

Deploying social media wisely: A transdisciplinary Tweeterial with seasoned colleagues

Panelists:

Fumiko L Chino, MD

-Radiation oncologist, MSKCC

Tatiana Prowell, MD

-Medical oncologist, Johns Hopkins and US FDA

Syed Ahmad, MD

-Surgical oncologist, U of Cincinnati

Moderator:

Julie Ann Sosa, MD MA

-Surgical oncologist/endocrine surgeon, UCSF



Disclosures

- JAS is a member of the Data Monitoring Committee of the Medullary Thyroid Cancer Consortium Registry supported by Novo Nordisk, Astra Zeneca and Eli Lilly. Institutional research funding was received from Exelixis and Eli Lilly.
- FC has no disclosures.

Our distinguished SoMe panel of oncologists

← **Tatiana Prowell, MD** ✓
46.4K Tweets



... ⓧ ↺ Following

Tatiana Prowell, MD ✓
@tmprowell Follows you

Internist/oncologist serving ppl w/ #cancer @ #bcsm clinic, #MedEd, #Regulatory & #COVID19. #ASCO20 Ed Chair. @HCWvsHunger. Team hope/good trouble/go high.

📍 Maryland, USA ↗ hopkinsmedicine.org/profiles/resul...
📅 Joined November 2009

7,286 Following 59.4K Followers

← **Fumiko Ladd Chino, MD** ✓
12.6K Tweets



... ⓧ ↺ Following

Fumiko Ladd Chino, MD ✓
@fumikochino Follows you

Radiation Oncologist. Reformed Artist. Cancer Widow. I study #FinancialToxicity #Affordability @MSKCancerCenter she/her @Fumikochino@med-mastodon.com

📍 New York City, NY ↗ mskcc.org/cancer-care/do... 🕒 Born July 13
📅 Joined January 2009

715 Following 12.5K Followers

← **Syed A. Ahmad**
12.2K Tweets



... ⓧ ↺ Following

Syed A. Ahmad
@SyedAAhmad5 Follows you

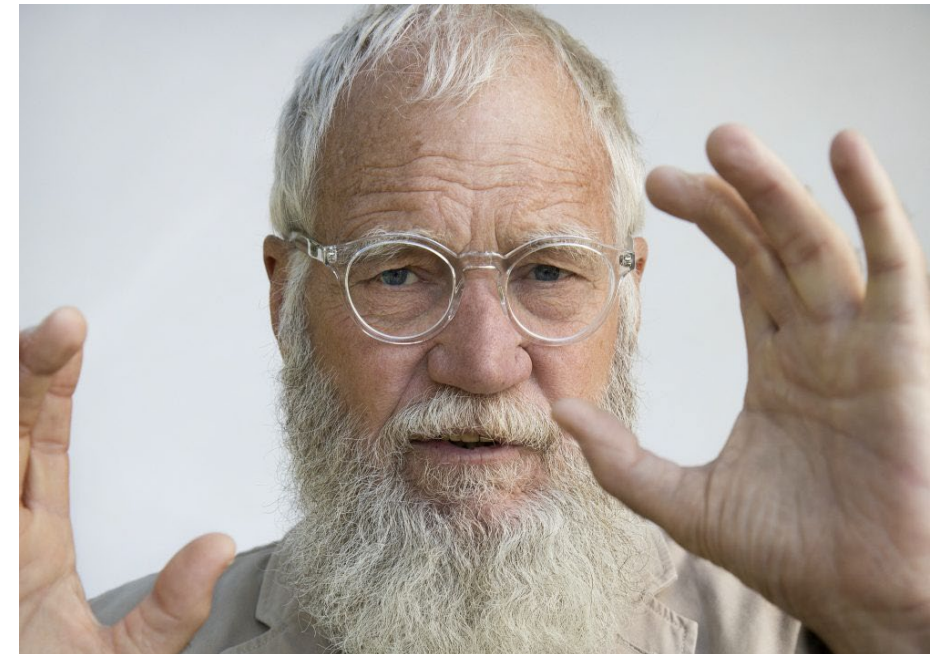
Director University of Cincinnati Cancer Center, Chief Surgical Oncology University of Cincinnati, All things Duke Basketball. Tweets and retweets are my own.

