

# 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

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# Education

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- 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](http://leicestershospitals.nhs.uk)  
Joined January 2010

Tweet to Message



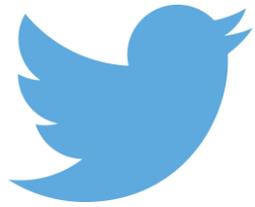
**Royal London Hospital**  
Hospital

4.4 ★ · 512 public ratings

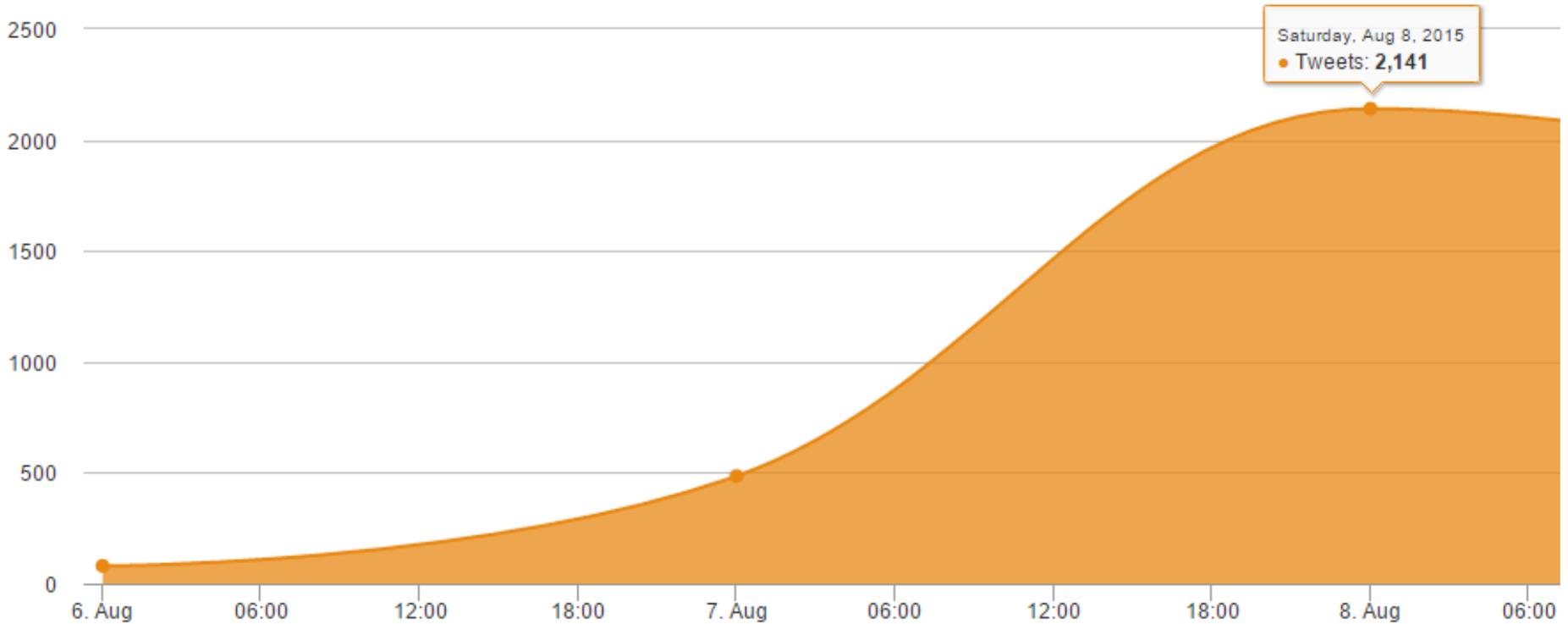


**The Royal College of Surgeons of England**  
Hospital & Health Care  
201-500 employees

Home



# #ILookLikeASurgeon



# Study Recruitment

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- 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

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- 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

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Greater Education

Healthcare Branding

Challenged Stereotypes

Improved Research

The Challenge..?

Thank you for  
Listening

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**@MikeFBath**

# References

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