

Social Media in Radiology Education

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@CincyKidsRad



facebook.com/CincyKidsRad



Disclosure

- Pediatrics Lead Author/Consultant for Amirsys-Elsevier
 - Royalties/Fees
- Use of various SoMe platforms for educational purposes
 - No Royalties/Fees

Disclosure

- Pediatrics Lead Author/Consultant for Amirsys-Elsevier
 - Royalties/Fees
- Use of various SoMe platforms for educational purposes
 - No Royalties/Fees
 - Not comprehensive

Other Disclosures...

- No demands that you use SoMe for education
 - MANY great ways to teach!
- Term “Social Media” grammatically challenging

Other Disclosures...

- Reserved user of social media personally & professionally

@acmerrow

Other Disclosures...



@CincyKidsRad

Objectives

- Discuss possible roles for social media utilization in radiology education
- Review advantages and disadvantages of various social media platforms for engaging radiology learners
- Enable attendees to leverage social media applications for their teaching goals

Outline

- Social media 101
- Ideas for educational uses in radiology
- How to get started
- Specific platforms

Social Media 101

What is it?

- Web/app-based platforms accessing networks to
 - Create content...
 - Disseminate content...
 - Consume content...
 - Facilitate interaction...

Widely & Rapidly



<http://www.forbes.com/sites/steveolenski/2014/11/22/how-to-market-a-franchise-using-social-media/>

What is it?

Just another form of communication, but
with magnified advantages & drawbacks

SoMe 101: Advantages

- Audience size can be massive, potentially global
- New information can be presented rapidly
- Permanent searchable record
- Anyone can participate

SoMe 101: Disadvantages

- Audience size can be massive, potentially global
- New information can be presented rapidly
- Permanent searchable record
- Anyone can participate

What is it?

“Social media allows learners to interact and collaborate with content generators outside the confines of physical space and time”

Pearson D et al. Recommendations from the Council of Residency Directors (CORD) Social Media Committee on the Role of Social Media in Residency Education and Strategies on Implementation. West J Emerg Med. 2015 Jul;16(4):510-5.

Asynchronous learning

“Social media allows learners to interact and collaborate with content generators outside the confines of physical space and time”

Pearson D et al. Recommendations from the Council of Residency Directors (CORD) Social Media Committee on the Role of Social Media in Residency Education and Strategies on Implementation. West J Emerg Med. 2015 Jul;16(4):510-5.

Core principle

- FOAMed=

Free Online Access Medical education

- Sharing of medical knowledge + interaction + collaboration benefits all
 - Learner
 - Patient
 - Teacher

SoMe 101: What is included?

- Blogs
- Microblogs
- Networking
 - Social
 - Professional
 - Theme
- Media sharing
- Wikis
- Podcast
- Curation/Filters
- RSS Reader
- Mashups
- Audience response
- Group IM

Social Media 101: Why in Medicine?

