



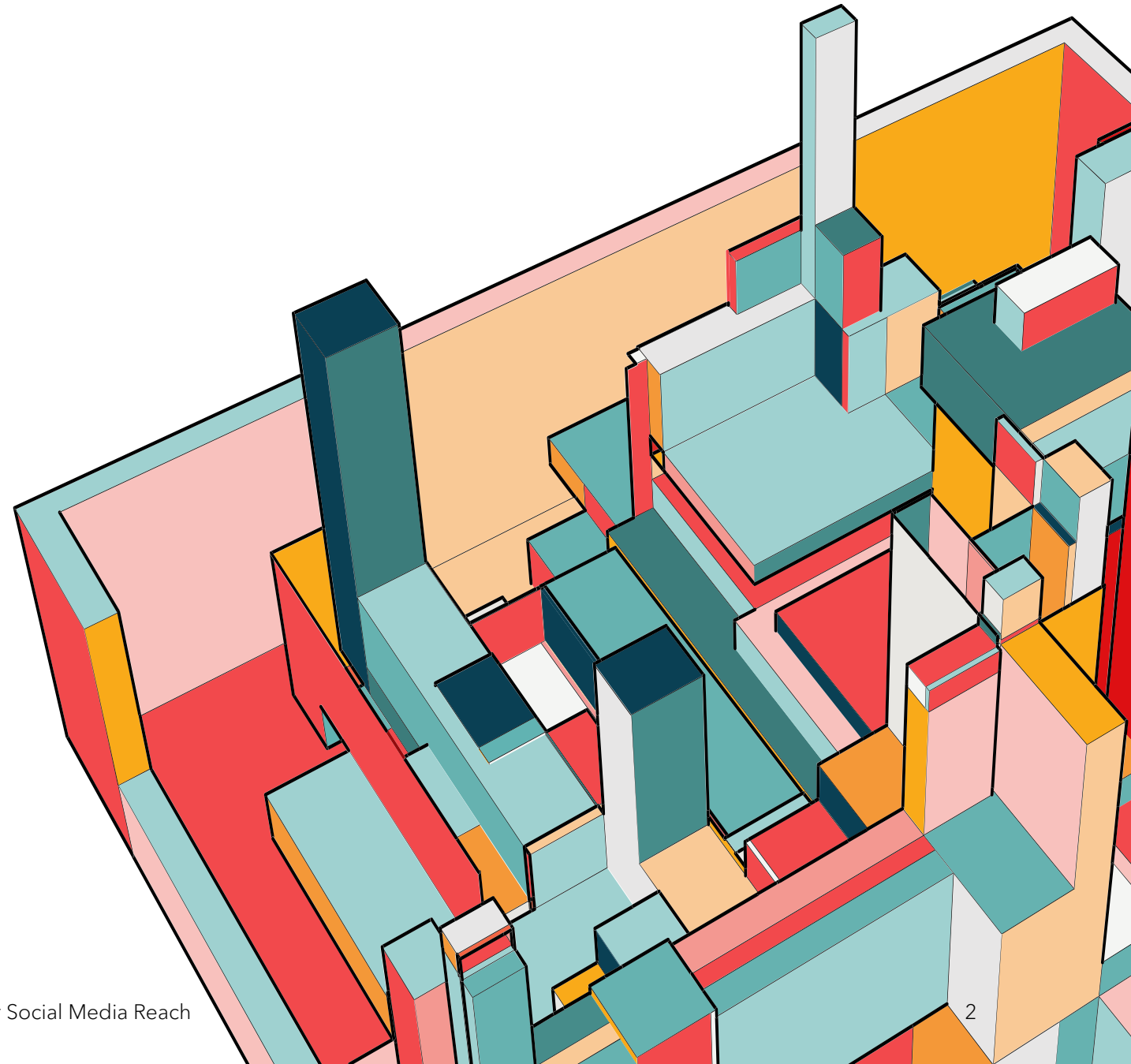
EXPANDING YOUR SOCIAL MEDIA REACH

Zachary Rubin, MD
Pediatric Allergist/Immunologist

CONFLICT OF INTEREST

I am a TikTok content creator of educational content to help spread accurate information while dispelling misinformation.

All my views are my own and do not reflect those views of my employer.





LEARNING OBJECTIVES

- Understand how social media is used by patients and physicians.
- Identify online misinformation and how it impacts healthcare.
- Learn strategies to grow your social media following.

HOW IT STARTED (AUGUST 2020)

HOW IT'S GOING (MAY 2022)



Joined Aug 2020
Verified user
>8,000 followers



Joined April 2021
>140,000 followers
Raised >\$30K for
charities



Joined June 2021
>2,000 followers

#TEAMHALO



#TeamHalo is part of the United Nations Verified initiative.

ENGLISH



ILLINOIS MEDICAL PROFESSIONALS ACTION COLLABORATION TEAM



Our Mission

We are a coalition of physicians and health professionals working to identify and meet the needs of Illinois' healthcare workers and communities.

We **engage** grass-root networks, **advocate** for evidence-based solutions, **advise** influential stakeholders, and **amplify** solutions that protect the individuals and communities across the state and country.



Zachary Rubin, MD

Pediatric Clinical Immunology Advisor

Dr. Zachary Rubin is a pediatric allergist and clinical immunologist at Oak Brook Allergists. Some of his clinical interests include food allergy and adverse reactions to vaccines. He is an active member of #TeamHalo, a verified initiative sponsored by the United Nations to help fight misinformation and address COVID-19 vaccine concerns. Dr. Rubin creates social media content on Twitter and TikTok. He has been a regular contributor to ABC7 news.

MEDIA APPEARANCES



FAACT's Roundtable

Ep 83: Finding Food Allergy and Covid-19 Facts in the Confusing World of Social Media

SEPTEMBER 14, 2021



Episode 120 - Dr. Zachary Rubin: Allergies

The House of Pod: A Medical Podcast

Science

[Listen on Apple Podcasts ↗](#)



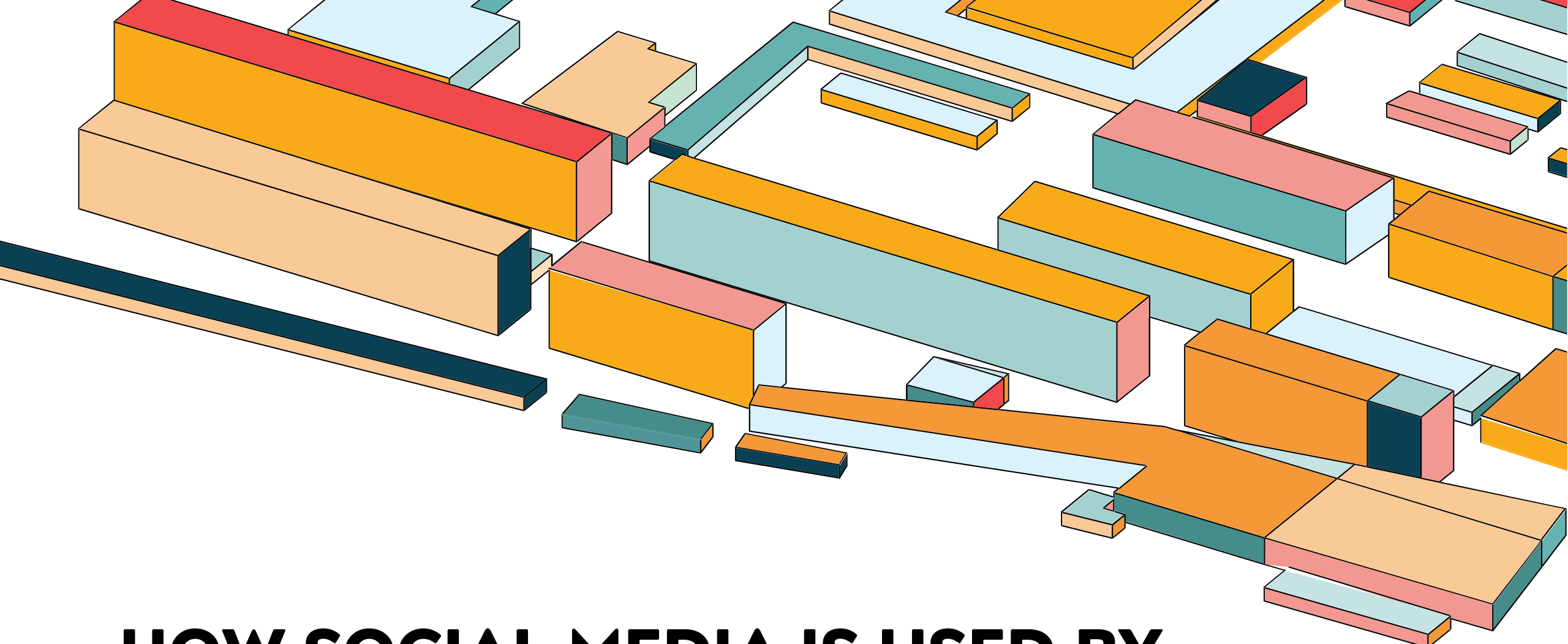
POLITICS FEBRUARY 25, 2022

The Reason Sweden Isn't Vaccinating Kids 5-11 Against Covid, Explained

Vaccine guidelines vary between countries. That's normal.



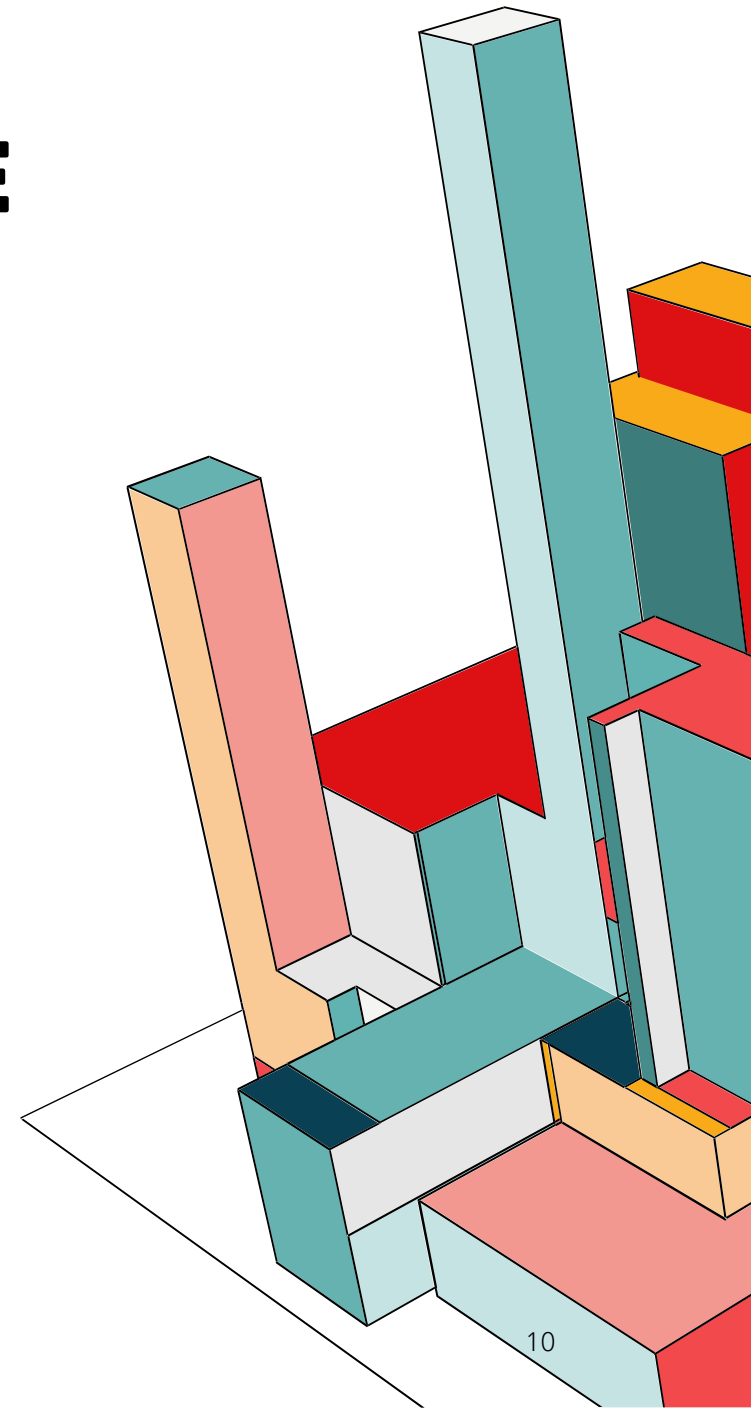
JACKIE FLYNN MOGENSEN
Assistant Editor
[Bio](#) | [Follow](#)



HOW SOCIAL MEDIA IS USED BY PATIENTS – AND ITS POTENTIAL HARMS

SOCIAL MEDIA GENERAL USAGE

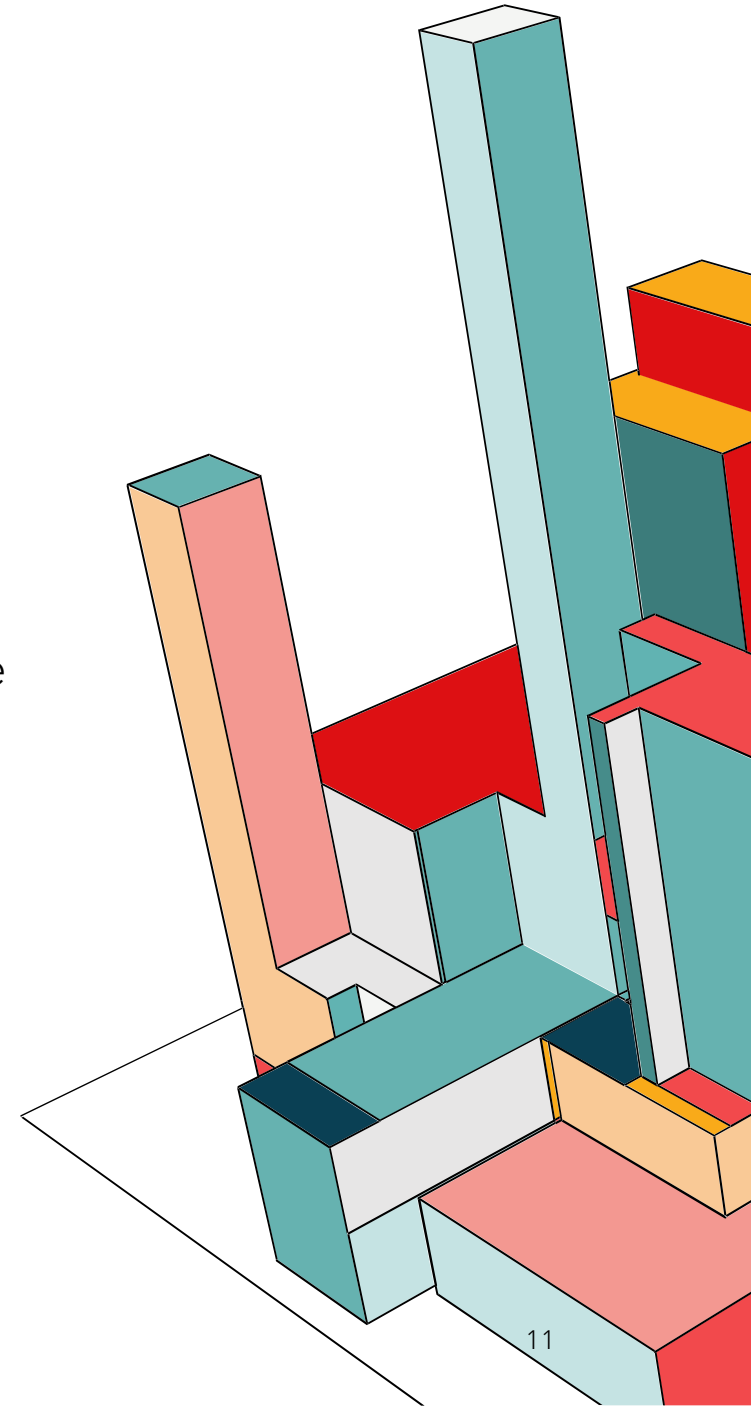
- The percentage of US Adults using social media increased from 5% in 2005 to 72% in 2021 (PEW Research Center).
- 79% of internet users spend most of their time on the internet on a social media platform (2019 Health Information National Trends Survey (HINTS))
- 78% of American adults used the internet to search health-related information in 2013 (PEW Research Center).
- 3 billion users on Facebook
- 1 billion users on TikTok
- 1 billion users on Instagram
- 400 million users on Twitter