📍 Mason, OH 📅 Joined April 2020

704 Following 8,760 Followers

Top 10 List!

Advice coming from our experts



#1. Why are you on social media?

Do you have a mission statement? Do you have an identity? Do you have an audience?

Does it depend on career stage?

- Goals may include:
 - COVID
 - Scholarship/innovation
 - Education
 - Amplification
 - News
 - Advocacy/politics
 - Curiosity/boredom/baby animals

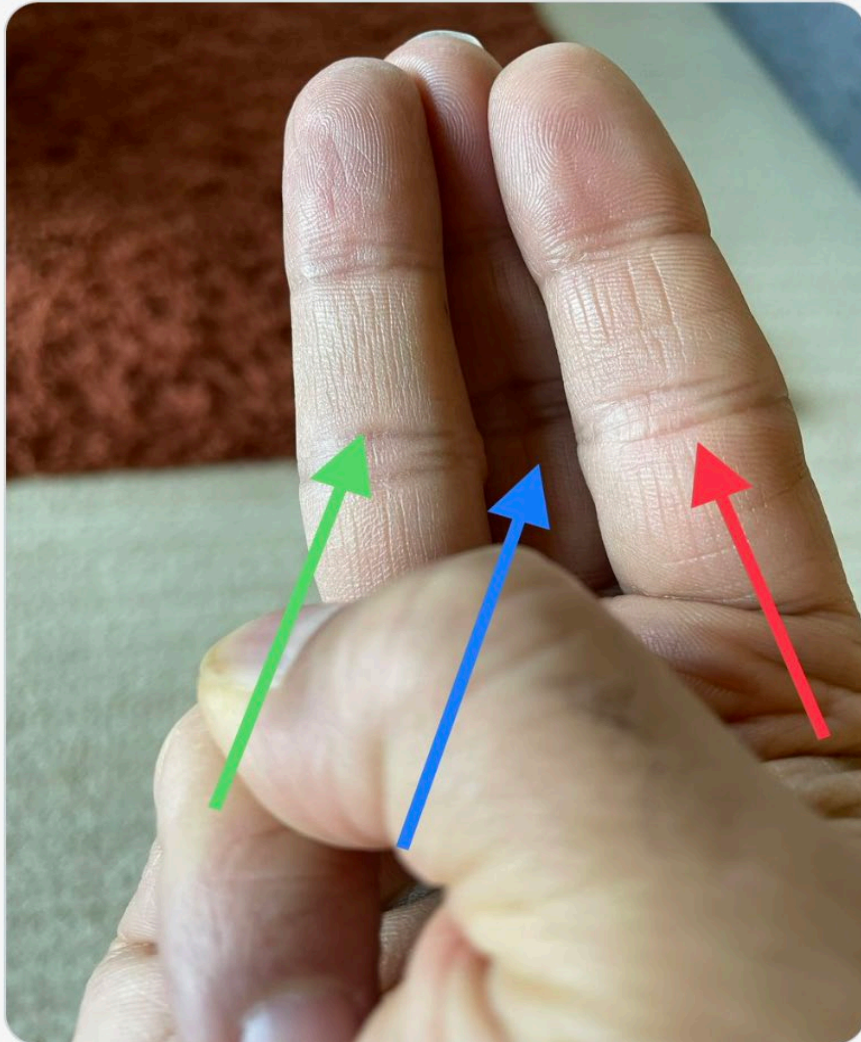




Syed A. Ahmad @SyedAAhmad5 · 6h

For students: Relationship of hepatic artery (Red), bile duct (Green), and portal vein (Blue) to one another.