Main Professional Uses

Purpose

Physician/practice
promotion

Education

Research collaboration

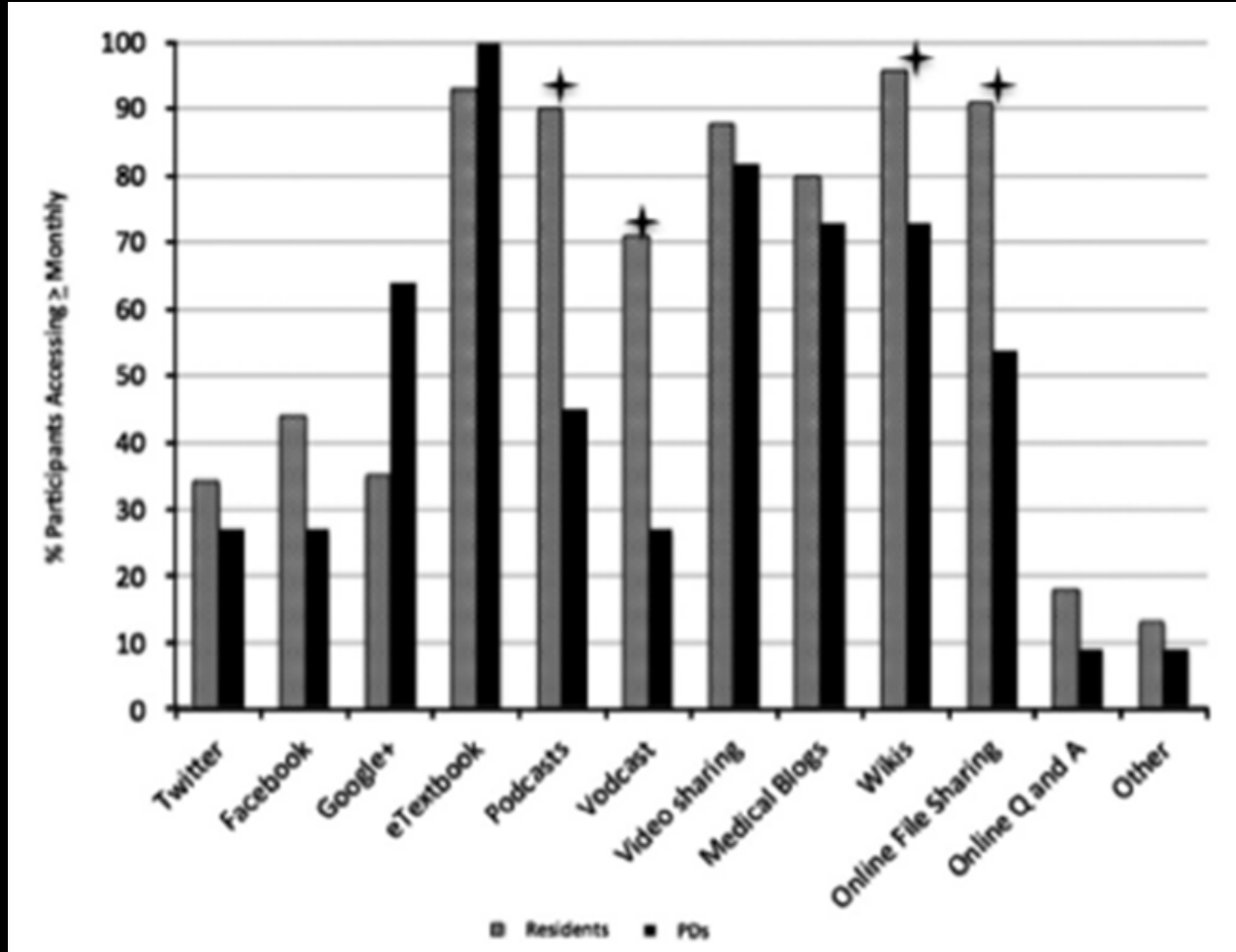
Audience

Patients/Families

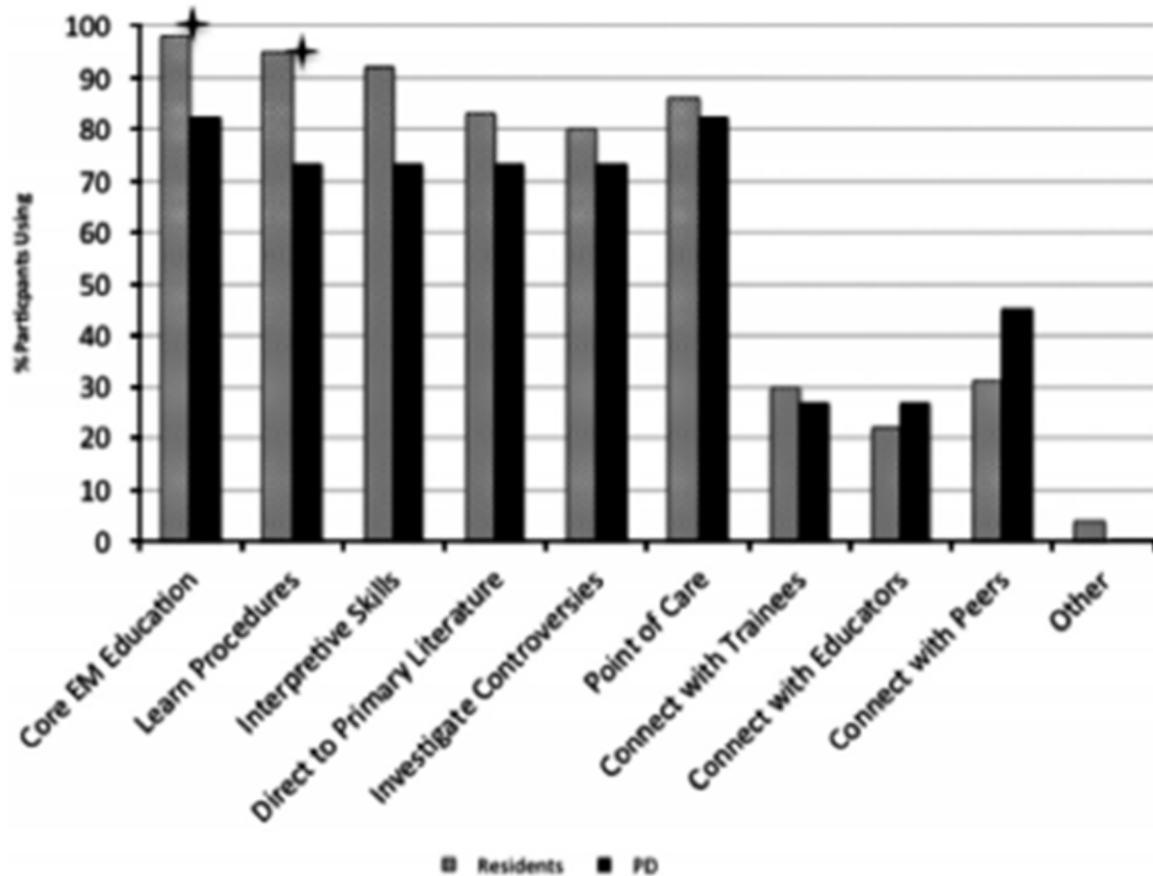
Colleagues

Public

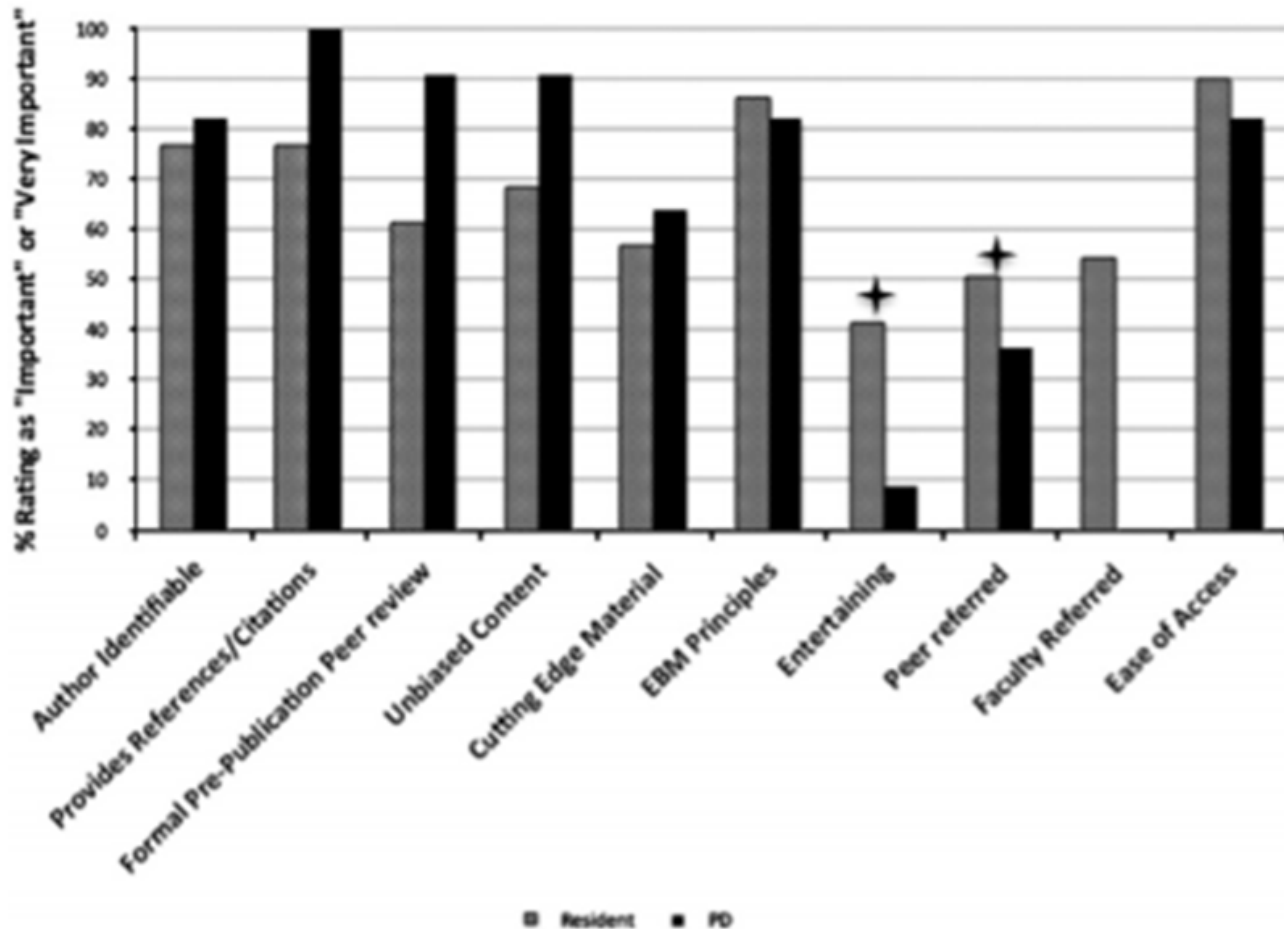
Current Usage



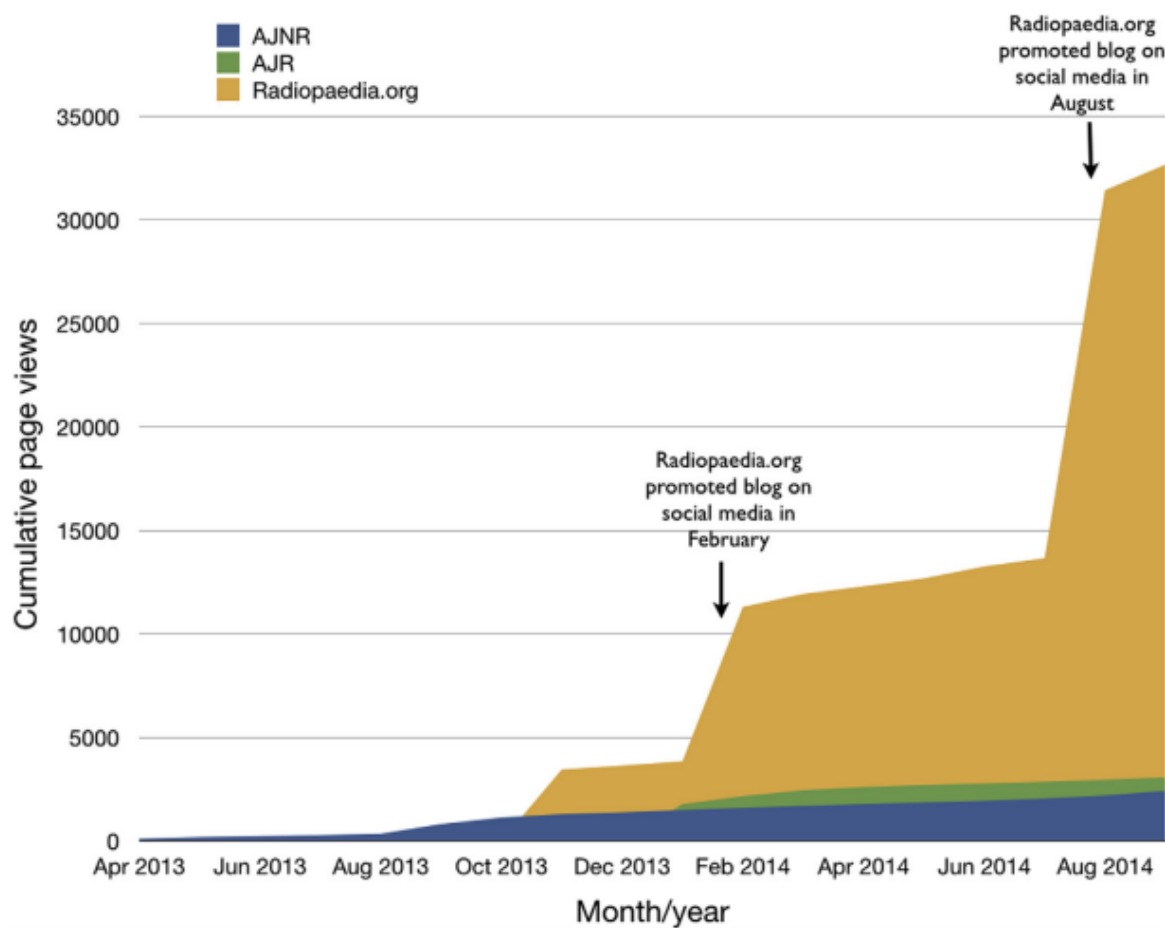
Purdy E et al. The use of free online educational resources by Canadian emergency medicine residents and program directors. CJEM. 2015 Mar;17(2):101-6.



Purdy E et al. The use of free online educational resources by Canadian emergency medicine residents and program directors. CJEM. 2015 Mar;17(2):101-6.



Purdy E et al. The use of free online educational resources by Canadian emergency medicine residents and program directors. CJEM. 2015 Mar;17(2):101-6.