SOCIAL MEDIA ALGORITHMS

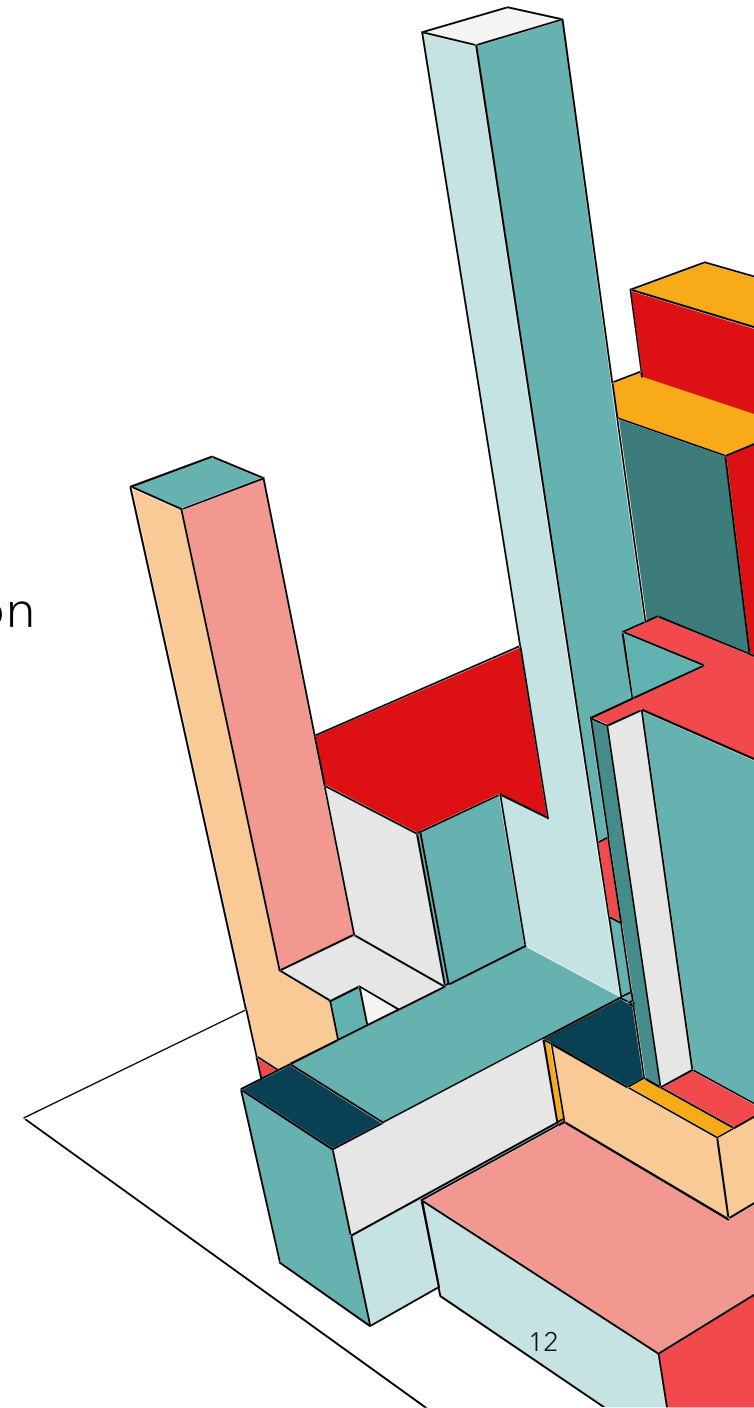
- Online habits are constantly tracked
- Tailored content and advertisements
- Information that appears at top of search engines are often not vetted
- Social media is designed to keep the user engaged as much as possible

Likes
Comments
Shares

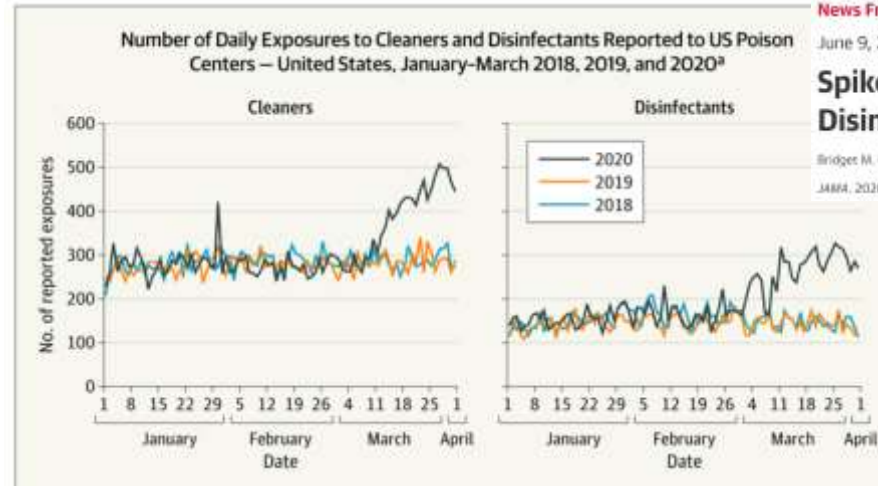


ONLINE MISINFORMATION

- **Health misinformation** is false, inaccurate or misleading information compared to the best available evidence
- Impacts medical decision-making by diluting accurate information and confusing people
- When spread intentionally, misinformation is referred to as “**disinformation**”
- Active disinformation campaigns have been seen during the COVID-19 pandemic



EXAMPLES OF DISINFORMATION



News From the Centers for Disease Control and Prevention

June 9, 2020

Spike in Poison Control Calls Related to Disinfectant Exposures

Bridget M. Kustin

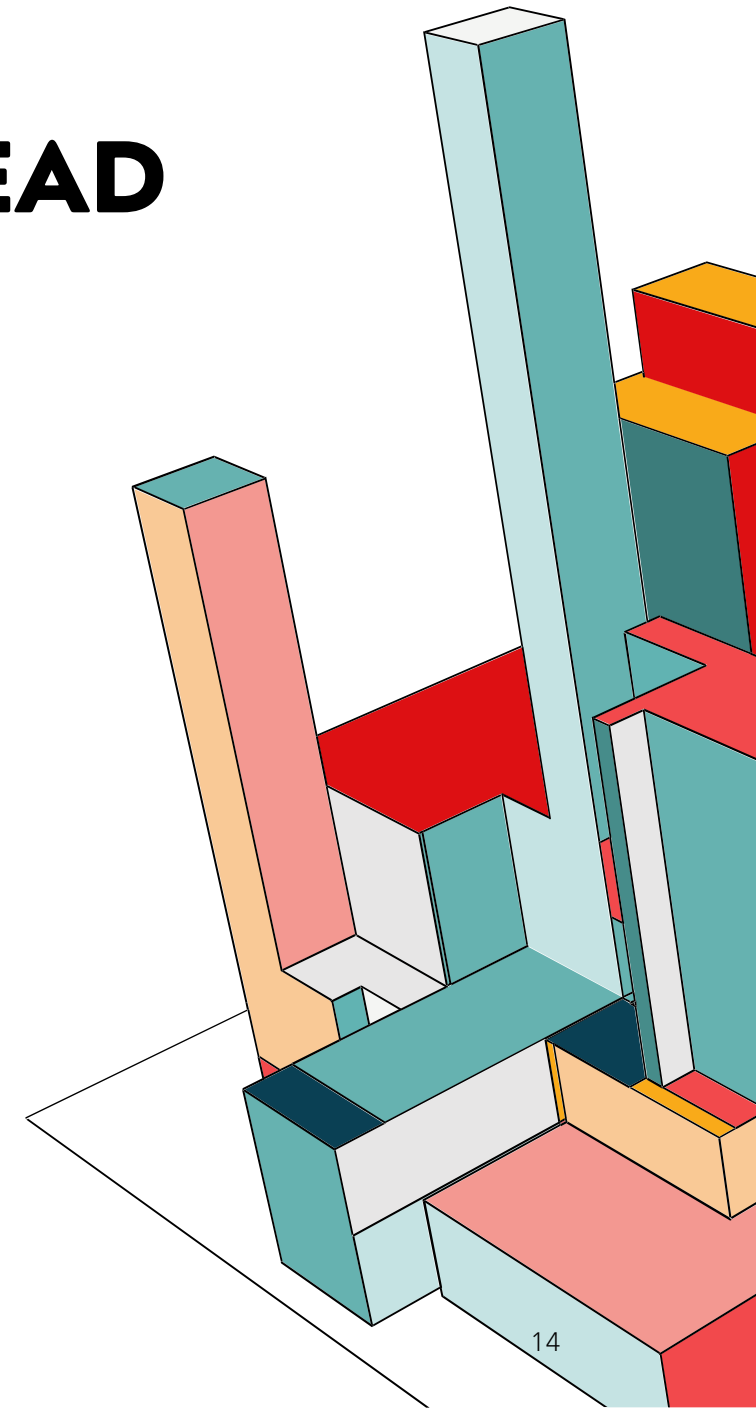
JAMA. 2020;323(22):2240. doi:10.1001/jama.2020.8307



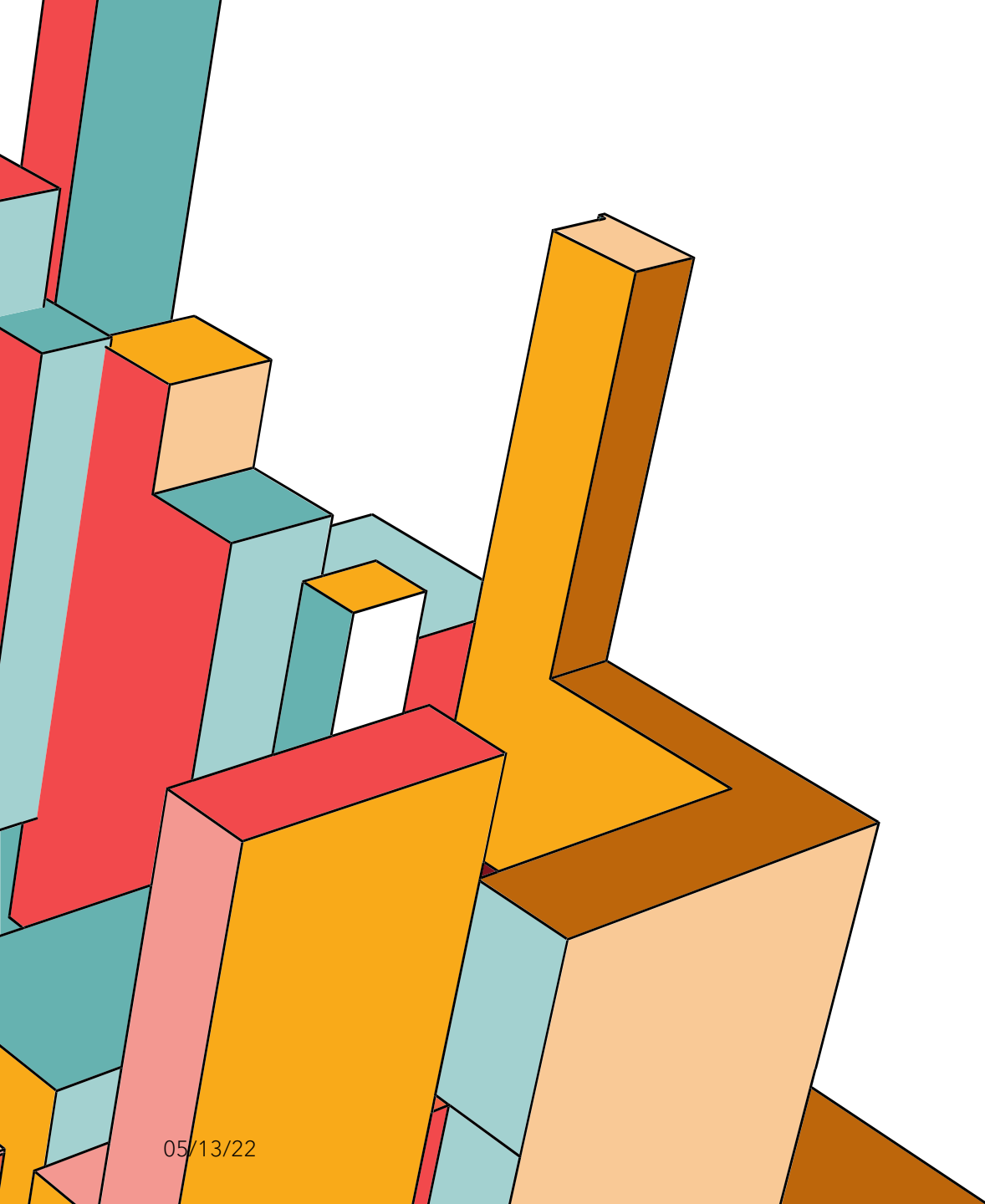
ONLINE MISINFORMATION SPREAD



- Analysis of >126,000 stories posted on Twitter
- False news stories were 70% more likely to be shared on social media compared to active ones