@SAGES_Updates @SurgJournal @juliomayol @TomVargheseJr @IHPBA



7

28

111



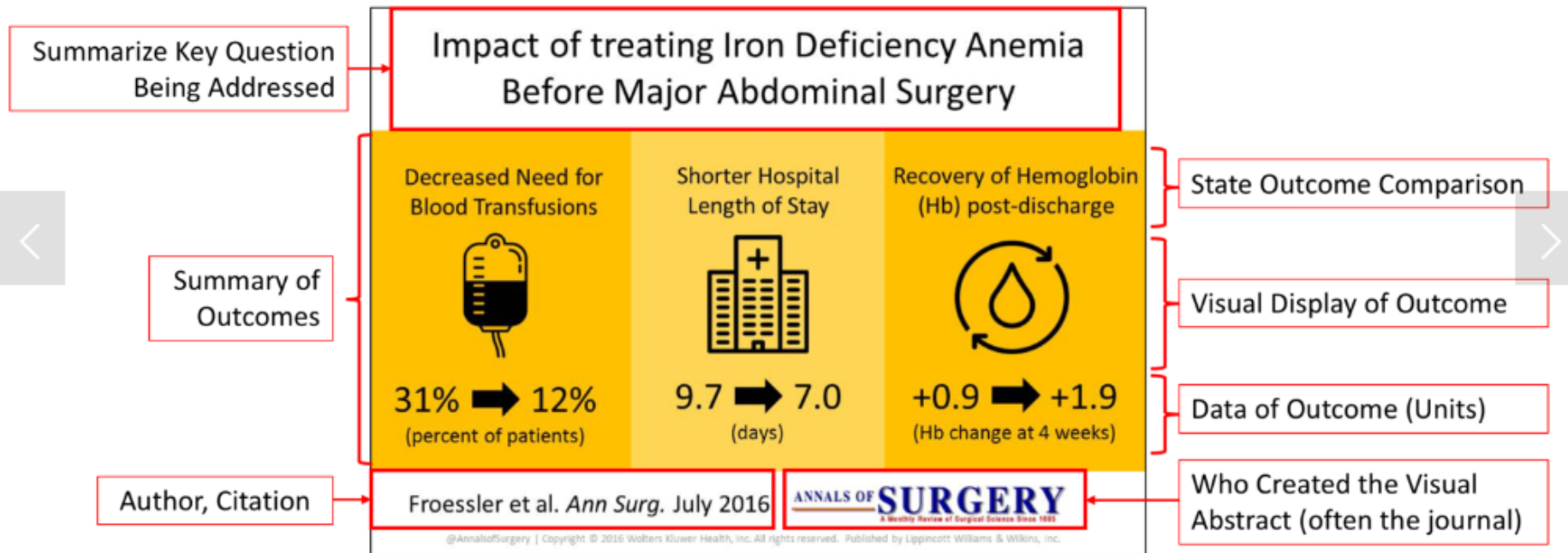
#2. How to get started?



#3. Promoting...and doing...research

An effective visual abstract...and a tweet to go with online publication!

COMPONENTS OF AN EFFECTIVE VISUAL ABSTRACT



#4. Promoting someone...



Fumiko Ladd Chino, MD @fumikochino · Nov 9

Trying something new... I've seen others put the photo of trainees that they've worked with in the corner of the slide to acknowledge who led the work. Always thought it was cool but finally pulled the trigger to add to my slides. What do we think? 🤔

Leadership Teams with Women Were More Diverse in Other Ways Too

Final Regression Model for Diversity of Leadership Team: Any Black or Hispanic Leadership Team Member

Gender	OR (95%CI)	n
Male	1.71 (0.92-3.16)	24
Female	1.71 (0.92-3.16)	24

Leadership teams with more women (aOR, 1.73 [95%CI, 1.02 to 2.93], P = .04) and institutions in the South (aOR, 2.31 [95%CI, 1.15 to 4.77], P = .02) were more likely to have at least 1 Black or Hispanic leadership member.