Hoang JK et al. Using Social Media to Share Your Radiology Research: How Effective Is a Blog Post?
 J Am Coll Radiol. 2015 Jul;12(7):760-5.

GME program incorporations

- Expand distribution & interaction of traditional teaching methods
 - Lectures
 - Case discussions
 - Journal clubs
- Participation in creation of SoMe materials

Possibilities...

- Global journal club by ALiEM, *Annals of EM*
- 6 facilitators
 - Medical education gurus
 - Social media presence (blogs, Twitter)
- Event promotion (organizations, individuals)

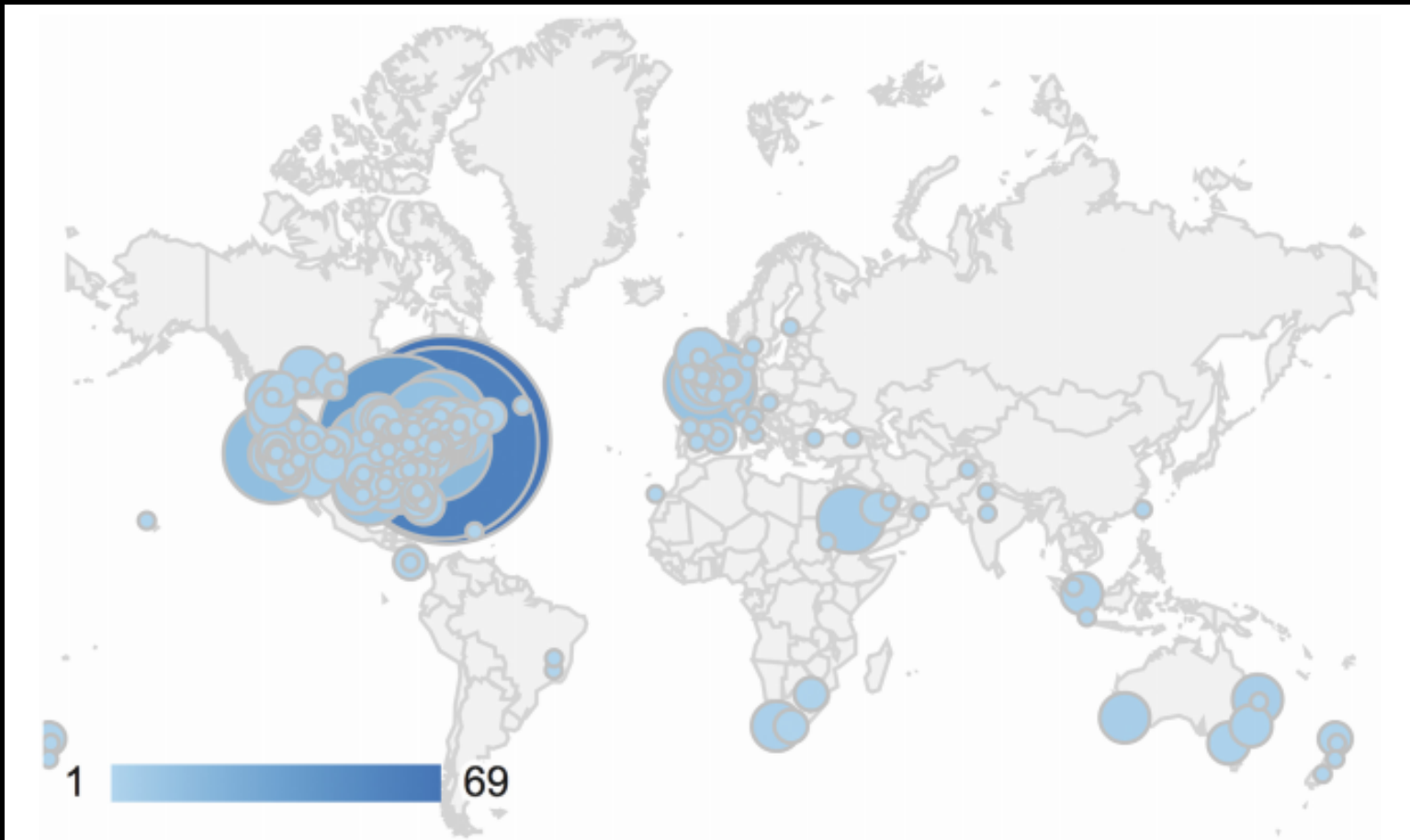
Table 2. Aggregate analytic data from various social media-based discussions for the first 14 days of the event.