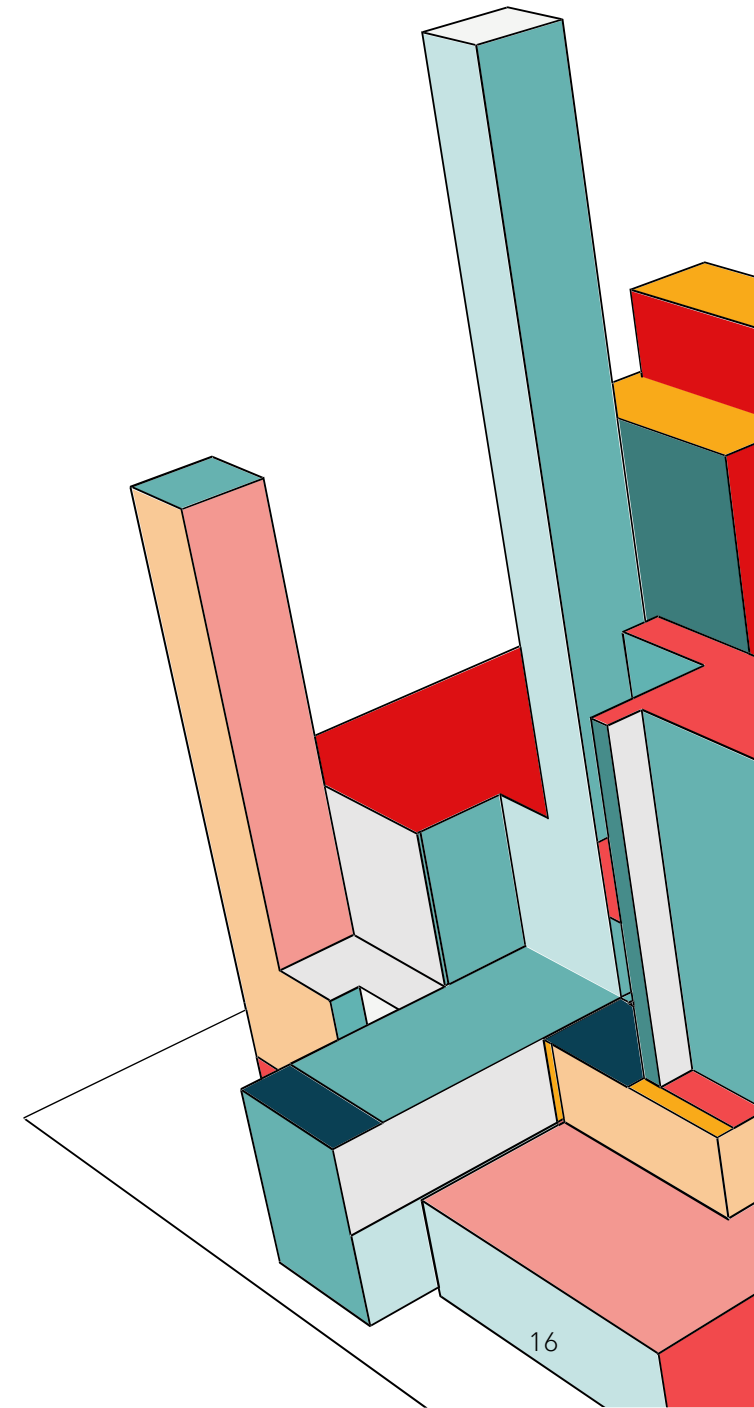
MISINFORMATION SPREADING TACTICS



05/13/22

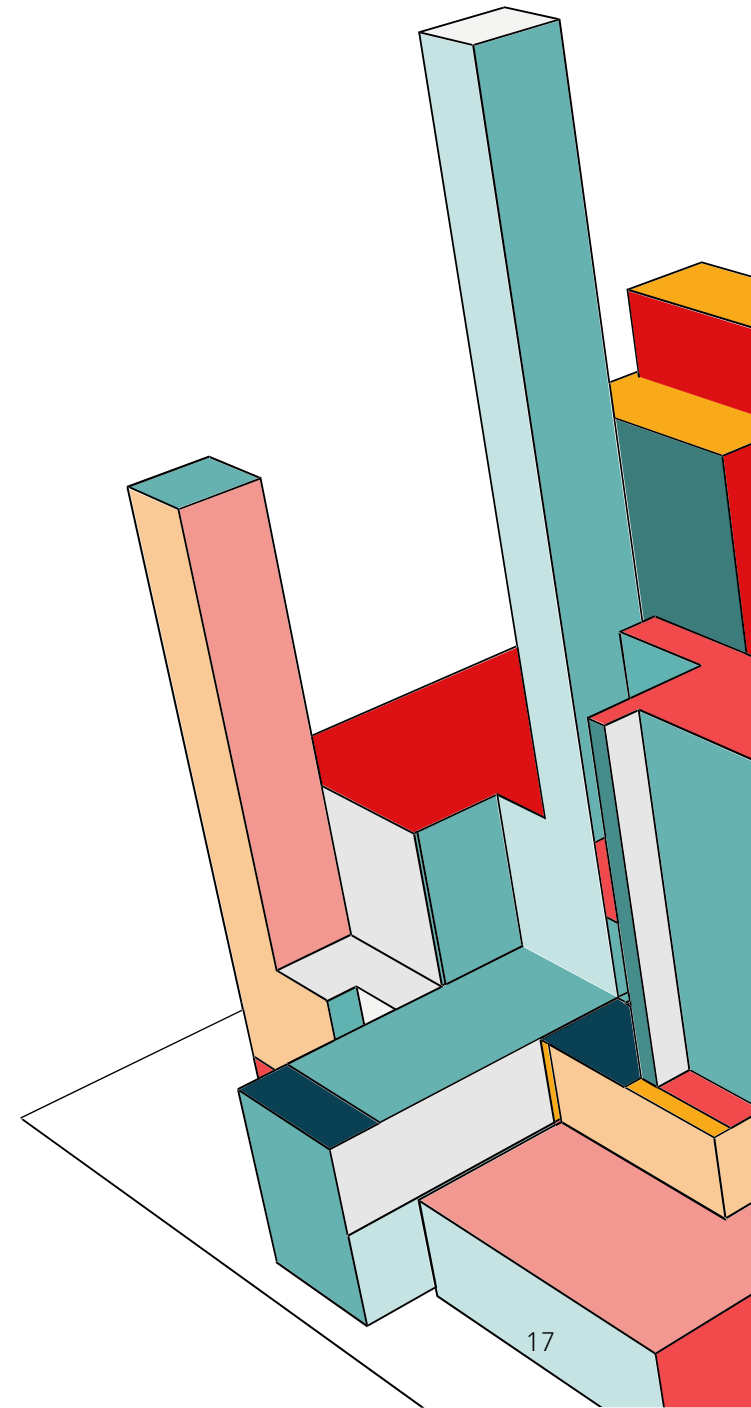
COGNITIVE BIAS

- Confirmation bias
 - Tendency to search for and recall information that is congruent and supports one's beliefs
 - “We did tons of simulations and most of them showed no problems”
- Bandwagon effect
 - Uptake of belief and ideas increases the more that they have already been adopted by others
 - “Everyone has been doing it this way”



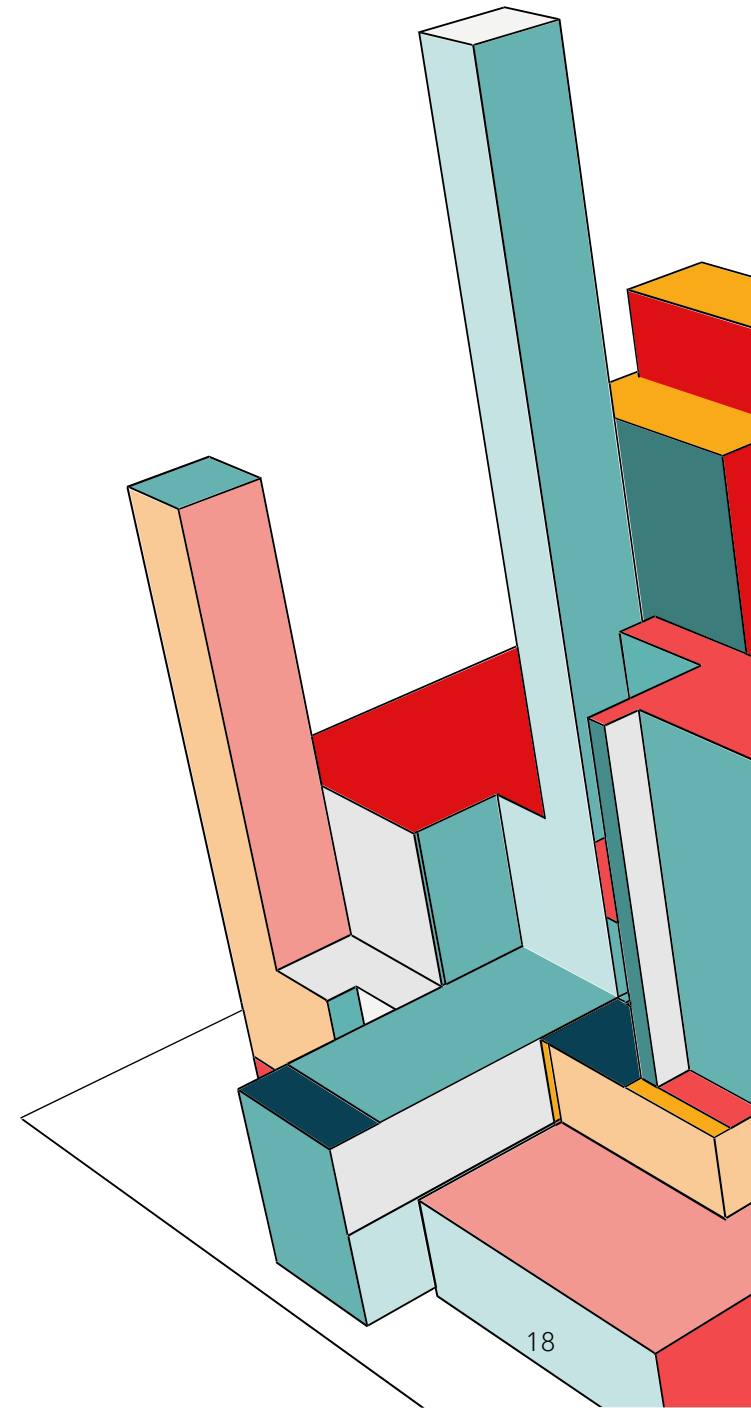
COGNITIVE BIAS

- Reactive devaluation
 - Devaluating an idea because it originated from an opponent
 - “Political theatre”
- Status quo bias
 - Preferring the state of current affairs over change
 - “If it ain’t broke, don’t fix it!”



ANECDOTES

- Personal stories are easily relatable, especially those that cause an emotional response
- Poor understanding of what is evidence and how to evaluate the strength of evidence increases the susceptibility of the **post hoc fallacy**
 - Assuming an event must have been caused by a later event because it happened earlier
 - “Correlation equals causation”



SOCIAL MEDIA INFLUENCERS AND CELEBRITIES



A screenshot of a tweet from Nicki Minaj (@NICKIMINAJ) on Twitter. The tweet text reads: "My cousin in Trinidad won't get the vaccine cuz his friend got it & became impotent. His testicles became swollen. His friend was weeks away from getting married, now the girl called off the wedding. So just pray on it & make sure you're comfortable with ur decision, not bullied". The tweet is timestamped "4:44 PM · Sep 13, 2021" and has received 147.4K likes. Below the tweet, there is a link to "Read 43.1K replies". The tweet interface includes a profile picture of Nicki Minaj, her name with a verified badge, and the Twitter logo in the top right corner. At the bottom of the tweet, there is a lightning bolt icon and a link to "See the latest COVID-19 information on Twitter".

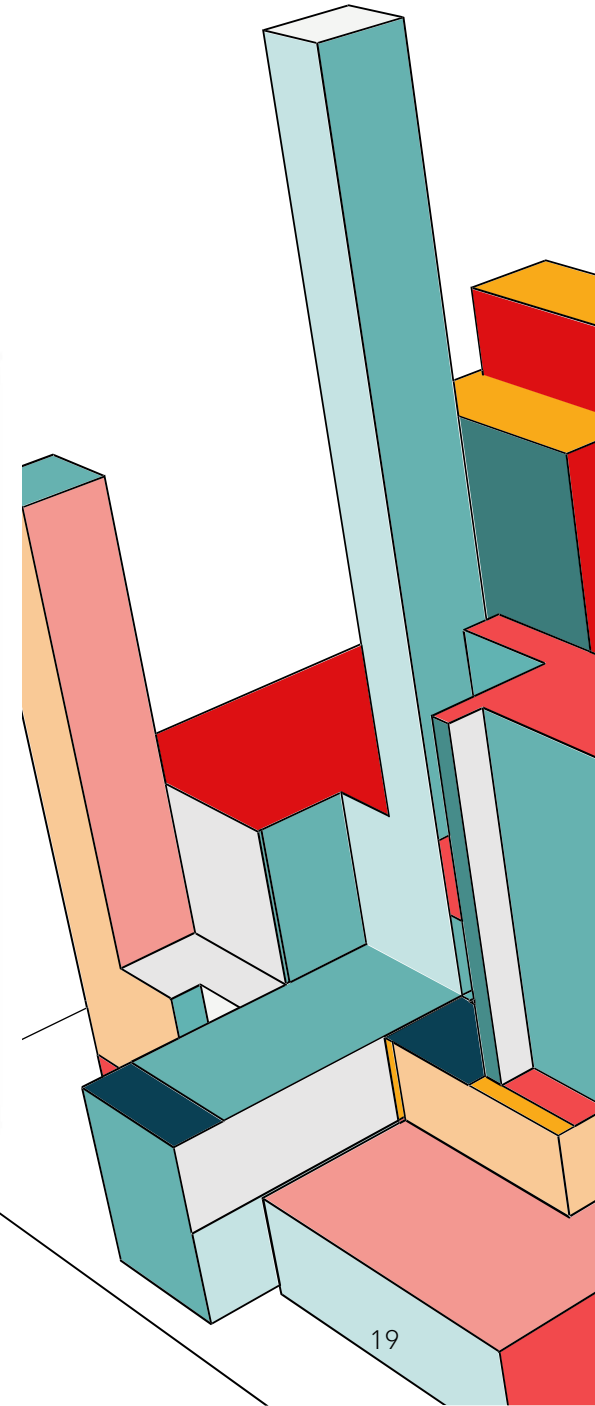
Nicki Minaj ✓
@NICKIMINAJ

My cousin in Trinidad won't get the vaccine cuz his friend got it & became impotent. His testicles became swollen. His friend was weeks away from getting married, now the girl called off the wedding. So just pray on it & make sure you're comfortable with ur decision, not bullied

4:44 PM · Sep 13, 2021

147.4K [See the latest COVID-19 information on Twitter](#)

[Read 43.1K replies](#)