EO NCJ cancer centers, n=650 leaders
Blogan, JAMA NO, 2021

Improve Medical Education

Education on Value, Cost, & Insurance (2 Week Virtual Round)

More recent graduates were more likely to have had lectures on value (mean years "yes" = 3.35, mean years "no" = 4.17; U=385.5, p=.014), cost (mean years "yes" = 3.15, mean years "no" = 4.07; U=479.5, p=.008), and insurance (mean years "yes" = 3.19, mean years "no" = 4.24; U=316.5, p=.003).

Bel, ASTRO 2022 and JGCR, 2022

Less Likely to be Respected Online

356 720 verified accounts, 779 physicians (Twitter data)
Rogers, JAMA NO, 2022

Higher Rates of Aggressive EOL Care

A higher likelihood of receiving invasive mechanical ventilation was observed among Black patients (OR, 1.59; 95%CI, 1.41-1.75; P < .001) and patients receiving care at urban teaching (OR, 2.01; 95%CI, 2.40-3.54; P < .001) or urban nonteaching (OR, 2.52; 95%CI, 2.06-3.09; P < .001) hospitals.

n=21,335 (NH)
Dietz, JAMA MO 2021

Austin Morgan and 2 others

44

25

353



...or something!

 **Syed A. Ahmad** @SyedAAhmad5 · Nov 12
Is this on you calendar? 📅📅📅

@AnnSurgOncol @DenboJw @TsengJennifer @McMastersKelly

 **AnnalsSurgOncology** @AnnSurgOncol · Nov 10
Save the Date! for next ASO Tweetchat Nov 17 7:30pm ET "Surgical Approach and RIOT for #PancreaticCancer" rdcu.be/cZpsM
#ASOchat @AnnSurgOncol @fdahdaleh @DenboJw @SyedAAhmad5 @McMastersKelly

Join the Next @AnnSurgOncol TweetChat and Engage with Pancreatic Tumor Cancer Experts

 **Topic:**
RIOT in Pancreatic Ductal Adenocarcinoma by Surgical Approach

Join the Author:
Fadi Dahdaleh, MD – @fdahdaleh

**November 17, 2022
7:30 pm ET
#ASOchat**


ANNALS OF SURGICAL ONCOLOGY

Hosts: @DenboJw and @SyedAAhmad5

🗨️ 5 ❤️ 12 📌



The results have been finalized! In 3rd place with \$93,323 is #BladesNBougies, in 2nd place with \$112,534 is #MultiDFoodBoard, & the winner of the 2021 #HCWvsHunger contest, with \$120,358, is #KidVengers! Thank you for participating in our 2021 contest, which raised \$427,574! 🍎



The 2021 #HCWvsHunger Competition is now over! The final leaderboard is coming soon...

Generous contributors donated more than:

\$427,574

3rd	BladesNBougies (Surgery, Anesthesia, ENT, Toxicology & ER)	\$93,323
4th	IMGenerous (Primary Care & Internal Medicine)	\$32,096
5th	UrinelToWinit (Nephrology)	\$17,322
6th	PEEPsAgainstHunger (Pulmonary critical care)	\$15,295
7th	EatOurWords (Health & Science Communication)	\$8,940
11th	PooMoGI (Gastroenterology)	\$2,901
12th	Charcaterus (Ob/Gyn)	\$2,445
13th	340Brie (Pharmacology)	\$2,193
14th	HungerSKIntervention (Dermatology)	\$1,956
15th	Brains4Bellies (Neurology)	\$1,411
16th	NotThatKindofDoctor (Individuals with PhDs)	\$1,256
17th	Isla of Misfit Toys	\$1,205
18th	SnacksinTheBreakroom (Nursing)	\$1,179

12:00 PM · Dec 20, 2021 · Twitter for iPhone

Twitter constitutes the majority of an article's **Altmetric score**

Altmetric employs an algorithm to assign each item an automatically calculated score. Based on the volume and source of attention an item has received, the score is intended to reflect the reach or popularity of the research output.