| Social Media Analytic Aggregator | Metric | Metric Definition | Count |
|--|---|---|--------------|
| Google Analytics: a free online service to track page views and other blog metrics | Page views | Number of times the Web page containing the post was viewed | 1,222 |
| | Users | Number of times individuals from different IP addresses viewed the site (previously termed "unique visitors" by Google) | 1,033 |
| | Number of cities | Number of unique jurisdictions by city as registered by Google Analytics | 325 |
| | Number of countries | Number of unique jurisdictions by country as registered by Google Analytics | 32 |
| | Average time on page | Average amount of time spent by a viewer on the page | 4:11 minutes |
| ALiEM social media post widget: a Web-based tool embedded into each blog post, which tracks engagement metrics for multiple social media platforms | Number of tweets from page | Number of unique 140-character notifications sent directly from the blog post by Twitter to raise awareness of the post | 160 |
| | Number of Facebook likes | Number of times viewers "liked" the post through Facebook | 32 |
| | Number of Google+ shares | Number of times viewers shared the post through Google+ | 6 |
| ALiEM comments section | Number of site comments | Comments made directly on the Web site in the blog comments section | 36 |
| | Average word count per blog comment (excluding citations) | | 311 |

Hayes BD et al. Social media in the emergency medicine residency curriculum: social media responses to the residents' perspective article. *Ann Emerg Med.* 2015 May;65(5):573-83.

| | | | |
|---|--------------------------------|---|-------------|
| Symplur Analytics: a free online service to track metrics for Twitter engagement of health-related hashtags; used to track Twitter hashtag #ALiEMRP ¹¹ | Number of tweets | Number of tweets containing the hashtag #ALiEMRP | 285 |
| | Number of Twitter participants | Number of unique Twitter participants using the hashtag #ALiEMRP | 87 |
| | Twitter impressions | How many impressions or potential views of #ALiEMRP tweets appear in users' Twitter streams, as calculated by number of tweets per participant and multiplying it by the number of followers that participant has | 569,403 |
| YouTube Analytics: a free online service to track YouTube video viewing statistics | Length of videocast | Total duration of recorded Google Hangout videoconference session | 25 min 54 s |
| | Number of views | Number of times the YouTube video was viewed | 120 |
| | Average duration of viewing | Average length of time the YouTube video was played in a single viewing | 5 min 13 s |

Hayes BD et al. Social media in the emergency medicine residency curriculum: social media responses to the residents' perspective article. *Ann Emerg Med.* 2015 May;65(5):573-83.



Hayes BD et al. Social media in the emergency medicine residency curriculum: social media responses to the residents' perspective article. *Ann Emerg Med.* 2015 May;65(5):573-83.

Tweet Chat



JACR
@JACRJournal

Follow

T2: How can the #JACR and the Neiman Policy Institute promote more cross discipline collaboration? #RSNA15

1:13 PM - 30 Nov 2015

1



CancerGeek
@CancerGeek

Follow

T1: Success is that the dialogue is beginning in such places as this, as open, honest, & transparent w #physicians & #patients #RSNA15 #jacr

1:13 PM - 30 Nov 2015

3 4



Cincy Kids Radiology
@CincyKidsRad

Follow

@grebeccahaines @RadiologyACR should help identify the players and create the table to begin discussion #RSNA15 #jacr

1:13 PM - 30 Nov 2015

The Best of #FOAMed Emergency Medicine

- ECGWeekly posted [Part 3](#) from Amal Mattu's ECG and lecture series on who needs to go emergently to the cath lab, from last June's SMACC conference. [MG]
- EM Cases offers a second episode on the new ALCS guidelines, this time looking at [post-arrest care](#). [MG]
- ALiEM has a new capsule module on the [pharmacology of emergency airway](#) management, part two. [MG]
- [GEMCAST](#), a new podcast from geriatric emergency physician Christina Shenvi, provides clinical topics for physicians, trainees, nurses, and paramedics (everyone!) who takes care of older adults, particularly in the acute care setting. Three podcasts are currently posted: High risk medications and ADEs, Dr Tintinalli on end of life care, and Delirium in older adults. [JS]
- The [November](#) Annals of Emergency Medicine audio summary is out. [MG]
- Most people's worst case scenario: neonatal resuscitation. Take a look at the [fantastic blog from First10EM](#) on the management of the situation. [SL]

Social Media 101: Getting Started

Initial Questions

Who are you?

vs.

Who do you want to be?

Initial Questions

What do you want to accomplish?

Initial Questions

To whom are you responsible?

Next Level

- Target audience
- Content
- Interactions with followers
- Accountability

Target Audience

- Public or private
- Broad group or focused to specific level
 - Planet Earth
 - Medically curious
 - Medical professionals
 - Physicians
 - Students

Content

- Type
 - Text only
 - Short teaching point vs. longer discussion
 - Static images
 - Video
- Organization
 - Random or curriculum based
- Timeline

Content

- Already created, must be adapted
- Created specifically for platform
- Created on platform

Interactions

- Passive vs. prompted
- Routine interaction? How often?
- Metrics?

Next steps

- Building following
- Planning/Creating content
- Meaningful interactions
- Platform connectivity
- Regular oversight

Bottom line: Develop & follow plan!

- Sustainability
- Professionalism
- Quality
- Impact

@CincyKidsRad

- 2012: Mission statement, planning
- 2013: Twitter, Facebook
- 2014: Blog, Instagram
- 2015: Figure 1

Radiology Department



Why Choose Us?

The Department of Radiology and Medical Imaging at Cincinnati Children's has the largest pediatric radiology department in the country and performs more than 200,000 examinations every year.

change the outcome®



Neighborhood Locations

- [Anderson](#)
- [Eastgate](#)
- [Fairfield](#)
- [Green Township](#)
- [Kenwood](#)
- [Liberty](#)
- [Mason](#)
- [Northern Kentucky](#)
- [Maps and Directions](#)

Radiology Department

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- [Meet the Staff](#)
- [Services and Modalities](#)
- [Radiation Safety](#)
- [What to Expect](#)
- [Research](#)
- [Radiology Family-Centered Care Committee](#)
- [Contact / Referral](#)

Helpful Websites

- [Alliance for Radiation Safety in Pediatric Imaging \(Image Gently\)](#)
- [Society for Pediatric Radiology \(SPR\)](#)
- [American College of Radiology \(ACR\)](#)
- [American Academy of Pediatrics \(AAP\)](#)
- [Radiology Information](#)

Quick Links

- [Visitor Information](#)
- [Assistance for Out-of-Town Families](#)
- [CarePages](#)
- [Child Life](#)
- [Family Resource Center](#)
- [Guest Services](#)
- [International Patient Care Program](#)
- [Medical Records Resources](#)
- [On-site Facilities](#)
- [Patient Services](#)
- [Social Services](#)
- [Special Needs Resource Directory](#)
- [Survey Readiness Resource Guide](#)
- [A Look Inside](#)

Image Gently Links

- [Computed Tomography](#)
- [Fluoroscopy](#)
- [Interventional Procedures](#)
- [Nuclear Medicine](#)



>> Learn more about Radiology at Cincinnati Children's

- > How We Do It (103)
- > Meet The Team (43)
- > Patient Stories (11)
- > Research (26)
- > What Makes Us Different (99)

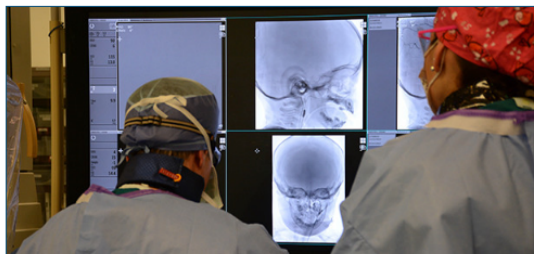
19
NOV, 15

Keeping Radiation Doses As Low As Possible For Your Child

0
COMMENTS

By: [Alex Towbin](#) on November 19, 2015

f Like 0 t Tweet G+ Share Pin It



Your child is more sensitive to the effects of radiation than you are. That's why at [Cincinnati Children's](#), we make every effort to reduce the amount of radiation your child receives during his or her imaging study. We use state-of-the-art equipment and innovative techniques to keep the radiation dose to your child As Low As Reasonably Achievable (a concept referred to as the ALARA principle in the medical world). While most hospitals focus on applying the ALARA principle to CT scans, at Cincinnati Children's we have worked to significantly ...