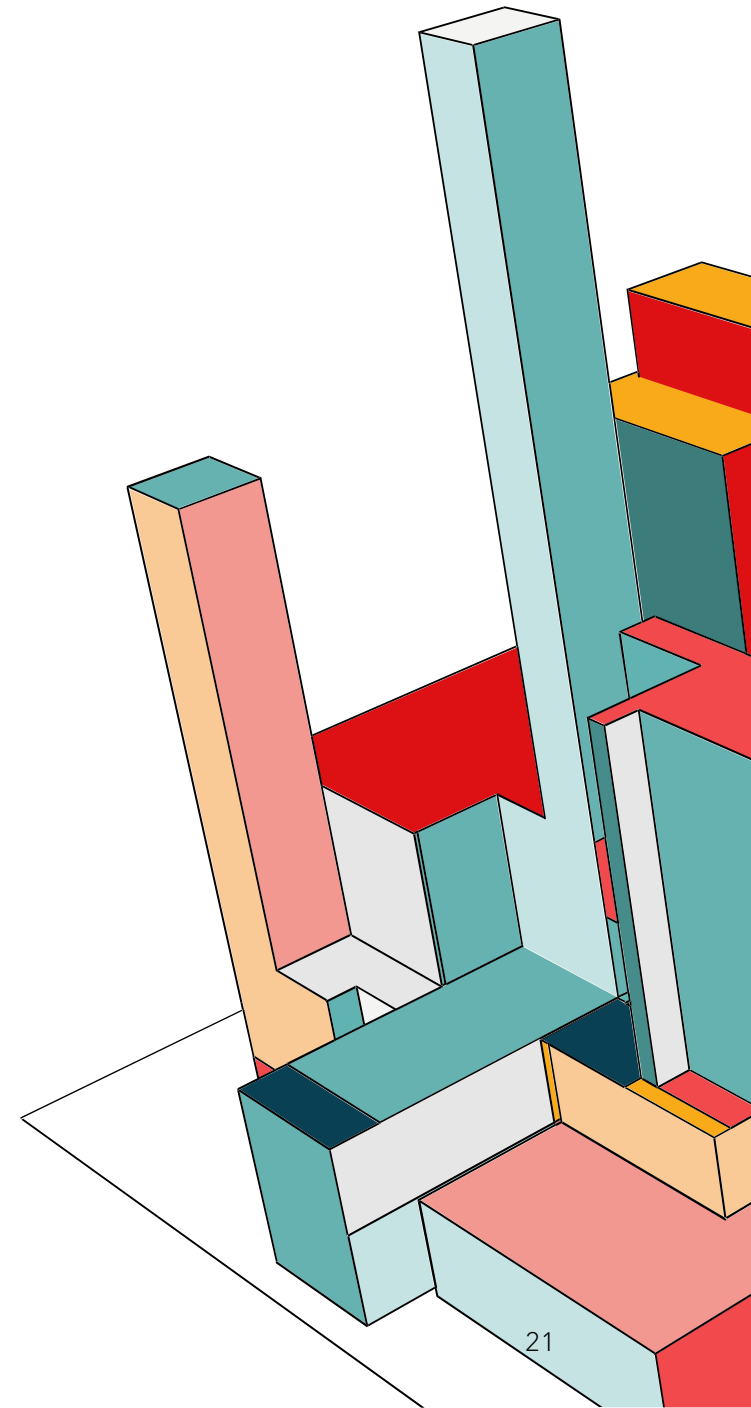




SOCIAL MEDIA'S IMPACT ON PATIENT MEDICAL DECISION MAKING

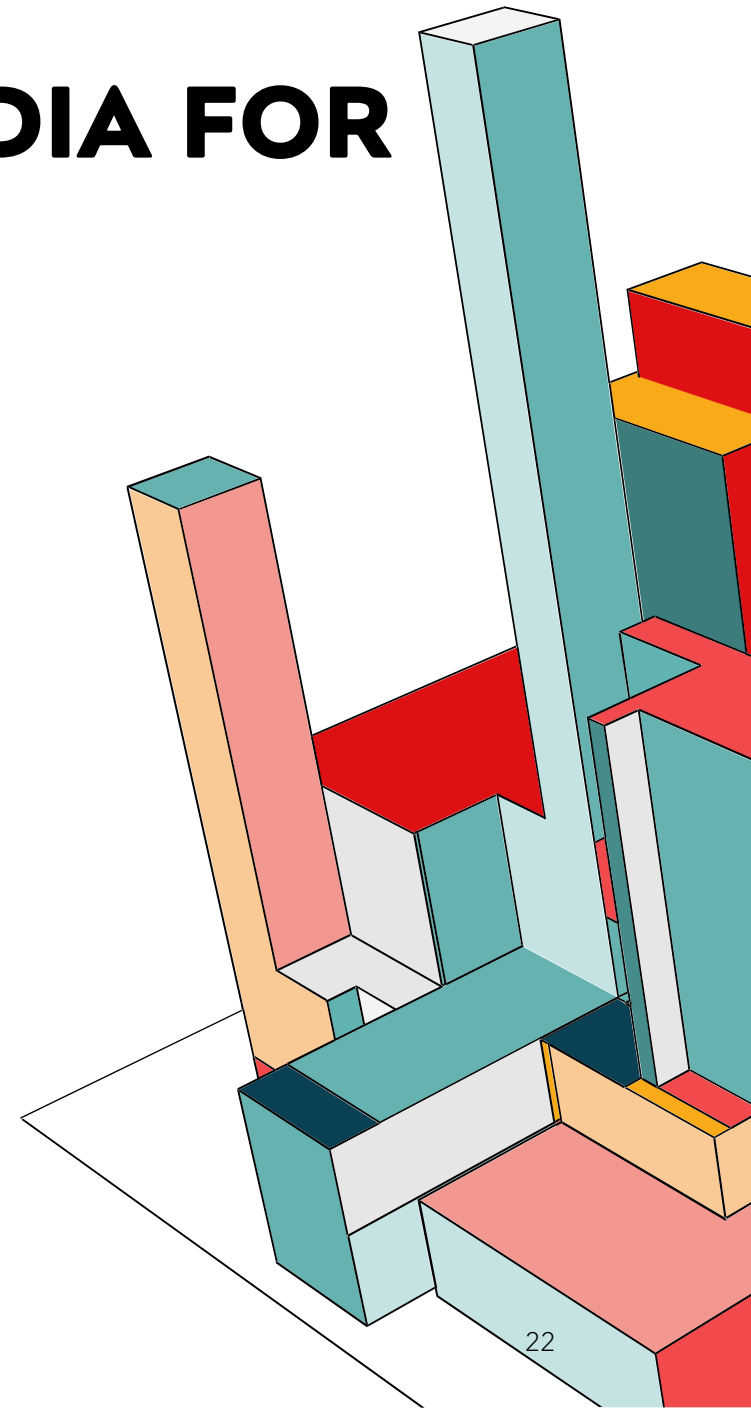
INFLUENCES ON PATIENTS

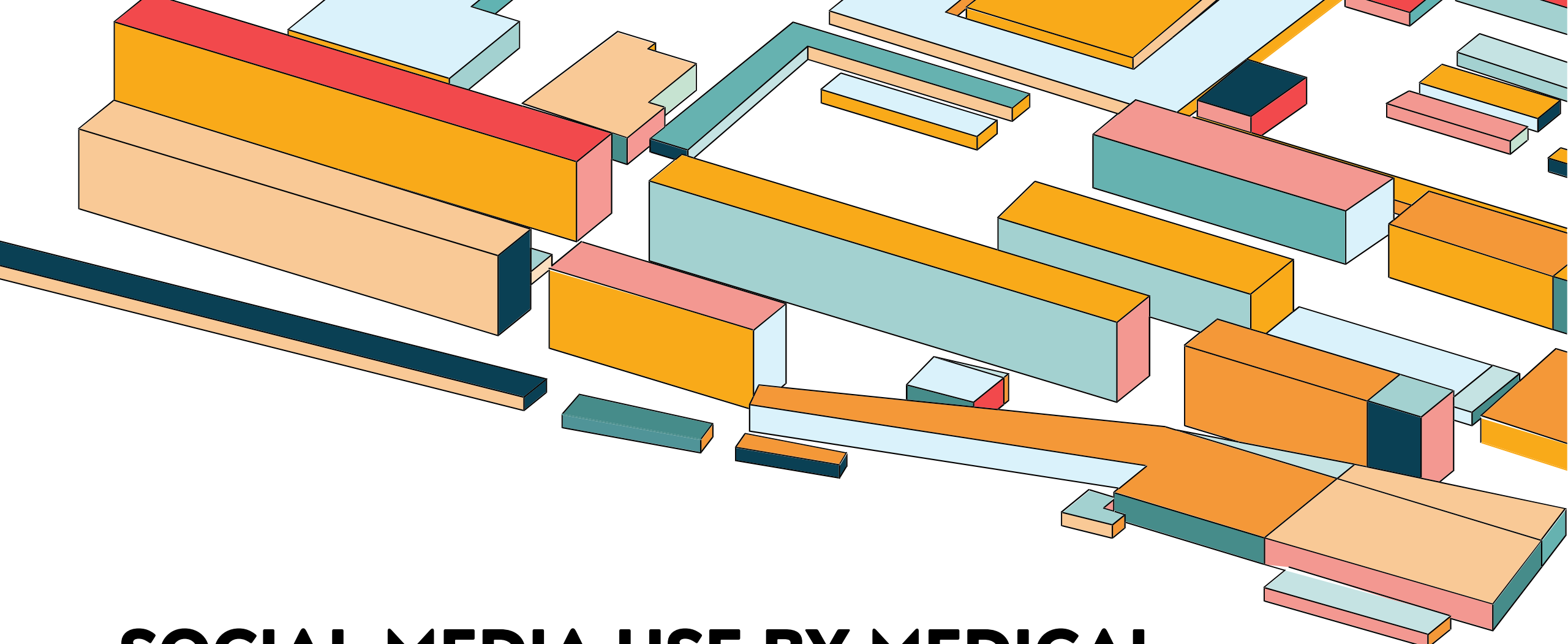
- Family members
- Social circles
- Social media
 - Echo chambers can **suppress outside voices**
 - Echo chambers can **amplify unproven alternative therapies**



WHY PATIENTS USE SOCIAL MEDIA FOR HEALTH-RELATED SEARCHES

- Information gathering
- Networking
- Patient empowerment for well-being, self-management, and control
- Find empathy from others living with similar conditions
- Venting frustration





SOCIAL MEDIA USE BY MEDICAL PROFESSIONALS

PAY ATTENTION TO THIS!

- Most academic institutions and private employers have a social media policy



Stanford | University Communications

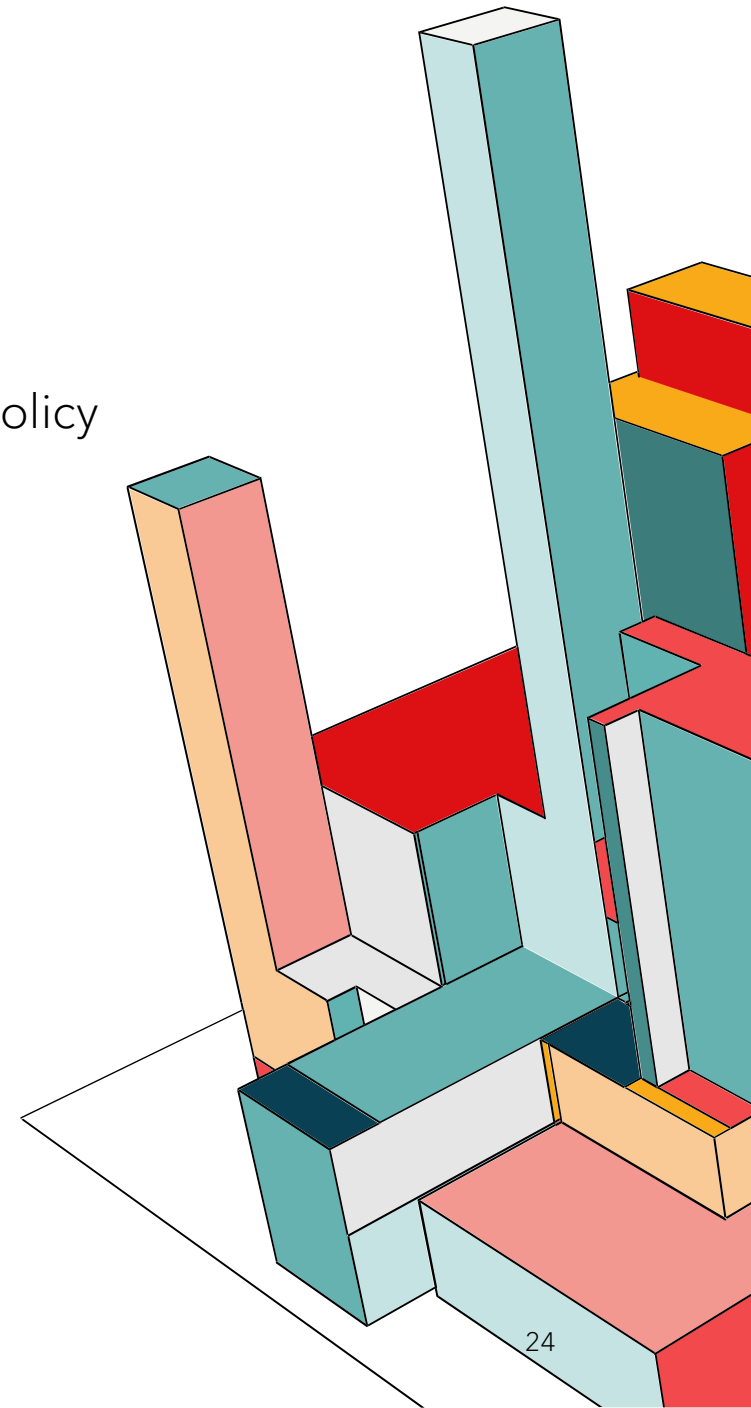
Home News & Publications For Journalists For Faculty & Staff Policies

Social Media Guidelines

Introduction

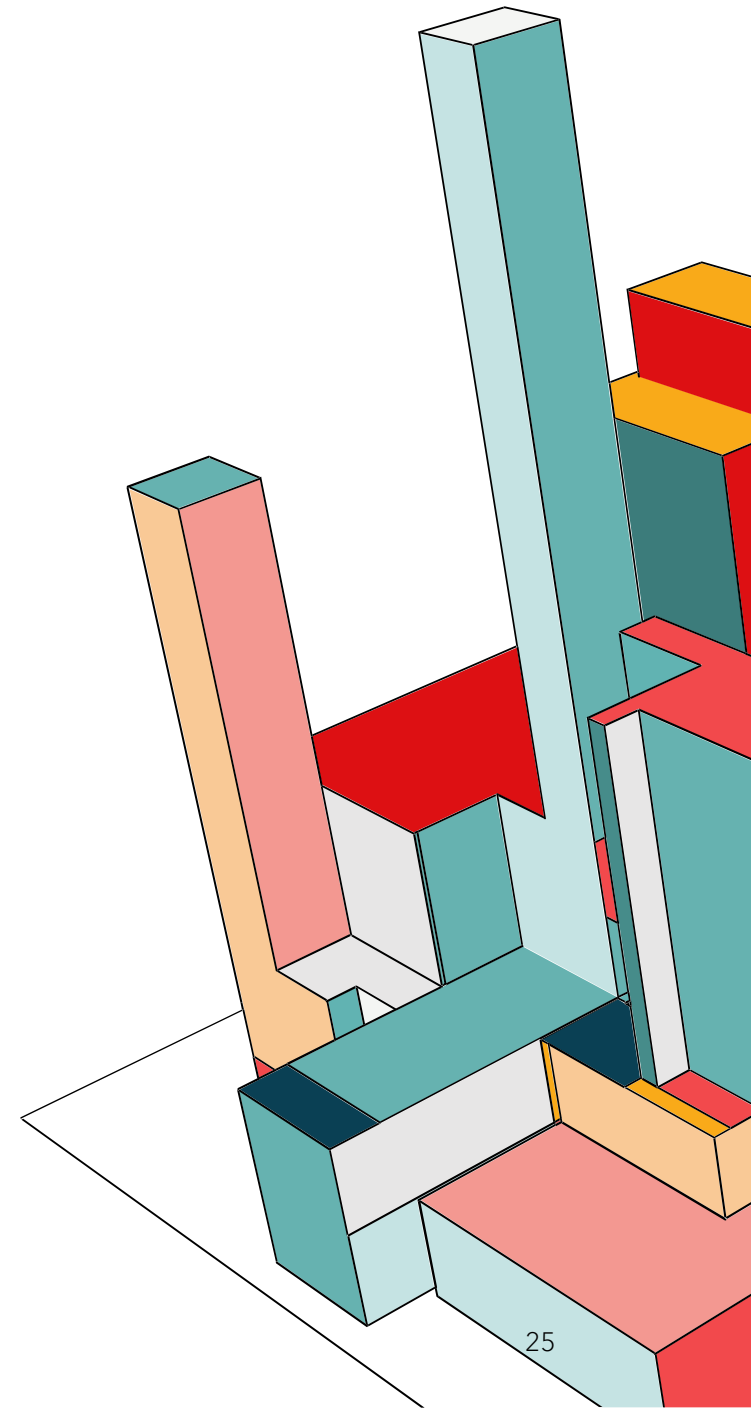
These guidelines are designed to help Stanford employees, volunteers, affiliates, and consultants (e.g., creative agencies) in making appropriate decisions when managing and/or developing social media initiatives on behalf of the university. Additionally, the guidelines are intended to advise Stanford employees who indicate an institutional affiliation on their personal social media profiles on how to balance their affiliation with personal conversation.

These guidelines are intended to complement existing university policy. If there is a conflict between guidance in this document and a policy in the Administrative Guide, then the Administrative Guide controls. Further, these guidelines do not supersede or otherwise modify the social media communications policy adopted by SLAC National Accelerator Laboratory.



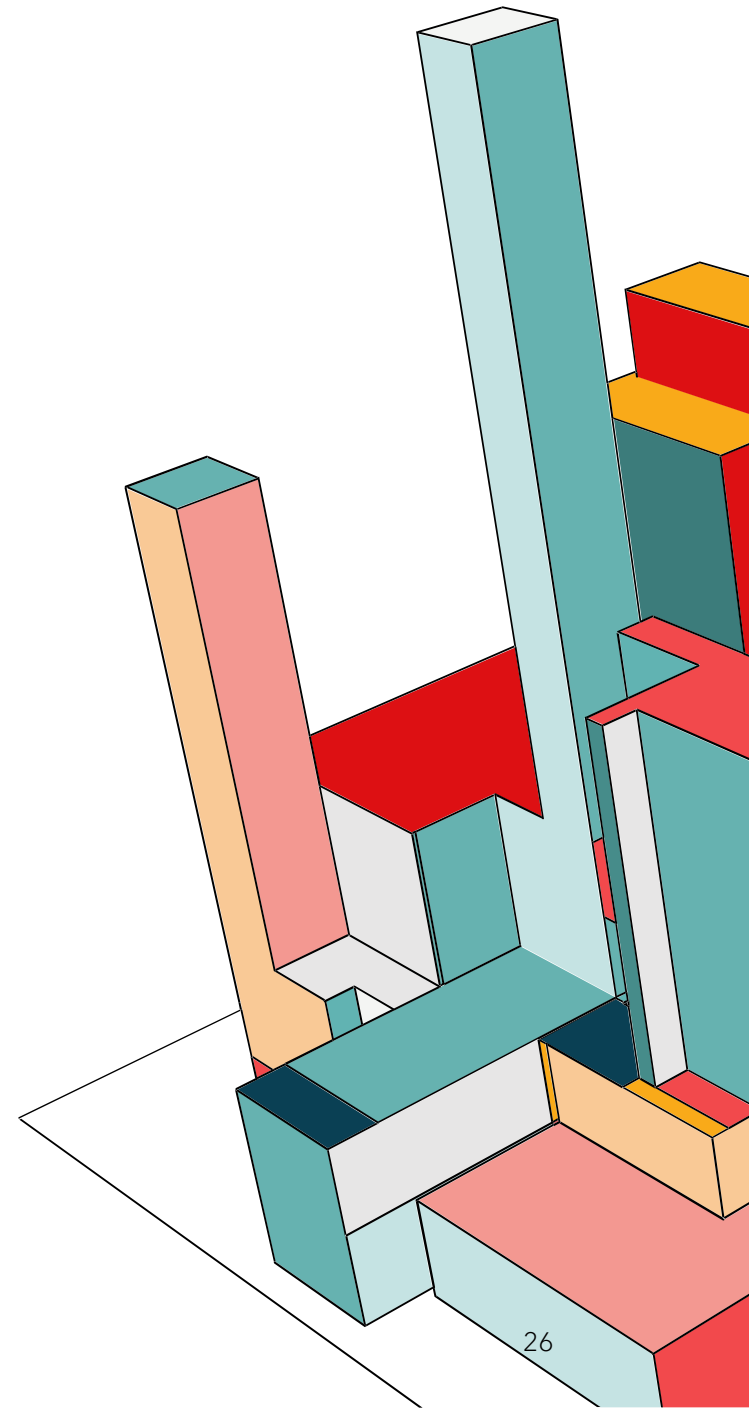
CAREER ADVANCEMENT

- Social media can provide networking opportunities
 - Colleagues
 - Media
- Most professional organizations and journals have accounts
- Patients want to see their physicians on social media!
 - 2018 Harris Poll (on behalf of AOA) reported that 54% of millennials and 42% of adults would like to follow their health care providers on social media



DEBUNKING MISINFORMATION

- Growing distrust of the healthcare system
- Misinformation spreads more since there is a lack of credible expertise to fill the void
- Clearing up myths and misconceptions can help patients who are seeking medical information
- Health care professionals can offer their expertise and evidence to explain complicated medical concepts in simpler terms



ADVOCACY

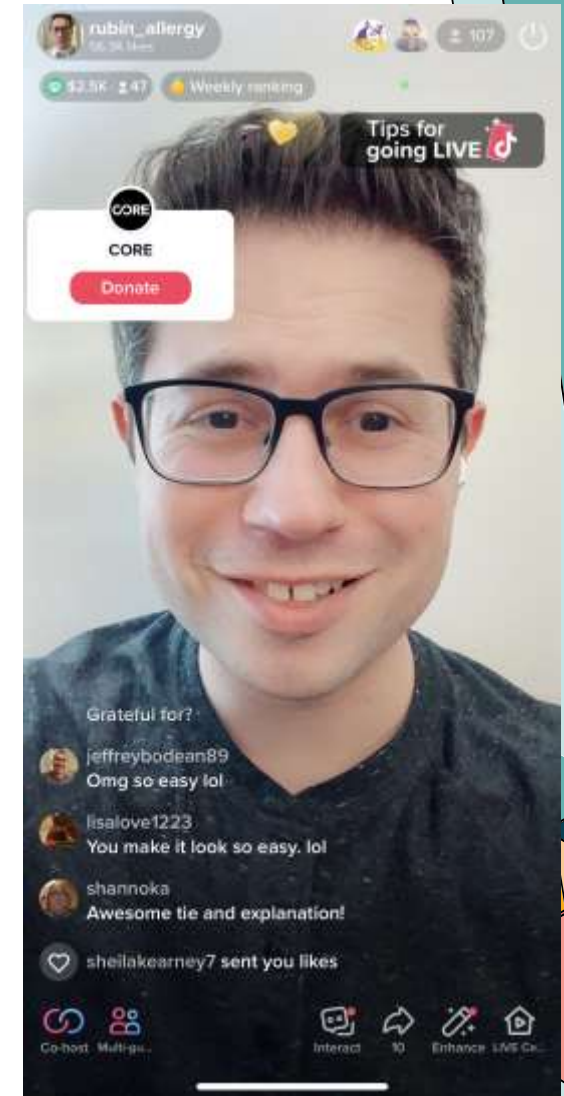


The 2021 #HCWvsHunger Competition is now over! The final leaderboard is coming soon...

