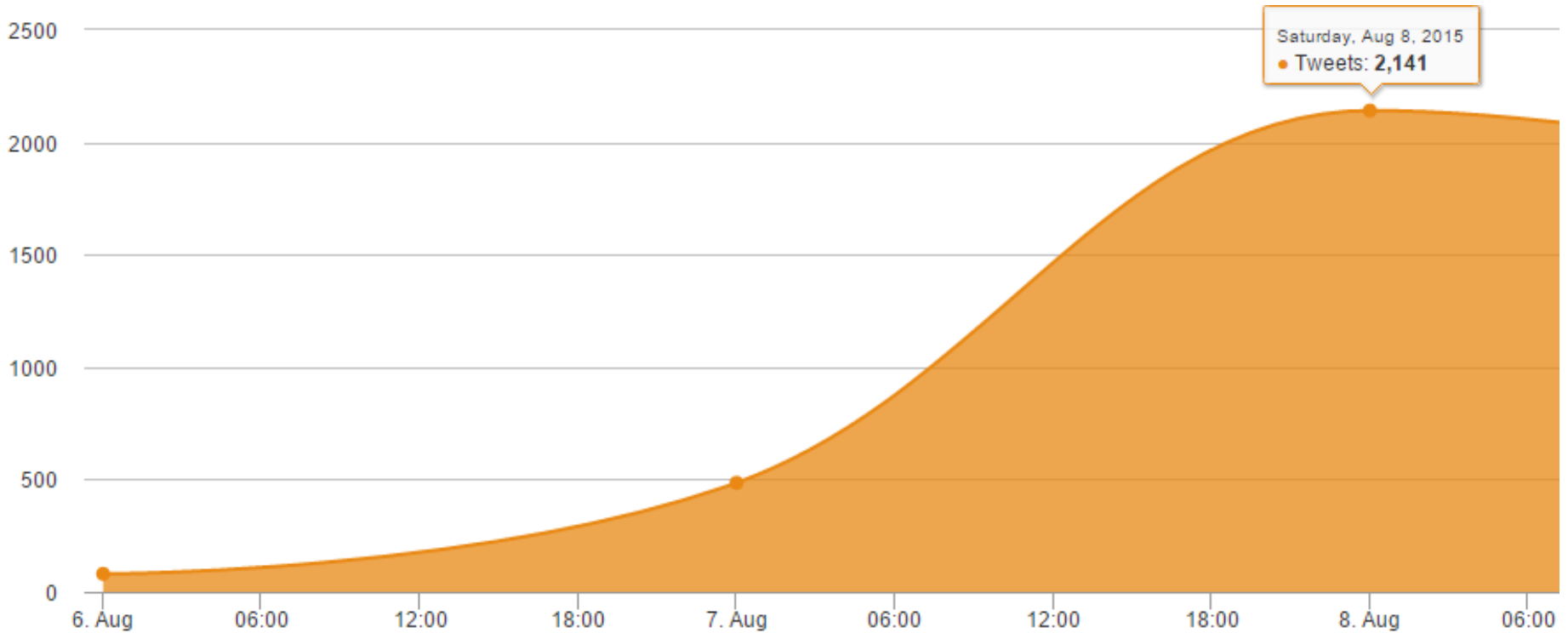


The Royal College of Surgeons of England
Hospital & Health Care
201-500 employees

Home



#ILookLikeASurgeon



Study Recruitment

- Department of Health highlighted the need to increase study recruitment
- Patient recruitment remains difficult
- Several groups have shown the impact of social media in collaborator recruitment

Professionalism

- Unprofessional content causes public mistrust
 - Boundaries becoming blurred between professional and private lives
- No guidance yet from the RCS regarding conduct on social media

The Real Benefits of Social Media

Greater Education

Healthcare Branding

Challenged Stereotypes

Improved Research

The Challenge..?

Thank you for Listening



@MikeFBath

References

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