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“The tradition of Opening Day is a big deal in Cincinnati. The return of baseball is treated as a hol

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In the News > SEE ALL

Antibiotics in animal feed can harm children, doctors warn
November 16, 2015

Kids in day care need more outdoor play

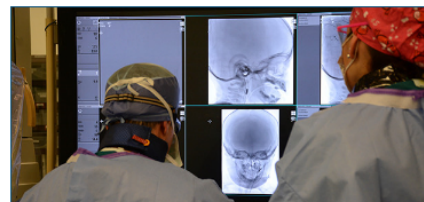
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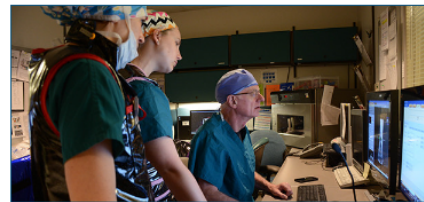
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Your child is more sensitive to the effects of radiation than you are. That's why at [Cincinnati Children's](#), we make every effort to reduce the amount of radiation your child receives during his or her imaging study. We use state-of-the-art equipment and innovative techniques to keep the radiation dose to your child As Low As Reasonably Achievable (a concept referred to as the ALARA principle in the medical world). While most hospitals focus on applying the ALARA principle to CT scans, at Cincinnati Children's we have worked to significantly decrease the amount of radiation needed for all of our imaging studies, including CT, x-ray, fluoroscopy, and interventional radiology.







In [interventional radiology \(IR\)](#) the amount of radiation used during a procedure can be variable. At Cincinnati Children's, our IR department is performing ground-breaking research to reduce how much radiation your child is exposed to during interventional procedures.







A study performed in our [Interventional Radiology Translational Research and Simulation Lab \(IR-TRSL\)](#) led to the development of new protocols that can dramatically lower radiation doses. The IR group has been able to use these new protocols to reduce radiation doses for your child by up to 97.5% during angiography (a procedure performed to evaluate the blood vessels). The results of this research were presented at the [Society of Interventional Radiology \(SIR\)](#) annual meeting earlier this year. The IR group has also been able to show that the radiation doses for fluoroscopy (a form of x-rays that allow us to see things in real-time) are also decreased by up to 73% during certain procedures. This new research will be presented at the upcoming [Radiological Society of North America \(RSNA\)](#) Annual Meeting later this month and has been selected as a featured story for the meeting.

Specific Platforms

Most Common in Education

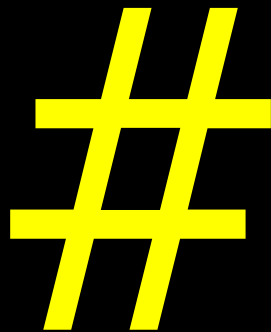
- YouTube 
- Podcasts  Lecture-based
- Wiki 
- Blogs  Traditional prose
- Twitter
- Instagram
- Figure 1

Most Common in Education

- YouTube 
- Podcasts  Lecture-based
- Wiki 
- Blogs  Traditional prose
- Twitter
- Instagram
- Figure 1

Common Features

- Short text
- Internal/external media attached
- Sent to all followers
- Interactive engagement
- Searchable by #
- Can be spontaneous



Hashtag

- Globally searchable term
- Makes you part of discussion (live or future)
 - Conversations
 - Conferences
 - Events

Hashtag

- #MedEd
- #FOAMEd
- #FOAMRad
- #PedsRad
- #POTD
- #Radiology
- #Pediatrics
- #HCSM

Clinical Tags

| Hashtag | Topic |
|-----------|-----------------------------------|
| #AbdRad | Abdominal Radiology |
| #ChestRad | Chest Radiology |
| #CTRad | Computed Tomography |
| #CVRad | Cardiovascular Imaging |
| #EMRad | Emergency Radiology |
| #HNRad | Head/Neck Radiology |
| #IRad | Vascular Interventional Radiology |
| #IROnc | Interventional Oncology |
| #Mammo | Mammography |
| #MRI | MRI |
| #MSKRad | Musculoskeletal Radiology |
| #MSKUS | MSK Ultrasound |
| #NeuroRad | Neuro Radiology |
| #NucMed | Nuclear Medicine |
| #OBRad | Obstetrics Radiology |
| #oncorad | Oncologic Radiology |
| #PedsRad | Pediatric Radiology |
| #USRad | Ultrasound |

Scientific Disciplines

| Hashtag | Topic |
|-------------|--|
| #FOAMRad | Free and Open Access to Medical Education Radiology |
| #FOAMus | Free and Open Access to Medical Education Ultrasound |
| #GlobalRad | Global Radiology |
| #HITRad | Radiology Informatics |
| #MolRad | Molecular Imaging |
| #POCUS | Research Related to Point-of-Care US |
| #RadCME | CME Offerings in Radiology |
| #RadEcon | Radiology Economics |
| #RadHSR | Radiology Health Services Research |
| #Radiology | Radiology |
| #RadLeaders | Radiology Leadership |
| #RadPhys | Radiology Physics |
| #RadPolicy | Radiology Health Policy |
| #RadQI | Radiology Quality Improvement |
| #RadRes | Radiology Residency |
| #RadSafety | Radiation Safety |
| #TeleRad | Teleradiology |

Important info: Ontology

<http://www.symplur.com/healthcare-hashtags/ontology/radiology/>

Specifics: Twitter

- Text-focused
- Brief (140 characters)
- Simple, quick
- 3rd party plug-ins
 - Scheduling
 - Organizing
- Great for supplementing other SoMe + events



Twitter Possibilities

- Meeting teaching points/discussion
- Links to web content
- Live Tweet chat, journal club
- Supplementing
 - Live webcast or lecture
 - App-based course syllabus/curriculum



Cincy Kids Radiology @CincyKidsRad · Nov 9
 #WeekendReview case 6: important to check entire length of a ventriculoperitoneal shunt for fracture/discontinuity on every imaging study

← ↻ ❤️ 1 ⋮



Cincy Kids Radiology @CincyKidsRad · Nov 9
 #WeekendReview case 5 (cont): rhabdomyosarcoma is the most common soft tissue tumor in children. Most common location is head/neck. #PedsRad

← ↻ ❤️ 2 ⋮



Cincy Kids Radiology @CincyKidsRad · Nov 9
 #WeekendReview case 5: US is a good modality to confirm presence of a soft tissue mass but usually MRI is need for a more definitive dx

← ↻ ❤️ 1 ⋮



Cincy Kids Radiology @CincyKidsRad · Nov 9
 #WeekendReview case 4: obstructive hydrocephalus can be treated with a third ventriculostomy. #PedsRad #NeuroRad

← ↻ ❤️ 1 ⋮



Cincy Kids Radiology @CincyKidsRad · Nov 9
 #WeekendReview case 3: eventration of the diaphragm is due to a congenital or acquired focal weakness of the diaphragm. #PedRad

← ↻ ❤️ 1 ⋮



Cincy Kids Radiology @CincyKidsRad · Nov 9
 #WeekendReview case 2: the striated nephrogram on post contrast MRI is not an indication of pathology goo.gl/V87wm9



SIR RFS @SIRRFS · Nov 8
 RT @CincyKidsRad: Long-term cancer survivors can have many late effects of life-saving therapies. goo.gl/J0gejM #IDoR2015 #AskCKR