Generous contributors donated more than:

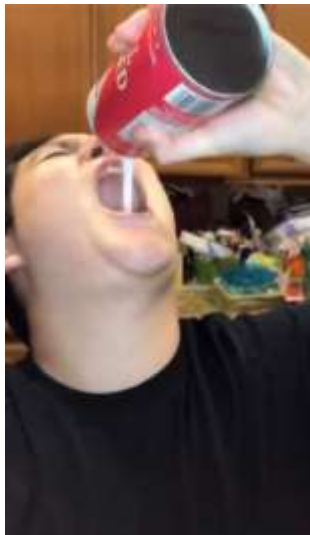
\$427,574

| Rank | Team Name | Total |
|------|--|-----------|
| 1st | KidVengers (Pediatrics and Pediatric subspecialties) | \$120,358 |
| 2nd | MultiDFoodBoard (Heme, Onc, Path, Rads, Cards, ID, APP) | \$112,534 |
| 3rd | BladesNBougies (Surgery, Anesthesia, ENT, Toxicology & ER) | \$93,323 |
| 4th | IMGenerous (Primary Care & Internal Medicine) | \$32,096 |
| 5th | UrineItToWint (Nephrology) | \$17,322 |
| 6th | PEEPsAgainstHunger (Pulmonary critical care) | \$15,295 |
| 7th | EatOurWords (Health & Science Communication) | \$8,940 |
| 8th | AdministratorDocs (Administration) | \$5,626 |
| 9th | PlentyOfMeatballsAndRigatoni (PMR) | \$3,455 |
| 10th | GerIPalGives (Geriatrics and Palliative care) | \$3,080 |



WHAT IF YOU DON'T WANT TO USE SOCIAL MEDIA?

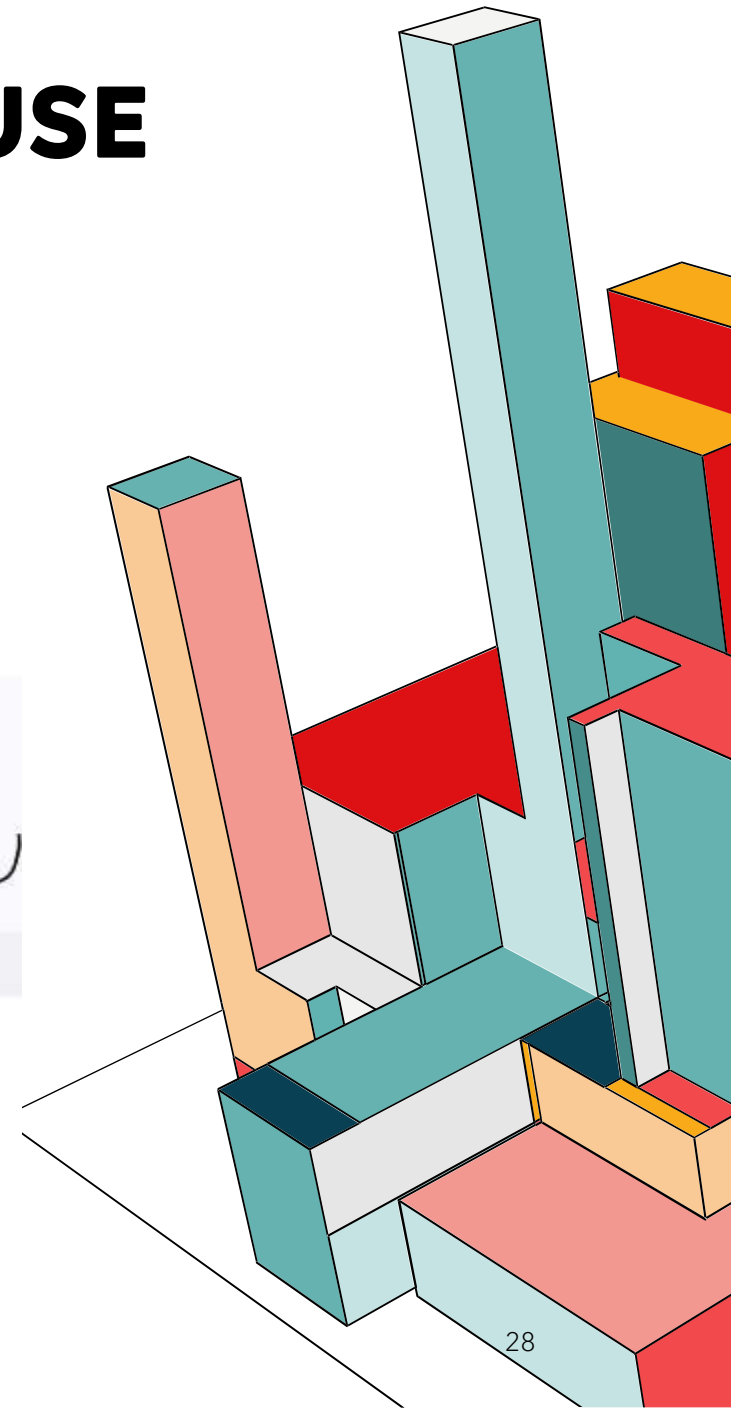
- Patients may have preconceived notions regarding the cause of their symptoms and treatment options based on what they learn through social media
- You still need to be aware of the trends!

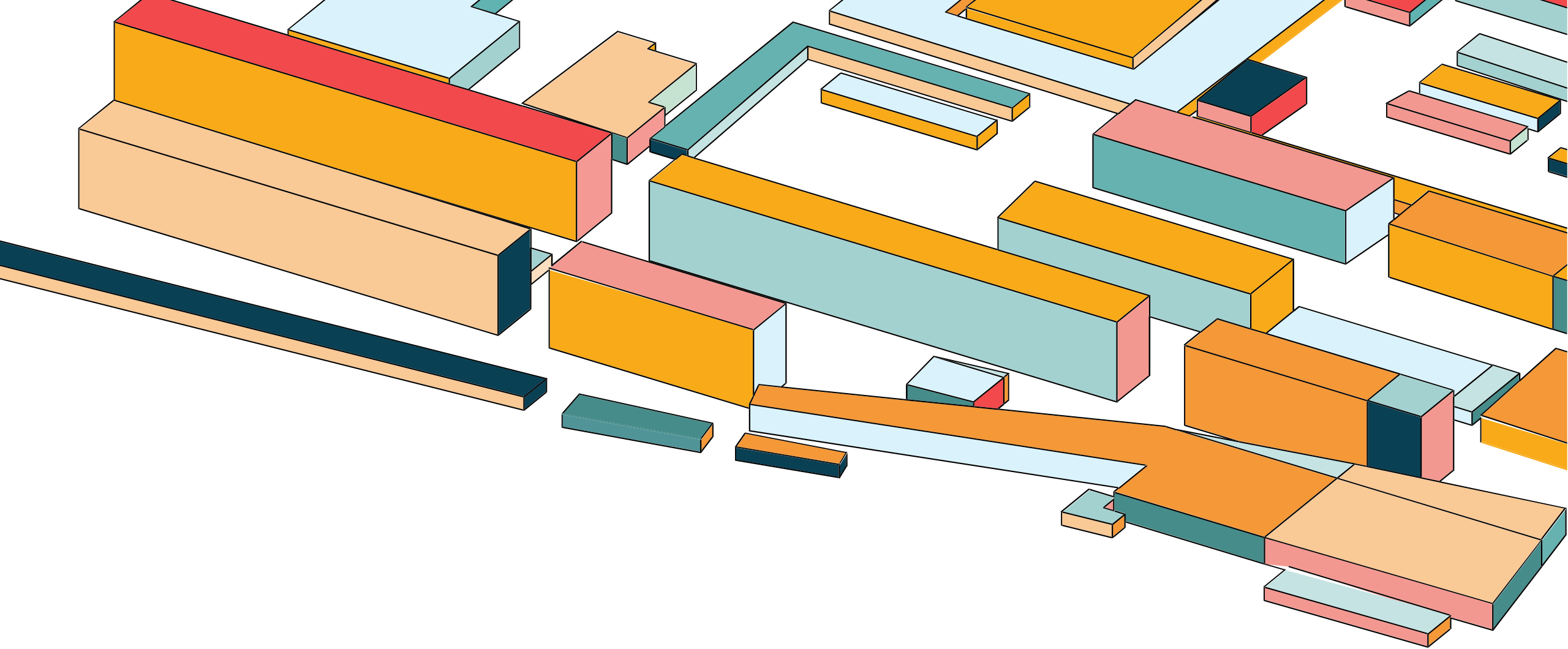


National Suicide Prevention Lifeline
1-800-273-8255
24/7



Crisis Text Line
Text "TikTok" to 741-741
24/7





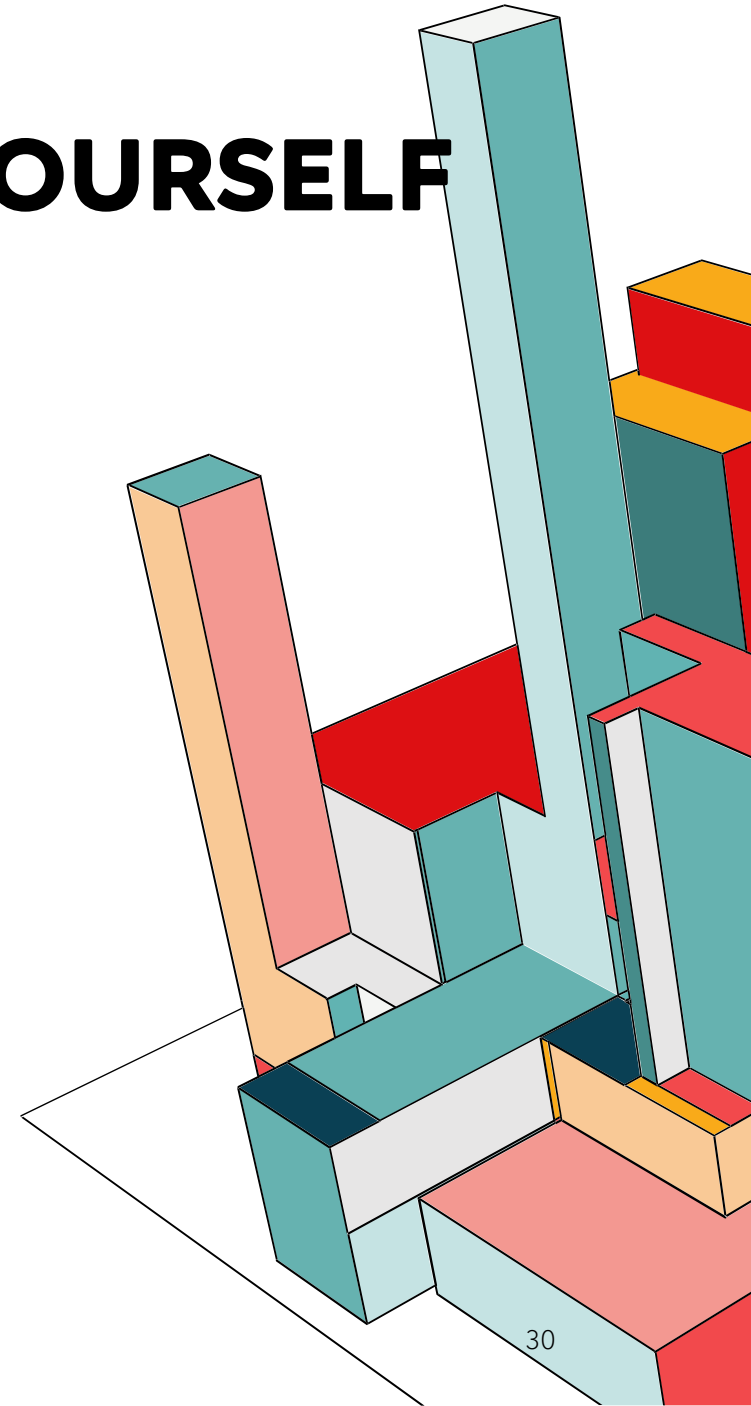
HOW TO GROW YOUR FOLLOWING

3 QUESTIONS YOU MUST ASK YOURSELF

Why?

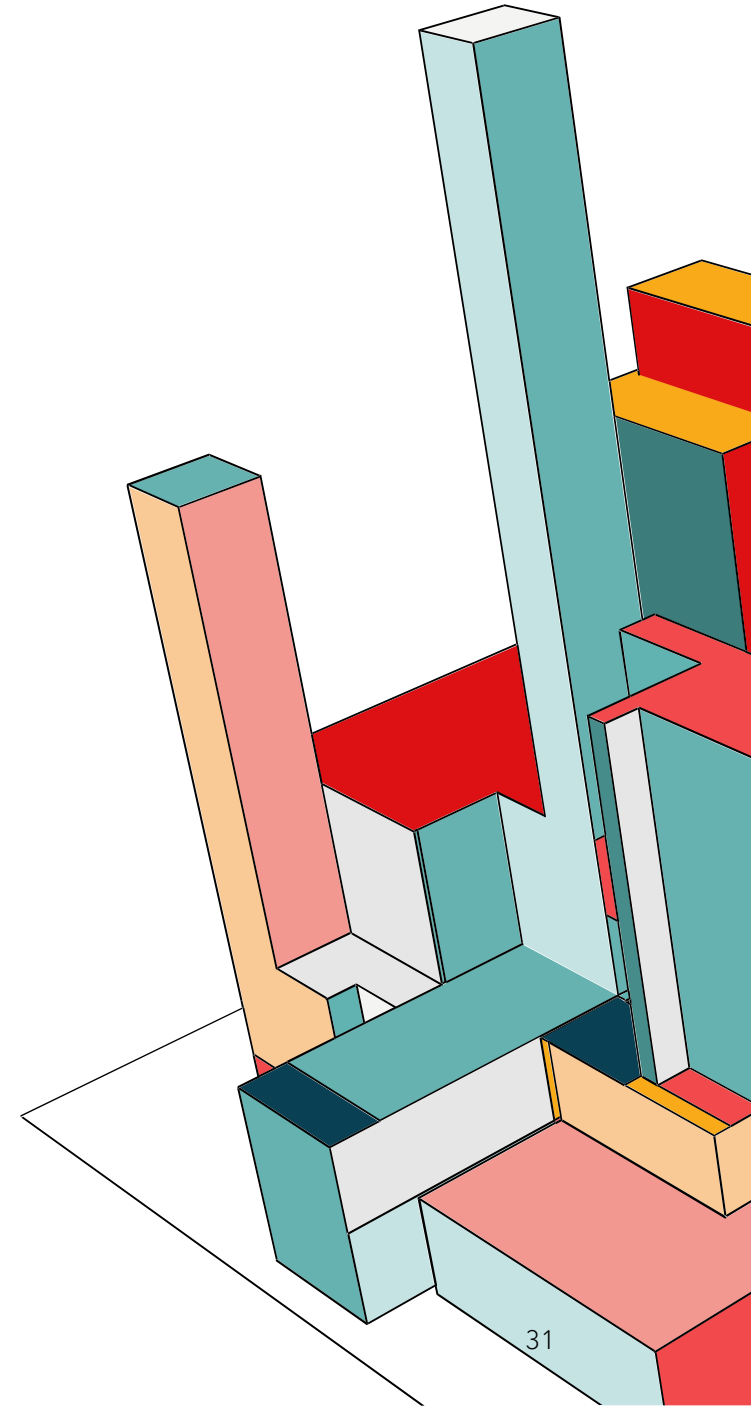
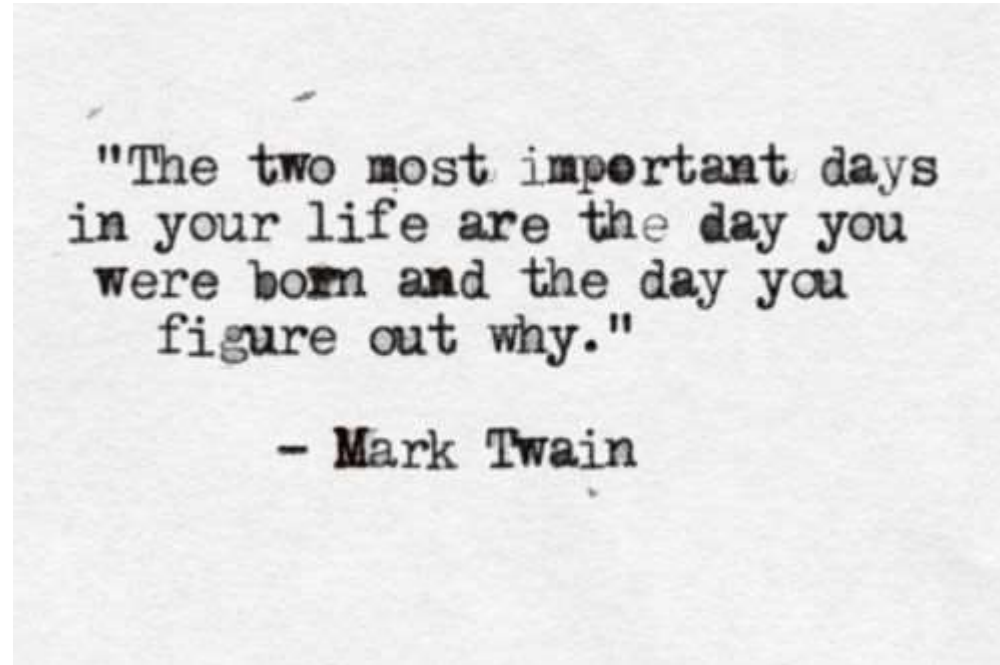
What?