This Issue Views **12,522** | Citations **22** | Altmetric **900**

PDF More Cite Permissions

Research Letter

FREE

November 2017

Out-of-Pocket Costs, Financial Distress, and Underinsurance in Cancer Care

Fumiko Chino, MD¹; Jeffrey M. Peppercorn, MD, MPH²; Christel Rushing, MS³; et al

» Author Affiliations | Article Information

JAMA Oncol. 2017;3(11):1582-1584. doi:10.1001/jamaoncol.2017.2148



About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

- 63 news outlets
- 9 blogs
- 545 tweeters
- 5 Facebook pages
- 2 Google+ users

Citations

- 29 Dimensions

SUMMARY

News

Blogs

Twitter

Facebook

Google+

Dimensions citations

So far, Altmetric has seen 701 tweets from 545 users, with an average of 1.3 tweets per user.

Showing items 1-100



Rana Ahmed
@ranamadani09

RT @ChocolatiereP: Out-of-Pocket Costs, Financial Distress, and Underinsurance in Cancer Care
<https://t.co/vuQwlpISMI> via @rightrelevance t...

31 May 2019



JAMA Oncology
@JAMAOnC

RT @ChocolatiereP: Out-of-Pocket Costs, Financial Distress, and Underinsurance in Cancer Care
<https://t.co/vuQwlpISMI> via @rightrelevance t...

31 May 2019



Chocolatiere Phys
@ChocolatiereP

Out-of-Pocket Costs, Financial Distress, and Underinsurance in Cancer Care
@rightrelevance thanks @jamaonc

About this Attention Score

In the top 5% of all research outputs scored by Altmetric

Among the highest-scoring outputs from this source (#13 of 2,018)

High Attention Score compared to outputs of the same age (99th percentile)

High Attention Score compared to outputs of the same age and source (97th percentile)

@fumikochino

UCSF Department of Surgery

#5. Understand risk and liability...and remember, your Tweets are part of the public record.

PERSONAL ACCOUNT:
THE VIEWS AND INFORMATION
PRESENTED HERE ARE MINE.



Surgeon/scientist determined to improve care for thyroid cancer pts; Chair @UCSFSurgery; EIC @WorldJSurg; President @AmThyroidAssn; She/her; Opinions- my own





1. Know institutional policy (Talk with marketing and general counsel)
2. Don't share HIPAA
3. NEVER comment re: Rx of a famous person at your institution (FC)