Caring for Survivors of Childhood Cancer - Cincinn...
 Childhood cancer. These words can seem like a bad dream for any parent. Unfortunately, cancer is a common reality for many parents, affecting 1 in 300 children and... cincinnatichildrensblog.org

← ↻ ❤️ ⋮



Neil U Lall @NULall · Nov 8
 @Figure1 I'm glad we play a key role in identifying child abuse, but just seeing it is gut wrenching & you never get adjusted to it #AskCKR

← ↻ 2 ❤️ 5 ⋮ [View conversation](#)



Jim Rawson MD @Jim_Rawson_MD · Nov 8
 Radiology Chair at @MCG_RAD in Augusta joining #askckr

← ↻ ❤️ 3 ⋮



Sharon Vorona @sharonvorona · Nov 8
 @NULall @CincyKidsRad So does @Figure1! #AskCKR #IDoR2015

← ↻ ❤️ 4 ⋮ [View conversation](#)



Neil U Lall @NULall · Nov 8
 @CincyKidsRad Very true. We now have standing desks too! 😊 #AskCKR

← ↻ 2 ❤️ 5 ⋮ [View conversation](#)



SIR RFS @SIRRFS · Nov 8
 RT @CincyKidsRad: MRI elastography helps us measure liver stiffness. Read more on our blog: goo.gl/MxzkrK #IDoR2015 #AskCKR

Twitter Metrics: Basic

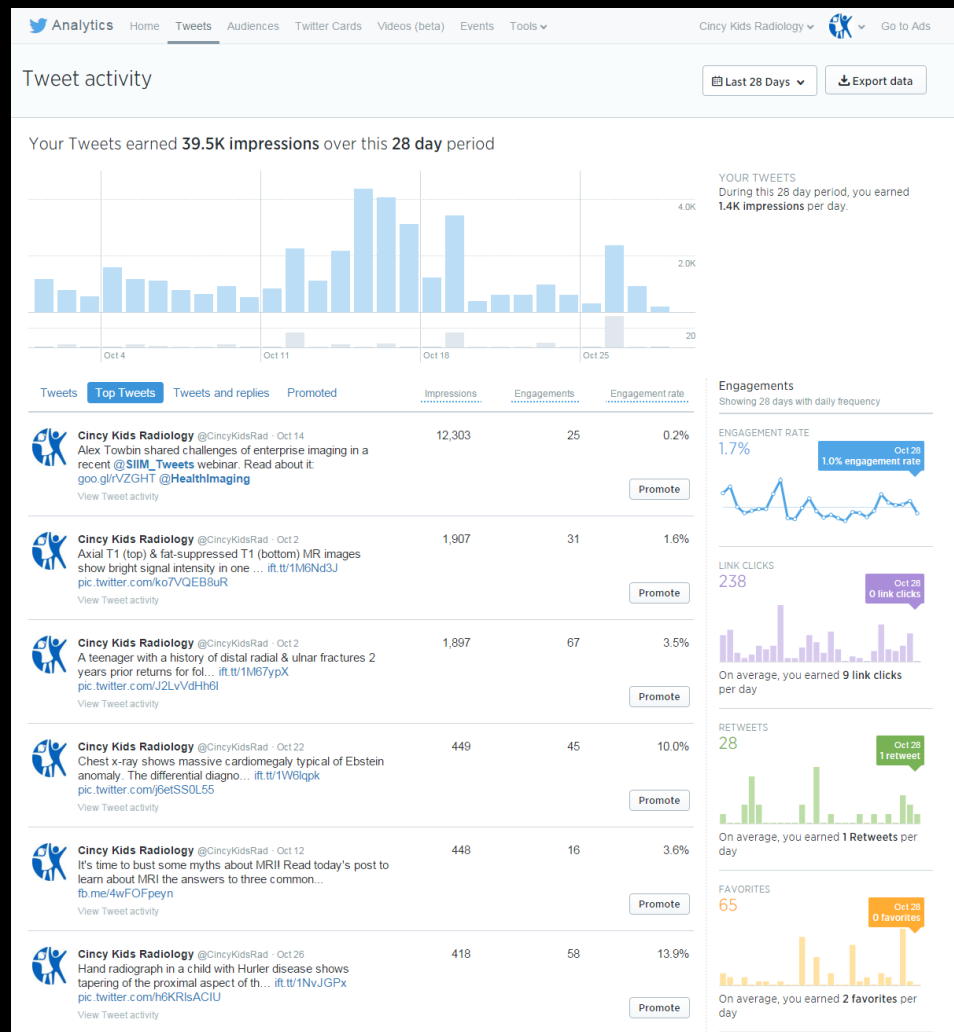


A screenshot of a Twitter profile page. The profile picture is a blue icon of a stylized person with arms raised, set against a white background. The header image is a circular photograph of a woman in a hospital setting, smiling and pointing upwards. The background of the profile page is blue with white curved lines. The metrics are displayed in a white bar at the bottom of the header image.

| TWEETS | FOLLOWING | FOLLOWERS | FAVORITES | LISTS |
|--------|-----------|-----------|-----------|-------|
| 6,572 | 577 | 2,073 | 567 | 1 |

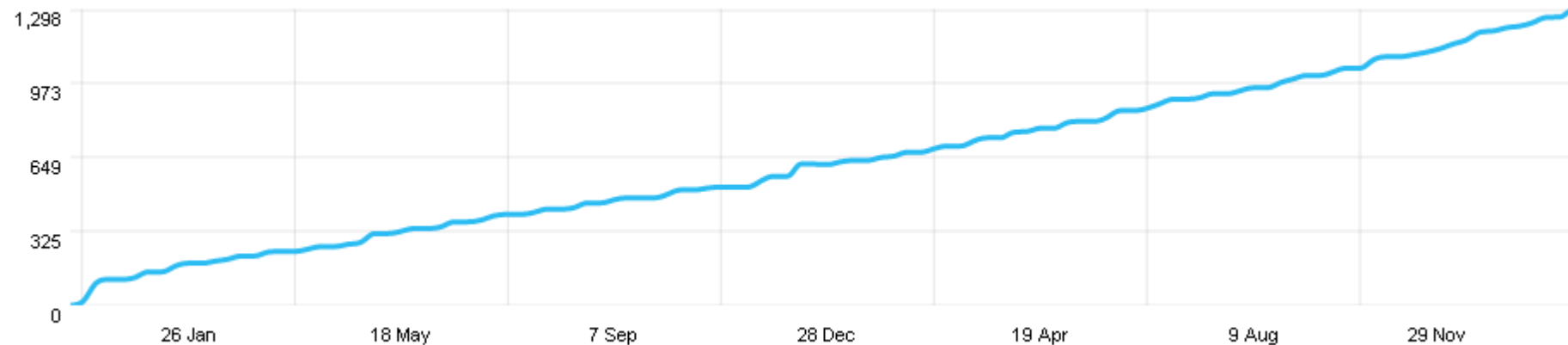
Tweets Tweets & replies Photos & videos

Twitter Metrics: Advanced



Twitter Metrics: Advanced

1,292 followers as of 1/24/2015 (days shown in Pacific time)