How?



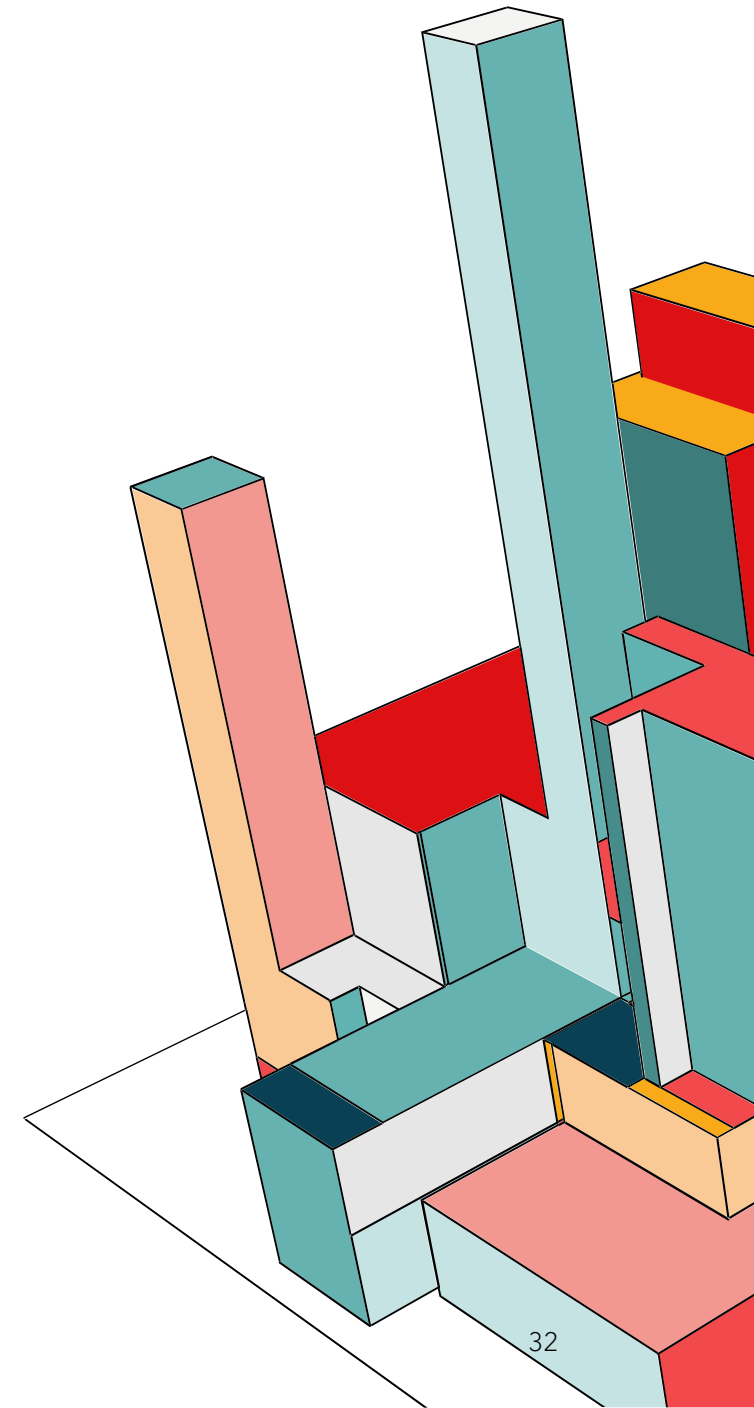
WHY?

- This is most important!



WHAT?

- What is your “it” factor that sets yourself apart from others?



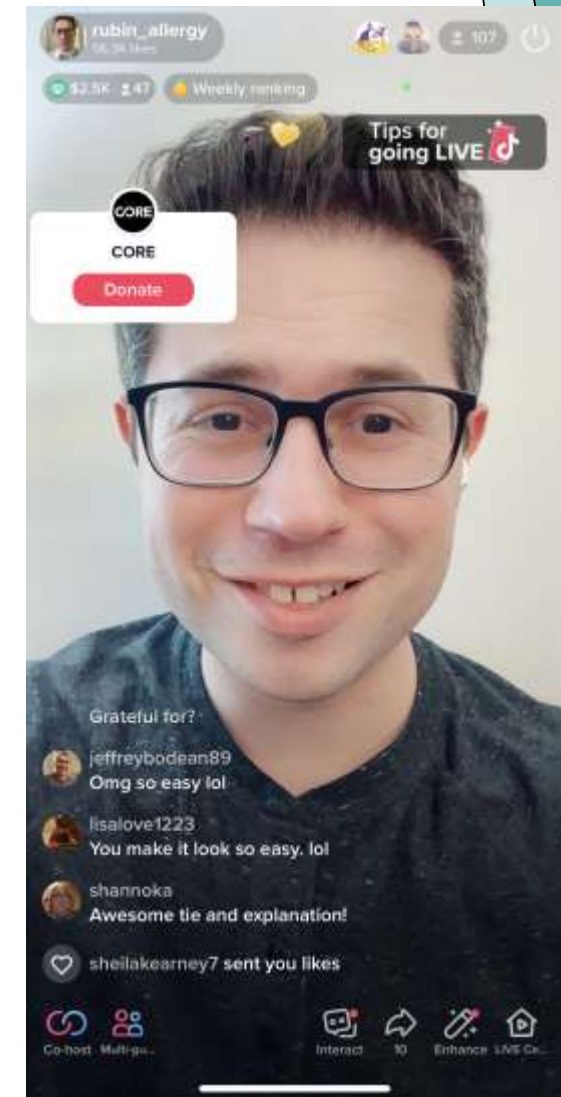
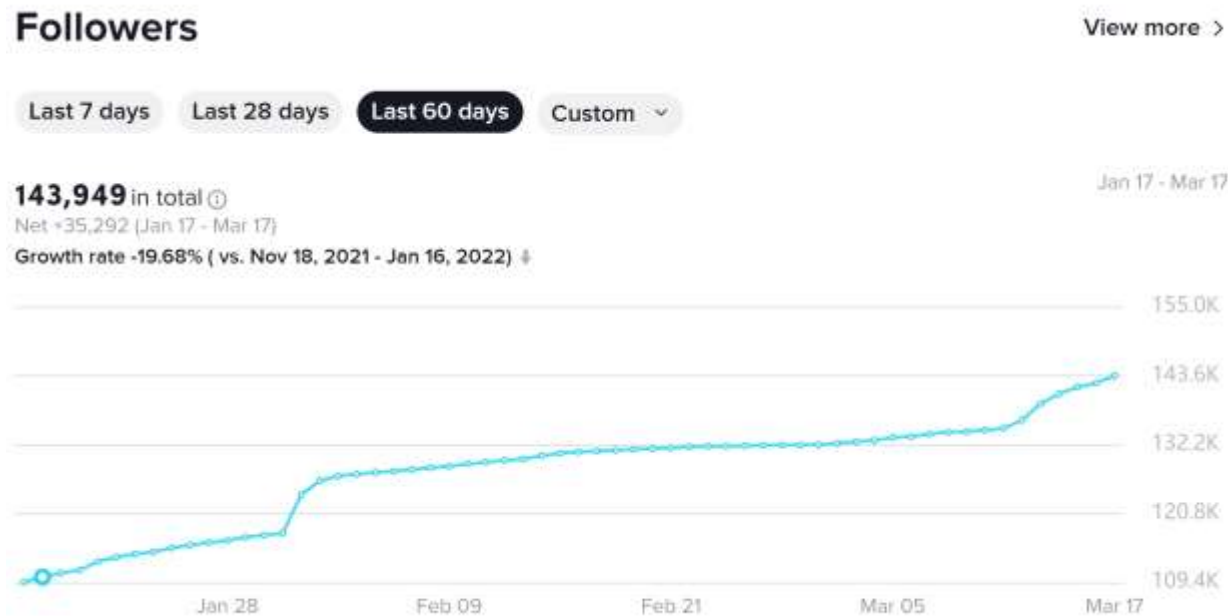
HOW?

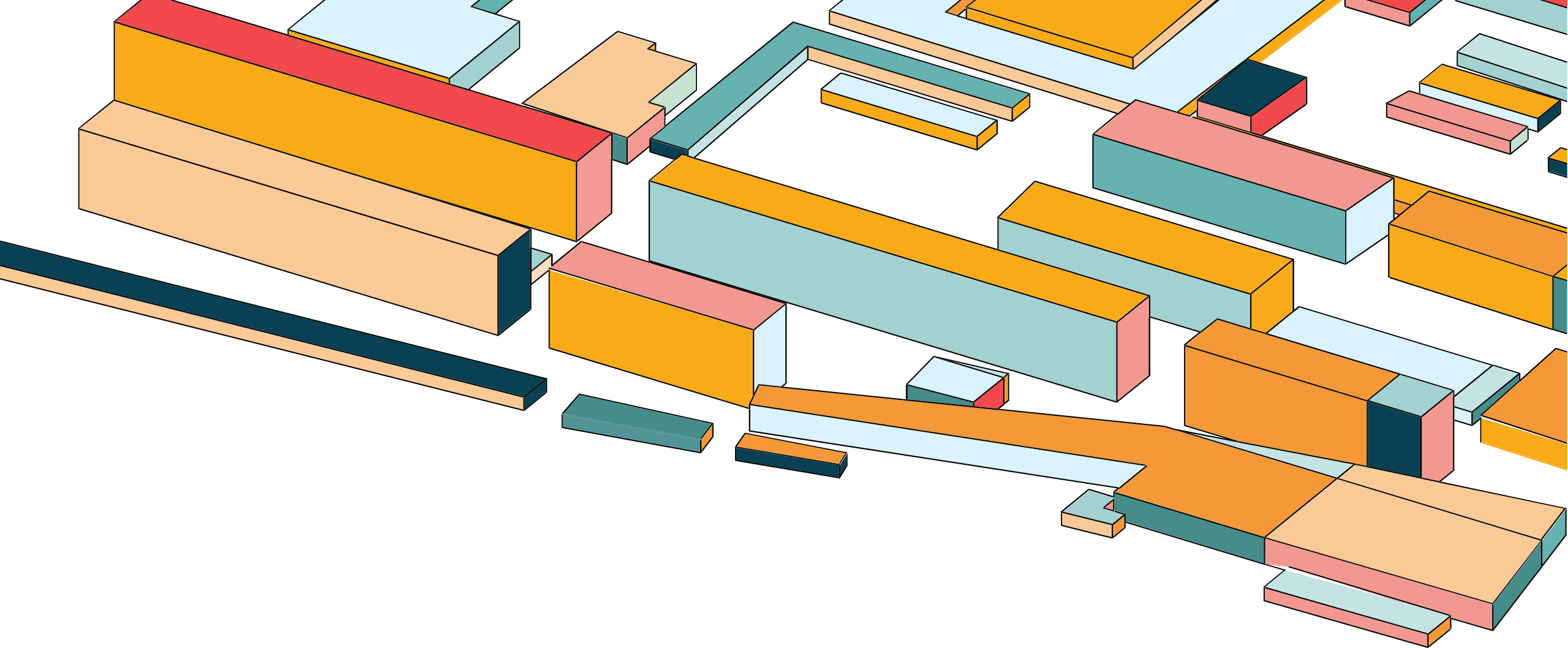
- Be SMART
 - Simple
 - Make valuable content
 - Authenticity
 - Reliable
 - Timely (Consistency)



HOW?

- Do not get discouraged!
- It is not all about the number of followers, but the engagement





TIKTOK-SPECIFIC TIPS

HOW TO NAVIGATE THE PLATFORM

- Short-form video content

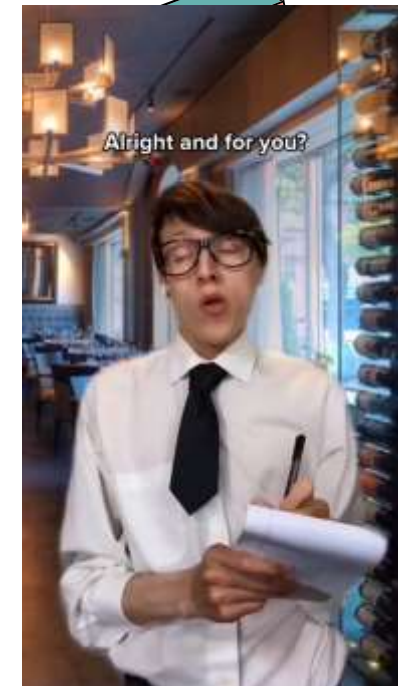


Expanding Your Social Media Reach



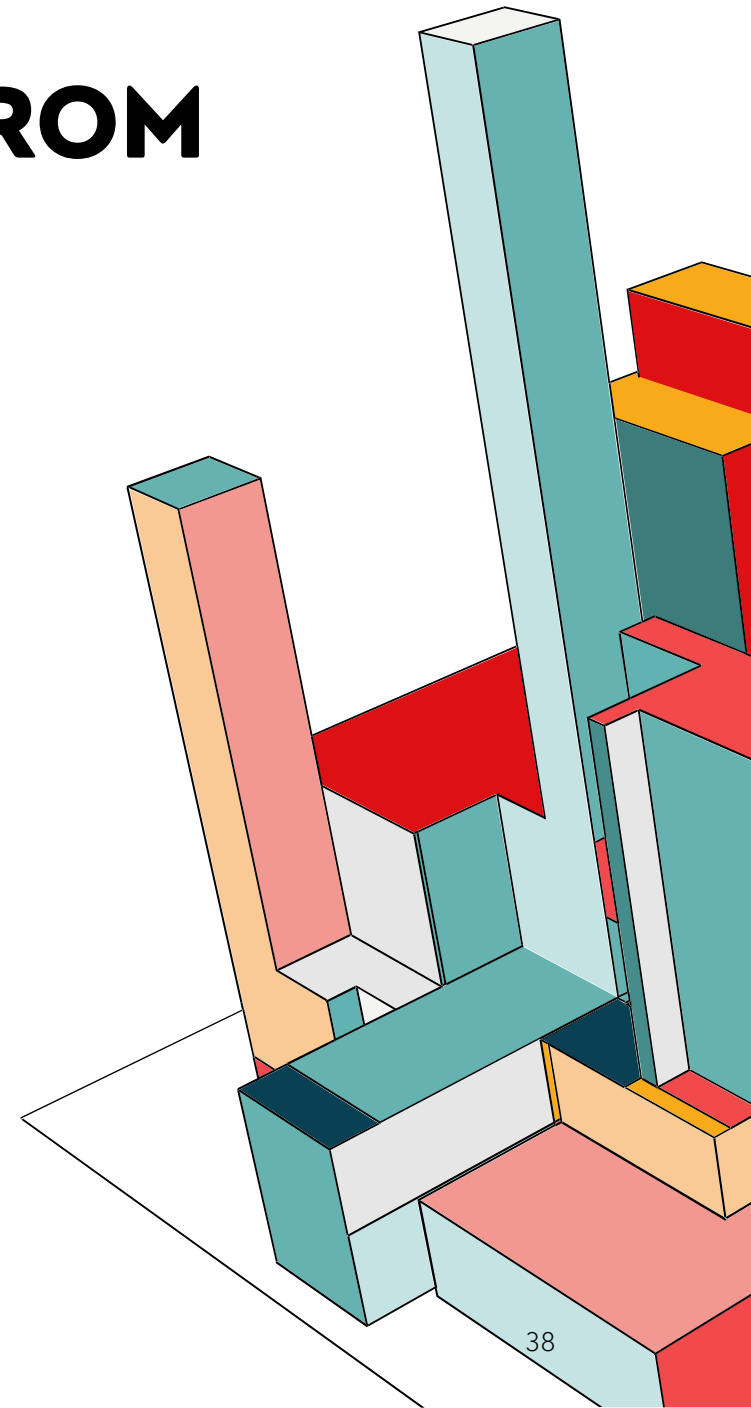
HOW TO NAVIGATE THE PLATFORM

- Types of videos



TIPS CURATED FROM ADVICE FROM OTHER LARGE ACCOUNTS

- View time is key!
- Hashtags?
 - #doctor #tiktokdoc, #fyp, #teamhalo, #pedssquad



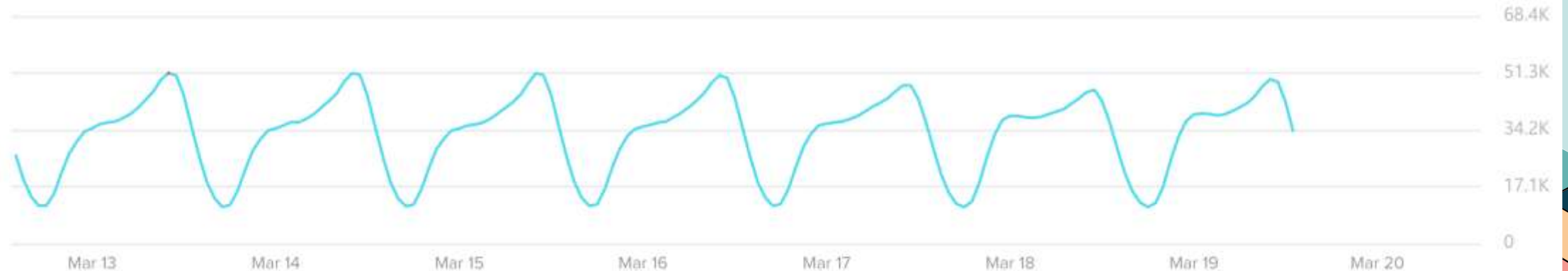
TIPS CURATED FROM ADVICE FROM OTHER LARGE ACCOUNTS

- Posting time?