Tatiana Prowell, MD 

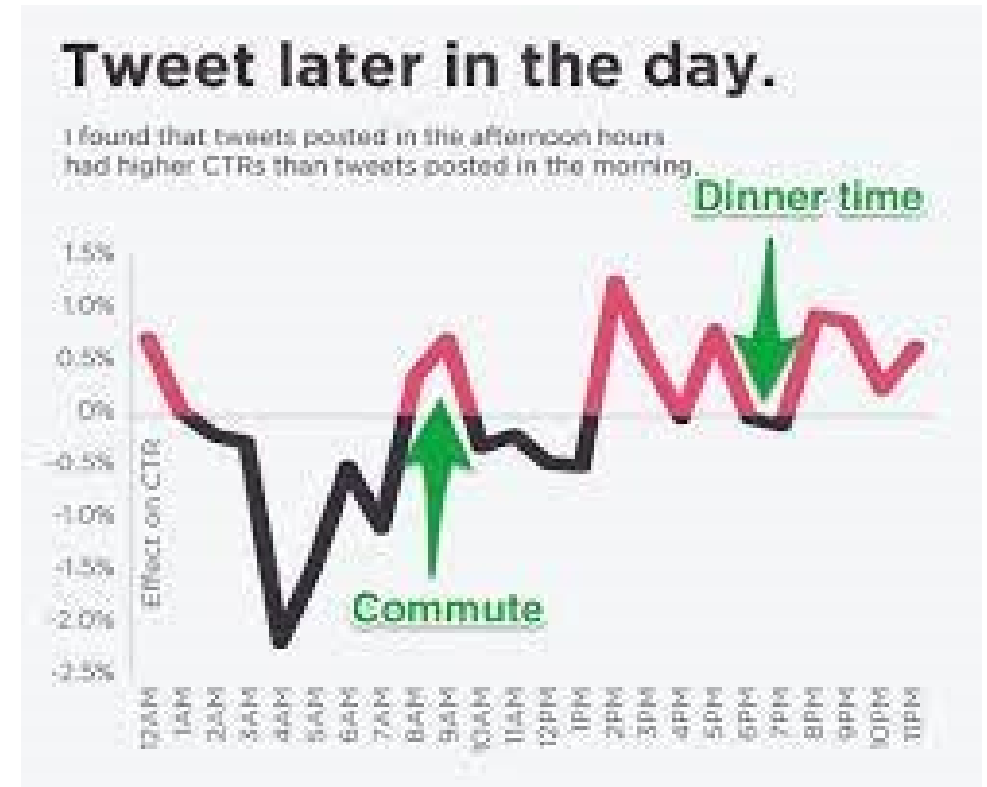
@tmprowell



 As a scientist & physician, when our [#pandemic](#) predictions are off, I think it's important to circle back & analyze why. In late Dec 2021, I tweeted a  predicting widespread disruption of everything from health care & pharmacies to grocery stores & schools in Jan/Feb '22. 1/x

8:20 PM · Feb 28, 2022 · Twitter Web App

#6. The Goldilocks effect of SoMe



#7. How is social media treated in academic advancement?

SERVICE AND COMMITTEES

Cancer Care Advisory Committee - Pet Assistance & Wellness (PAW) Program (2021-

Costs of Care Learning Network Fellow (2018-2019), Director (2021-

Duke Radiation Oncology: Chief Resident (2018-2019)

GME Patient Safety and Quality Council (2018-2019)

Accreditation Council for Graduate Medical Education: Resident Council (2016-2018)

Memorial Hermann Hospital, TMC: Volunteer Leader/New Program Development (2009-2010)

Suchu Dance and Barnevelder Movement/Arts Complex: Board of Directors (2002-2006)

Aurora Picture Show: Board of Directors (2003-2006)

Diverseworks Art Space: Artist Board, Member (2002-2006), Co-Chair (2003), Fundraiser Co-Chair (2005)

Online Content/Social Media:

@MSK_RadOnc (2019-

@CostsofCare (2016-2018)

@fumikochino, verified account, 250k-1M impressions monthly (2009-

JCO OP Social Media Editor (2021-

2020, 2021, 2022 ASCO Quality Care Symposium Featured Voice

2021, 2022 ASCO Annual Meeting Featured Voice

Expert Content Contributor to BreastCancer.org (2021-

2019 ASTRO Annual Meeting Social Champion

Scientific Committee/Abstract Reviewer:

2022 Value Driven Care National Competition

#8. Building community

And how to deal with trolls and harassment by strangers...?



Endocrinologists

Private · 3K members

A group of Endocrinologists who can discuss interesting cases, clinical management issues, and network. Please remember HIPAA rules still apply. Please feel free to add Endocrinolog...

25 unread posts

Member since November 2019



Women in Surgery Support Group

Private group · 1.5K members



Oncoplastic Breast Surgery

Public · 3.7K members · 3 posts a week

This groups is for #surgeons #oncologists #doctors #nurses #radiographers and anybody dealing with #breastcancer and is interested in #Oncoplastic Breast #Surgery and...

Join



Physician Non-Mom's Group

Private group · 1.1K members

#9. Best piece of advice for colleagues starting out...

 Pinned Tweet

 **Syed A. Ahmad**
@SyedAAhmad5

Just got an email from work that our hospital is full and all elective surgical cases have. Even cancelled. No transfers allowed to hospital. Driving home, passed a restaurant that was full. Shaking my head. Frustrated is an understatement.

7:40 PM · Nov 28, 2020 · Twitter for iPhone

 View Tweet analytics

23.6K Retweets **2,665** Quote Tweets **167.2K** Likes



#10. Why do you stay on social media? aka #TwitterMigration: What are you going to do? Do we have a responsibility to stay?