Your Tweets earned **68.8K impressions** over this **50 day period**



YOUR TWEETS
During this 50 day period, you earned **1.4K impressions per day.**

ENGAGEMENT RATE
2.5%



RETWEETS
119



On average, you earned **2 Retweets** per day

LINK CLICKS
515



On average, you earned **10 link clicks** per day

FAVORITES
143

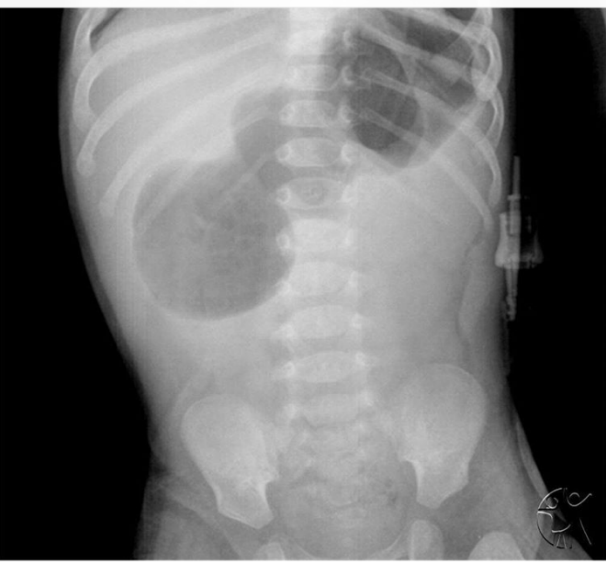


On average, you earned **3 favorites** per day

Specifics: Instagram

- Image-focused
- Generous character limit
on captions/comments
- More time consuming
- Few 3rd party apps





117 likes
cincykidsrad Supine abdominal radiograph in a 6-week-old with projectile nonbilious emesis. What abnormalities are seen in this image? What is the name of the corresponding fluoroscopic sign for this appearance? What is the most likely diagnosis and how should it be made in the current era? Another image & answers to follow. Comment below with your thoughts!

cincykidsrad 4w
Supine abdominal radiograph in a 6-week-old with projectile nonbilious emesis. What abnormalities are seen in this image? What is the name of the corresponding fluoroscopic sign for this appearance? What is the most likely diagnosis and how should it be made in the current era? Another image & answers to follow. Comment below with your thoughts!

cincykidsrad 4w
#FridayQuizDay #xray #MRI #CT #ultrasound #stomach #abdomen #FOAMed #POTD #FOAMRad #QA #MedEd #pediatrics #kids #children #radiology #medicine #HCSM

[Redacted] 4w
Paucity of small and large bowel gas with a caterpillar sign on the stomach. Usually seen with pyloric stenosis. Patient should have an ultrasound to eval pylorus.

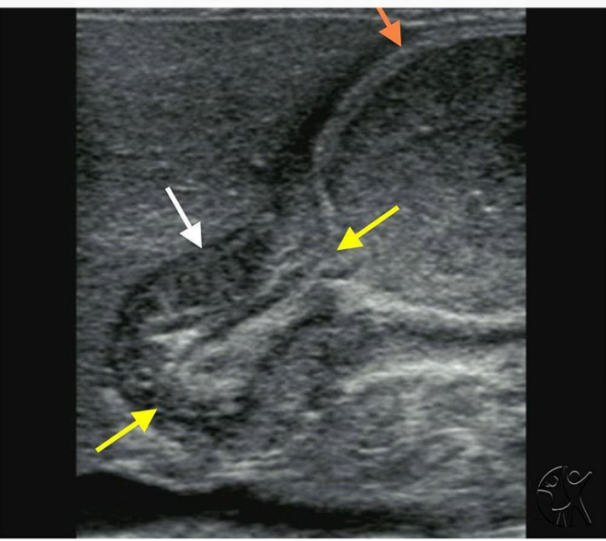
[Redacted] 4w
HPS with caterpillar sign

[Redacted] 4w
Double bubble sing, usually seen in a newborn with duodenal atresia

[Redacted] 4w
Pylorospasm

[Redacted] 4w


Add a comment... Send



101 likes
cincykidsrad US showed persistent thickening of the pyloric muscle (white), elongation & closure of the pyloric channel (yellow), & gastric distention (orange), typical of hypertrophic pyloric stenosis. US is the preferred modality for this diagnosis. The prior image showed a distended stomach with hyperperistalsis (a static representation of the fluoroscopic "caterpillar" sign) & no bowel gas. #FridayQuizDay

Instagram Metrics

ICONOSQUARE VIEWER ANALYTICS SNAPSHOTS MANAGE 18 PROMOTE CONTEST NEW Search for users or hashtags



Updated on Oct. 30th, 8h18.
Next update in about 15 hours.
 Notify me by email

Get fresh stats everyday, track your hashtag, export your data and never lose history.
[Discover](#)

Overview

- ▶ Rolling month analysis
- ▶ Content
- ▶ Engagement
- ▶ Optimization
- ▶ Community
- ▶ Hashtag Performance ^{New}
- ▶ Monthly Export ^{New}

- ▶ Brand Index
- ▶ Influencers Index

457 MEDIA

28,813 LIKES RECEIVED

6,767 FOLLOWERS

1,287 COMMENTS RECEIVED

19 FOLLOWINGS

[Summary snapshot](#)

Last 7 days ⓘ [ROLLING MONTH DETAILS](#)

NEW FOLLOWERS **1,333**

LOST FOLLOWERS **177**

FOLLOWERS GROWTH **+1,156**

[Full list](#) [Full list](#) [Tweet this](#)

Your scores ⓘ

LOVE RATE

This is about follower engagement and how much they like your media.

1.55%
1.37%

[Tweet this](#)

▶ View all media sorted by likes

TALK RATE

This is also about follower engagement and how much they comment your media.

0.08%
0.04%

[Tweet this](#)

▶ View all media sorted by comments

SPREAD RATE

This is about engagement beyond your followers. How much of the likes you receive come from people who don't follow you.

0.13%
0.12%

[Tweet this](#)

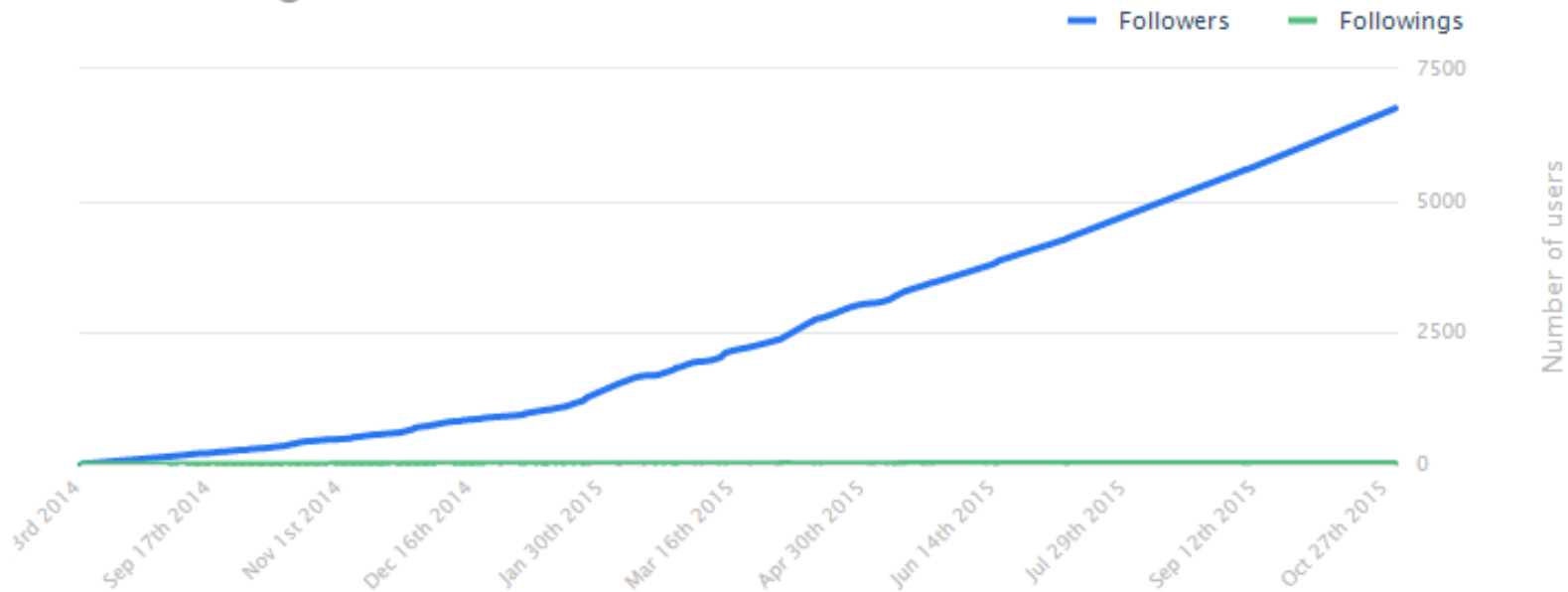
Specifics: Instagram

- Launched 8/2014
- Posts to date: 496
- Followers:
 - 7560 (12/2015)
 - 1288 (1/2015)
 - 473 (10/2014)