Follower activity ⓘ

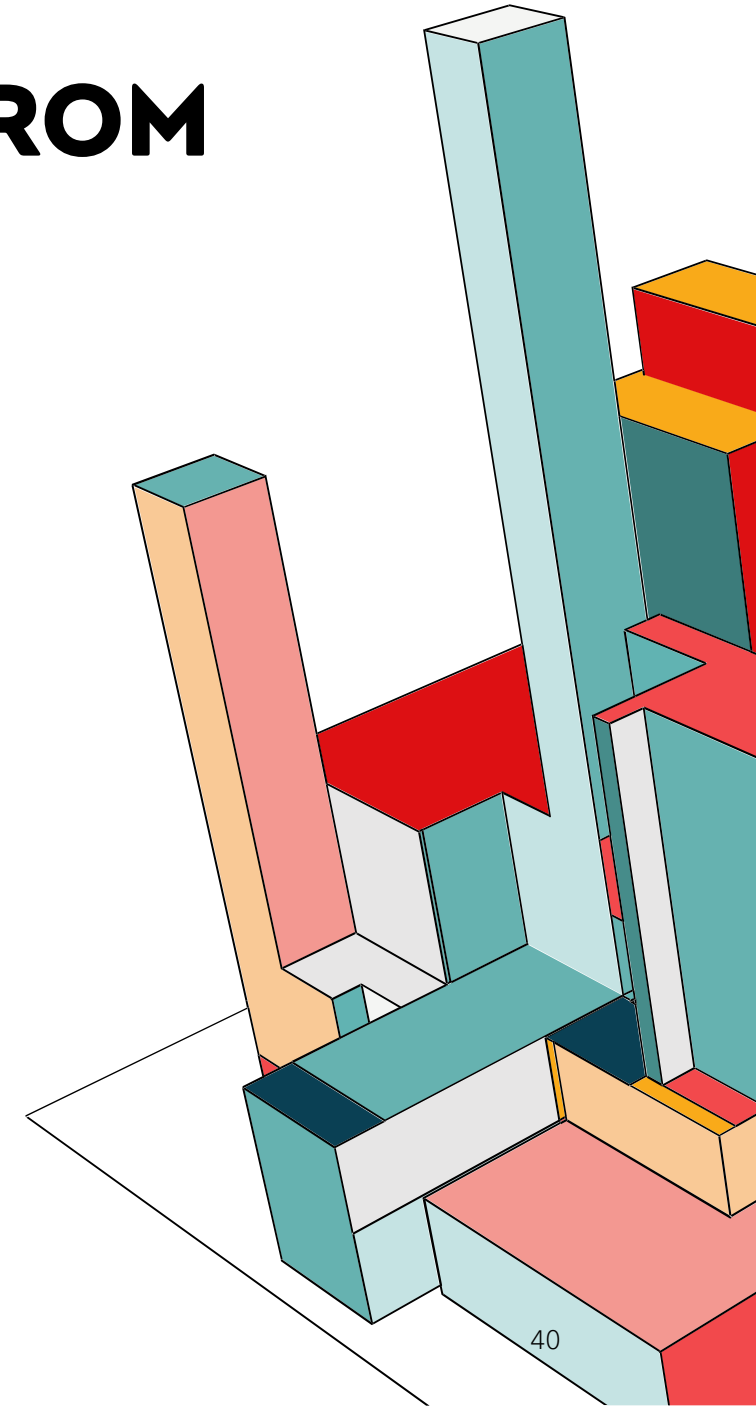
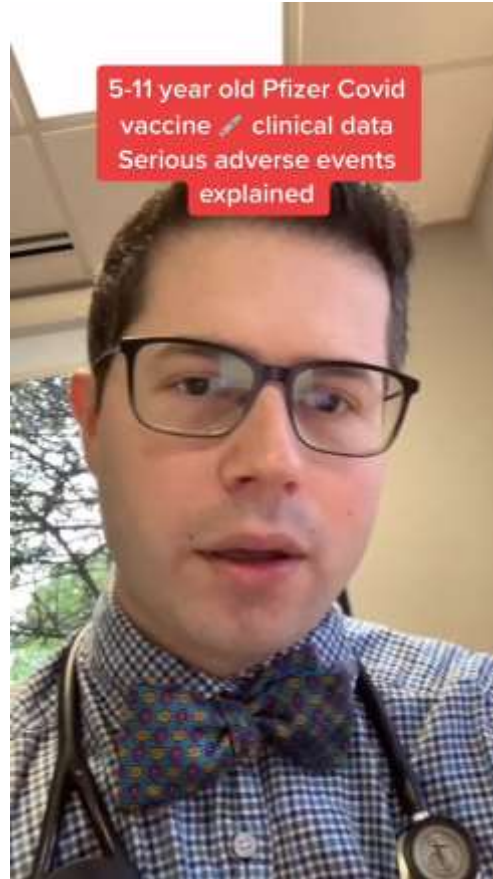
Data displays in your local time (UTC-6h)

8pm



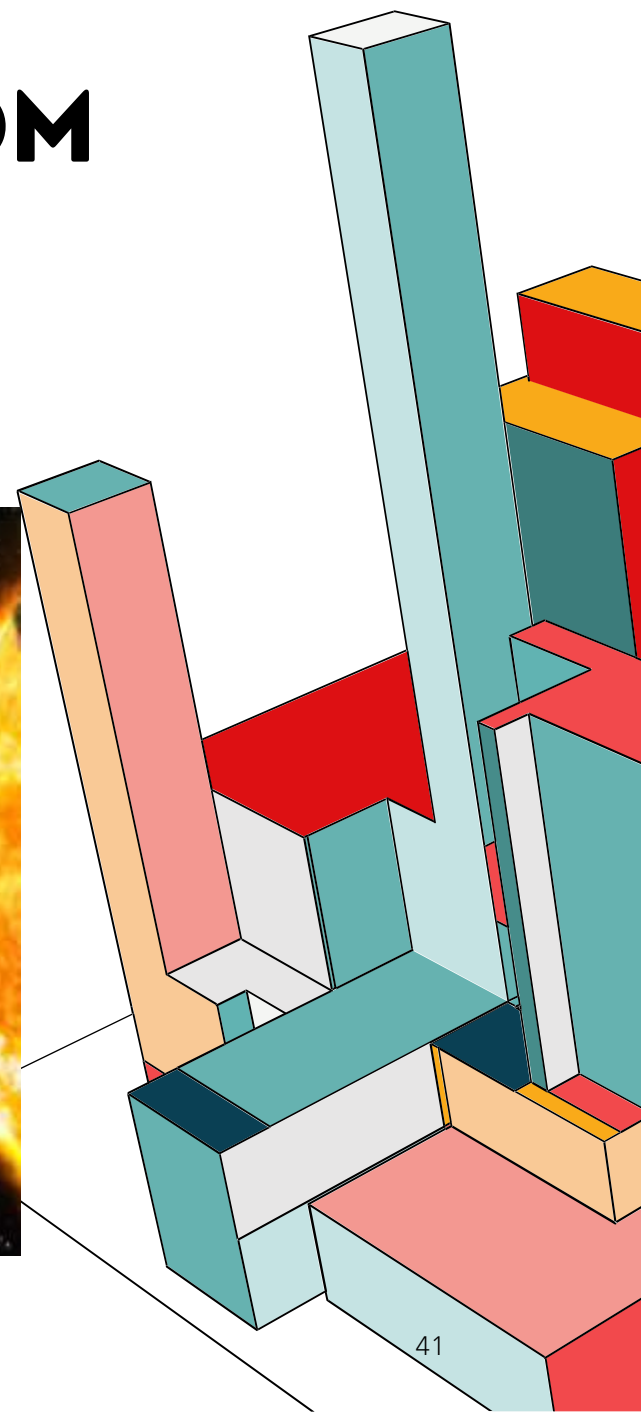
TIPS CURATED FROM ADVICE FROM OTHER LARGE ACCOUNTS

- Does your post provide value?
- Posts must be timely



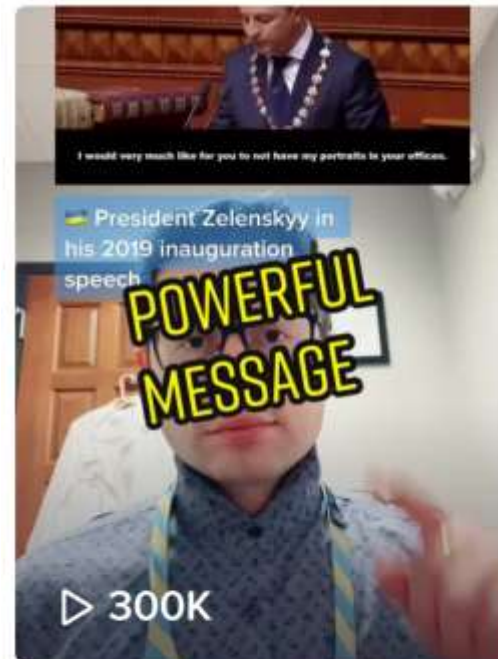
TIPS CURATED FROM ADVICE FROM OTHER LARGE ACCOUNTS

- Follow trends but be relevant

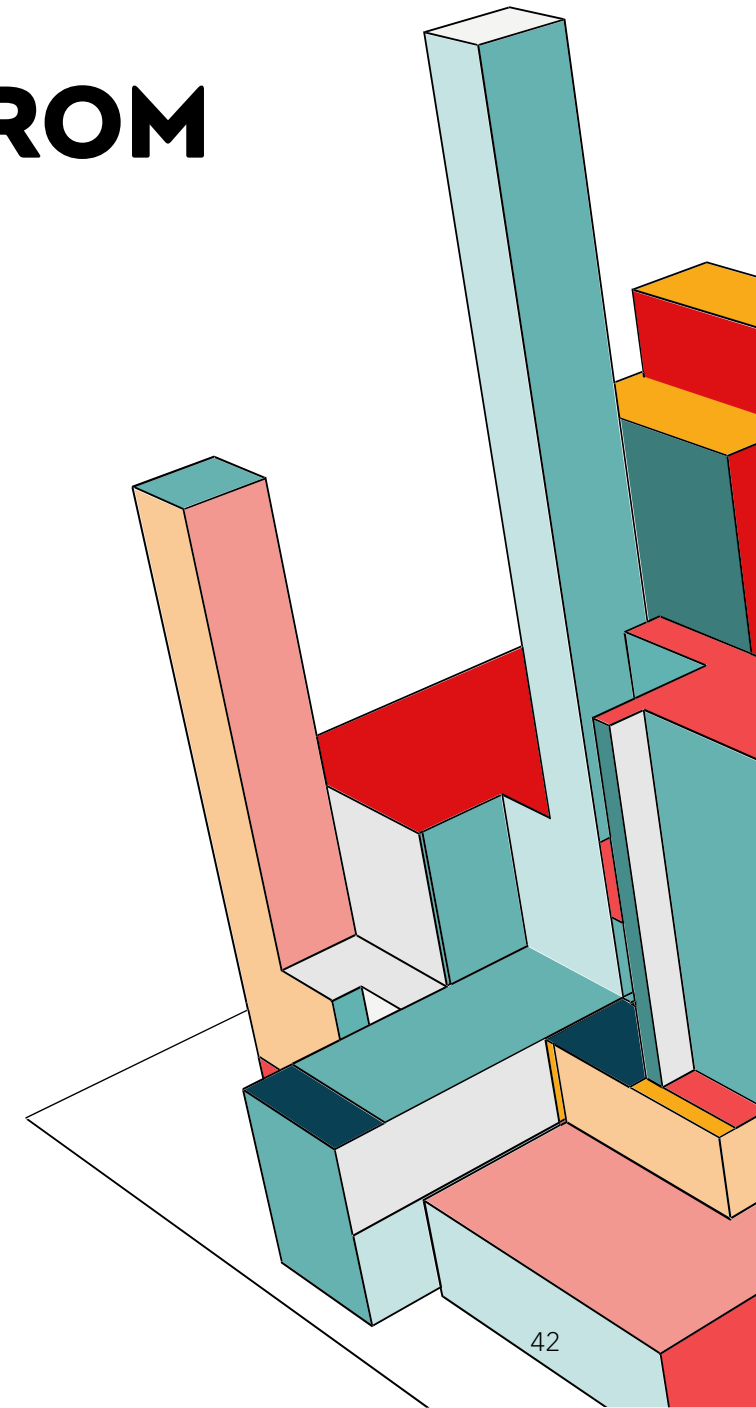
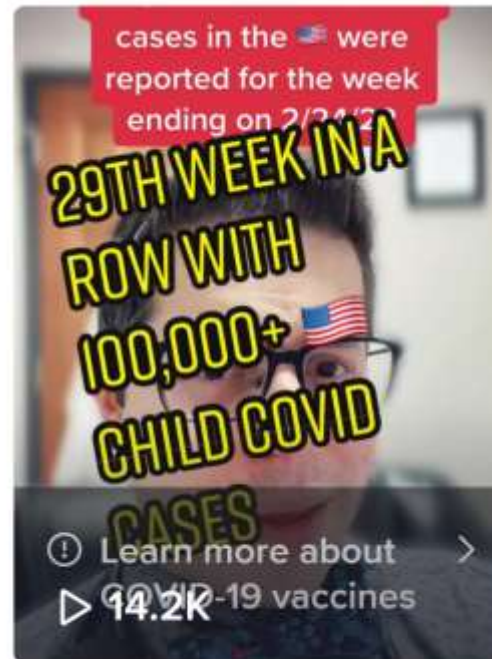


TIPS CURATED FROM ADVICE FROM OTHER LARGE ACCOUNTS

- If posts do not perform well, do not delete them!

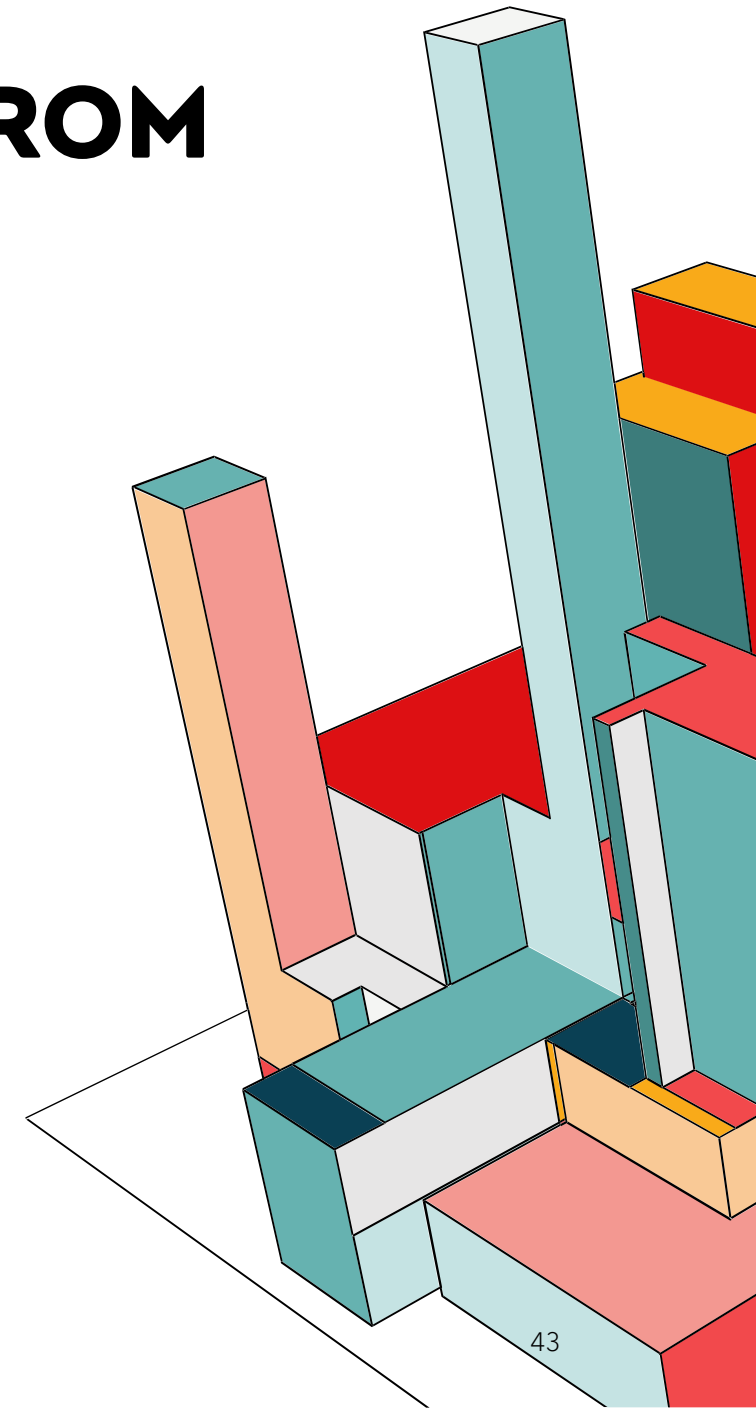


A powerful message #k...



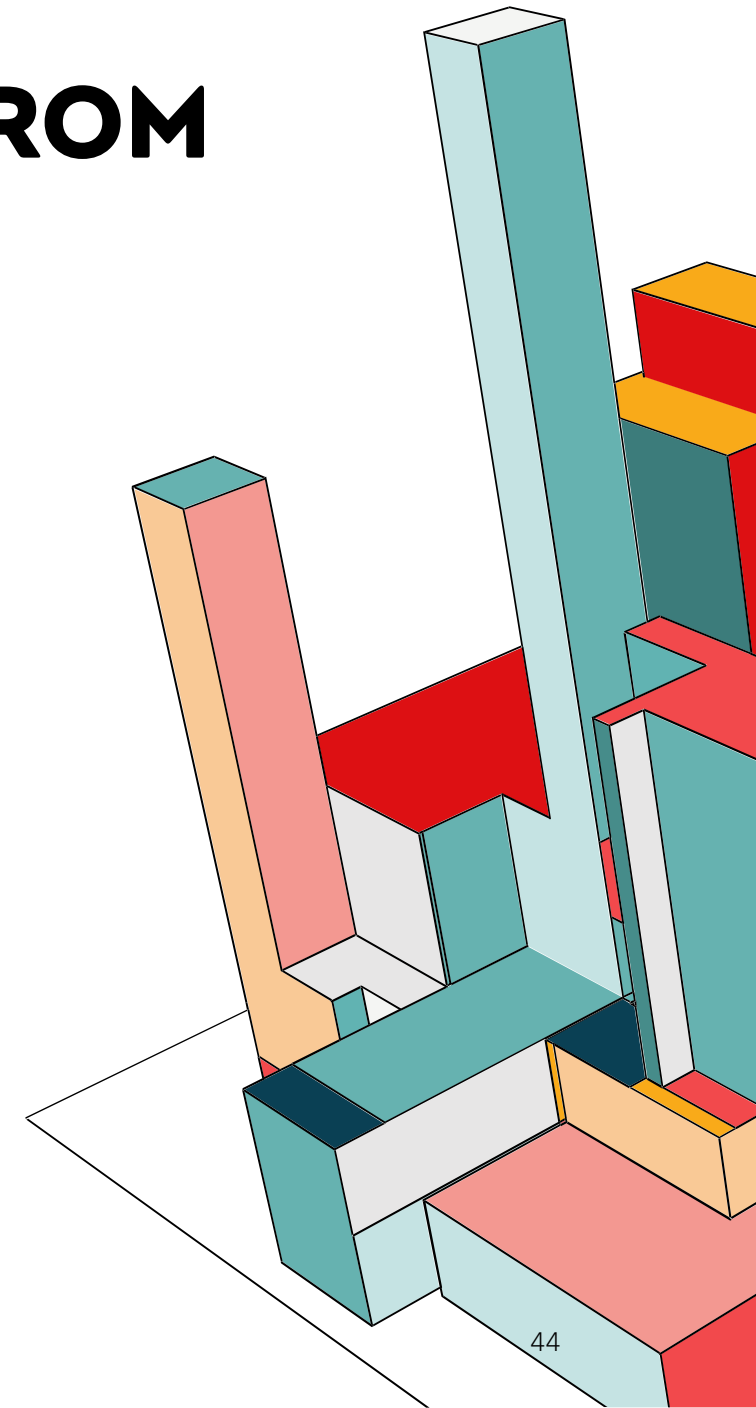
TIPS CURATED FROM ADVICE FROM OTHER LARGE ACCOUNTS

- Engage with comments (even DMs), but NO negativity!



TIPS CURATED FROM ADVICE FROM OTHER LARGE ACCOUNTS

- Respond to comments by replying with video



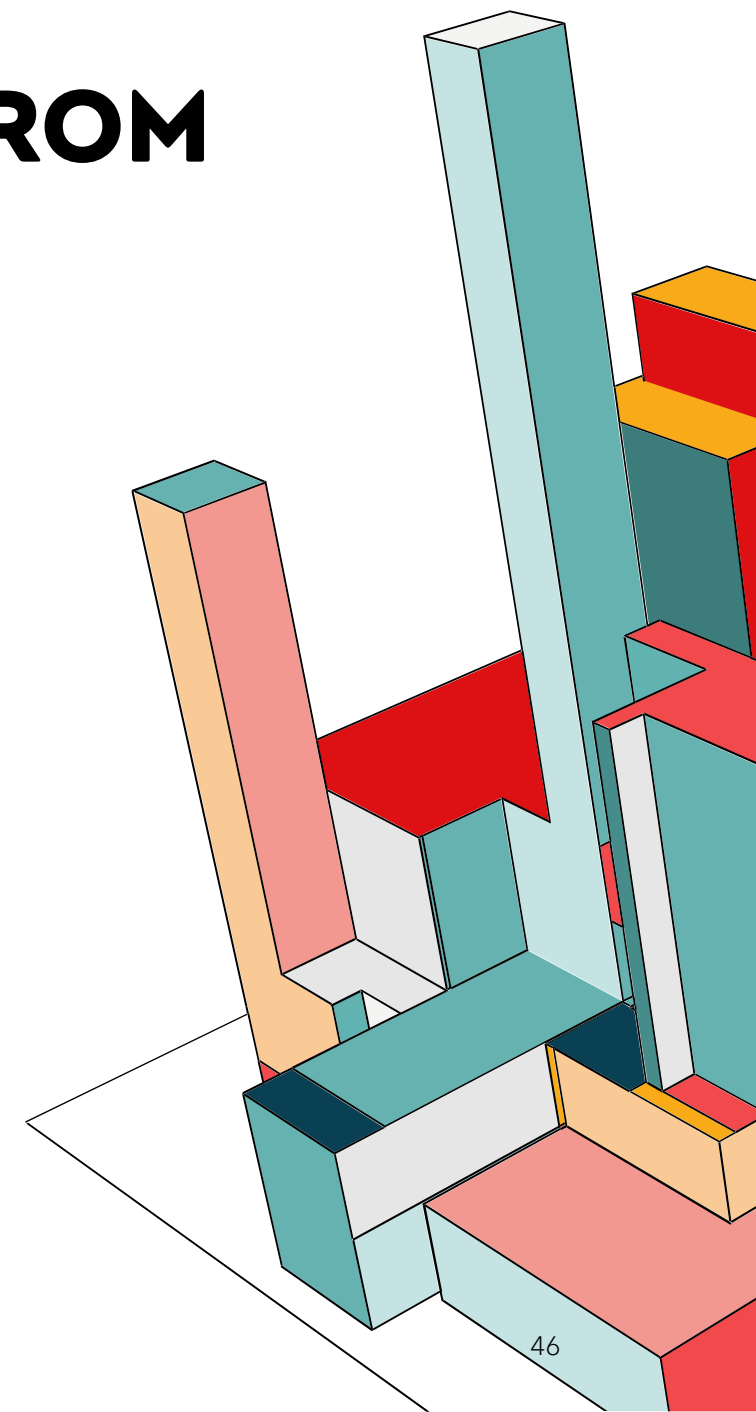
TIPS CURATED FROM ADVICE FROM OTHER LARGE ACCOUNTS

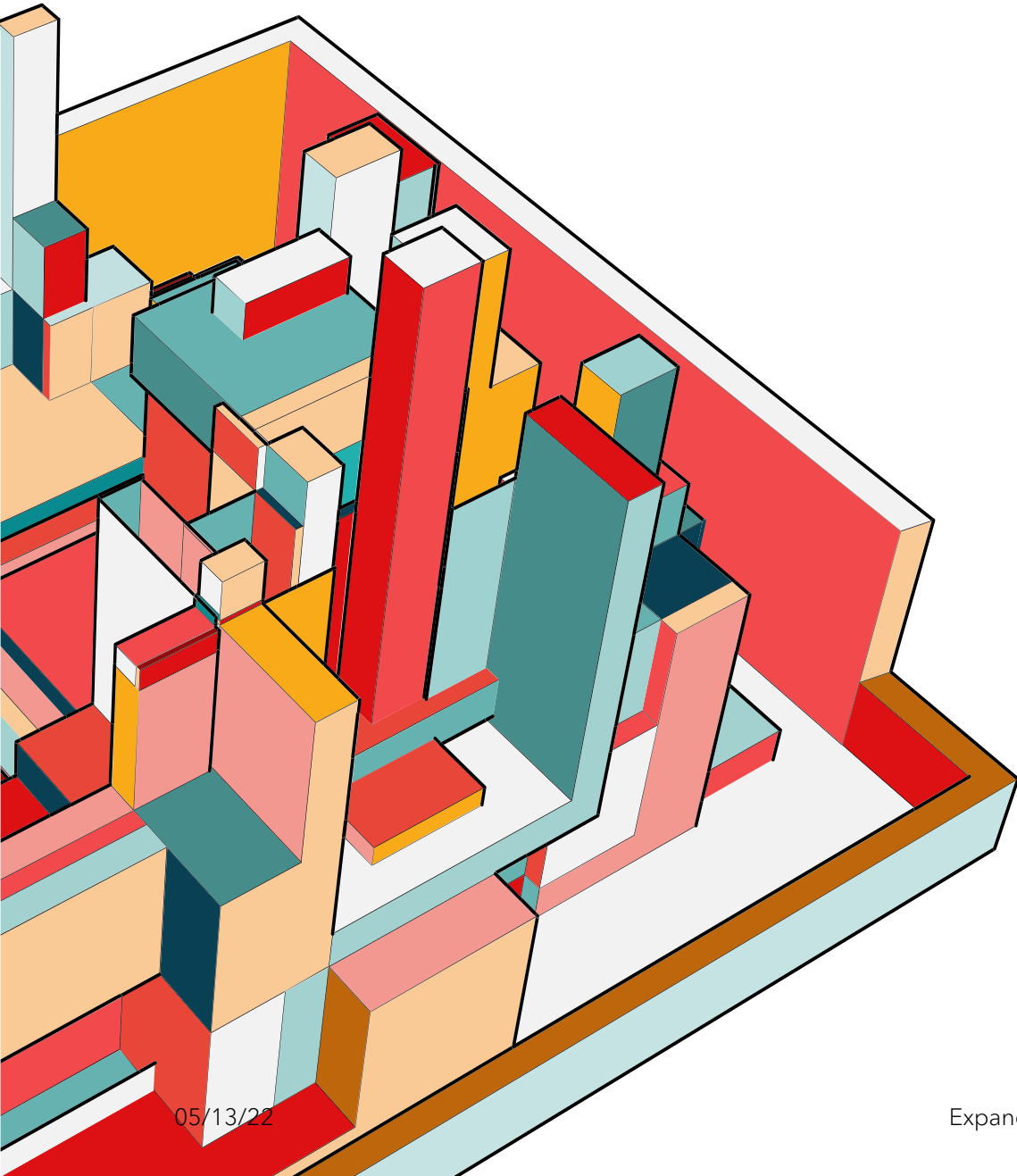
- Collaborate with other content creators



TIPS CURATED FROM ADVICE FROM OTHER LARGE ACCOUNTS

- Post a video and then go “Live”



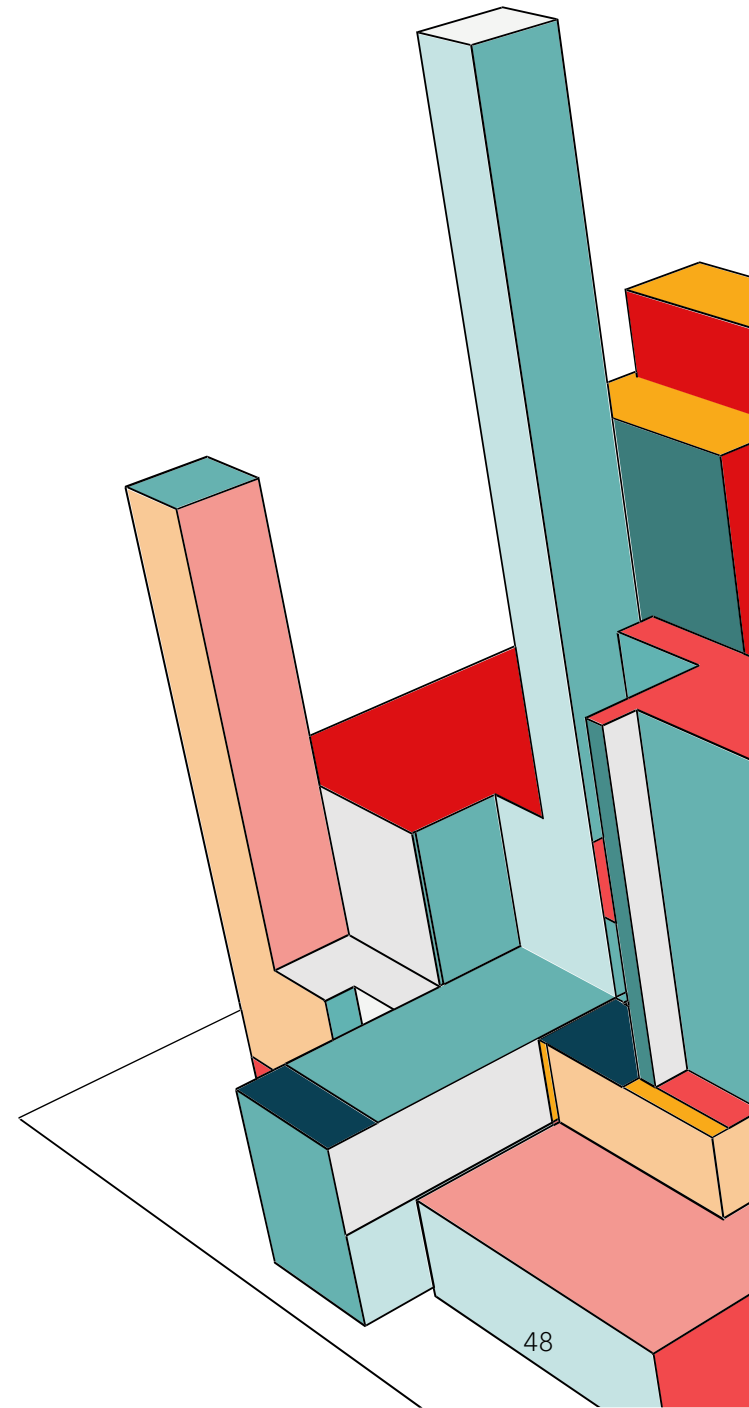


SUMMARY

- Social media is a part of our everyday lives, whether we like it or not.
- Social media impacts healthcare decision-making
- Show up as your authentic self if you choose to create content

REFERENCES

- [https://www.annallergy.org/article/S1081-1206\(21\)01053-X/fulltext](https://www.annallergy.org/article/S1081-1206(21)01053-X/fulltext)
- <https://osteopathic.org/2018/05/14/survey-finds-patients-want-to-be-friends-with-their-physicians-on-social-media/>
- <https://www.hhs.gov/surgeongeneral/reports-and-publications/health-misinformation/index.html>



THANK YOU

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