Specifics: Instagram

Growth

ACCOUNT GROWTH ⓘ



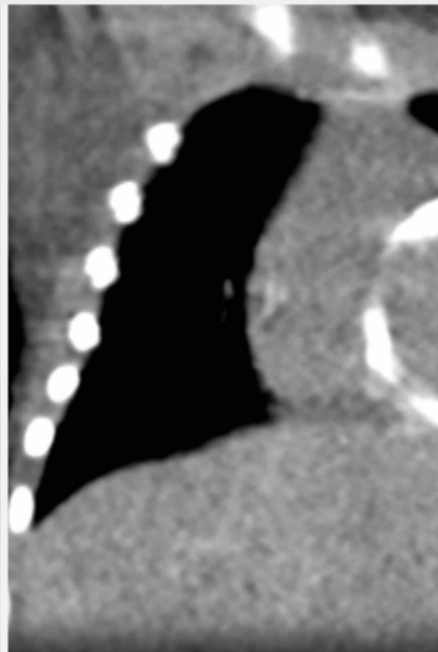
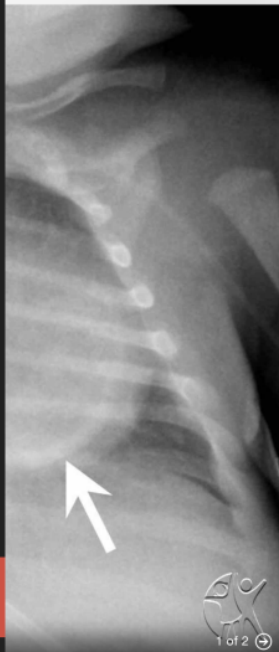
Specifics: Figure 1

- Image-focused
- Multiple images per post
- Limited character limit
 - on captions/comments
- Posts appear on common wall
- Focused on med ed
- Engaged user community



[Profile](#)

CincyKidsRad



✓ **CincyKidsRad** #Chest radiograph shows a circular calcification (arrow) along the left #heart border. Corresponding coronal CT shows calcification of the left ventricular wall and papillary muscles. Calcification in the setting of #myocarditis is a marker of severe myocardial damage. #ThoraxThursday
Cardiology | Circulation | Heart | Lungs | Mediastinum | Pediatrics | Radiology and Nuclear Medicine | Thorax

[Categorize](#)

17 74

[Comment](#)[Favorite](#)[Share](#)

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mikeghdo that looks like either massive dilated cardiomyopathy or pericardial effusion.. But this is calcification? Is calcification associated with either?

2 [^](#) [v](#) [Reply](#)[🗑](#) [📄](#)

iPad 8:05 PM 100%

< Home Live Event




International Day of Radiology – Join Grand Rounds with @CincyKidsRad

08:00 PM | November 08, 2015

Join @CincyKidsRad today as it reviews some of its most compelling pediatric radiology cases. Check this event feed every 10 minutes for new cases, and join the #idor2015 discussion with... [Read More](#)

4 mins ago



1 of 3

CincyKidsRad Radiograph of the wrist, ankle, and ankle in three separate patients shows different types of fractures. What classification system would you use to describe these #fractures? How would each fracture be classified? #idor2015 #PedsRad #MSKRad #XRy

10 6

iPad 10:08 PM 55%

< Cases CincyKidsRad

Salter and harris

1 ^ | v Reply P

Nursing Student

Schatzker?

2 ^ | v Reply P

Nursing Student

Schatzker work for epiphysis?

2 ^ | v Reply P

CincyKidsRad Radiology and Nuclear Medicine

Schatzker fractures are for the tibia plateau

3 ^ | v Reply P

CincyKidsRad Radiology and Nuclear Medicine

Nice discussion of Schatzker fractures here: <http://radiopaedia.org/articles/schatzker-classification>

2 ^ | v Reply P

Family Medicine

The third image seems to be a type IV

3 ^ | v Reply P

Emergency Medicine

#Salter-Harris-classification, these would be type 3

2 ^ | v Reply P

CincyKidsRad Radiology and Nuclear Medicine

Why?

2 ^ | v Reply P

Emergency Medicine

Fracture through epiphysis and into joint space

2 ^ | v Reply P

CincyKidsRad Radiology and Nuclear Medicine

Are all of them fractures into the epiphysis?

2 ^ | v Reply P

Emergency Medicine

No

Specifics: Figure 1

- Launched 1/2015
- Posts to date: 276
- 9,500,000 impressions

Specifics: Read by QXMD

- “Flipboard for medical lit”
- Feeds new article listings
- Quick, full access with institution
- Easy to forward, create lists



Other measures?

Quality

- Traditional peer review lacking
- 2014 International Conference on Residency Education: Social Media Summit
 - Multidisciplinary panel reviewed 151 “indicators”
 - Applied to just blogs, podcasts
 - Found > 90% agreement on 13

Lin M et al. Quality indicators for blogs and podcasts used in medical education: modified Delphi consensus recommendations by an international cohort of health professions educators. Postgrad Med J. 2015 Oct;91(1080):546-50

Quality Indicators

- Creator lists conflict(s) of interest?
- Identity of author clear?
- Clearly distinguish fact from opinion?
- Presented information accurate?
- Cite references?
- Consistent with references?
- Employ universally available technologies?

Quality Indicators

- Differentiate content vs. advertisement?
- Content of good quality?
- Content professional?
- Useful/relevant for intended audience?
- Author well-qualified to write on this topic?

Scholastic merit

- 2014 International Conference on Residency Education: Social Media Summit
- Authorship judged by ICMJE: “Authentic identity”
- “Evidence of transparent critical appraisal”

Scholastic merit

Consensus statement

Social media-based scholarship in health professions education must:

- ▶ Be original
- ▶ Advance the field of health professions education by building on theory, research or best practice
- ▶ Be archived and disseminated
- ▶ Provide the health professions education community with the ability to comment on and provide feedback in a transparent fashion that informs wider discussion

Scholastic merit

- Document! How many...
 - Posts
 - Comments
 - Impressions

Effectiveness

- Hard to measure in all educational arenas
 - Pre/post test
 - Survey of engagement
 - Long-term outcomes

- More so in SoMe: No captive audience

Is it worth the plunge?

- Does it have clinical impact?
- Is there sustainable infrastructure?
- Is there network proliferation?
- Is it personally & professionally satisfying?

Conclusion

- Excellent teaching comes in many flavors
- SoMe open up unique opportunities for content
 - Distribution
 - Interaction/Engagement
 - Collaboration
- Careful planning/maintenance required!

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Thank you!