

Teaching Tips

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Social Media in Medical Education

Facebook, Twitter, Wiki, Flickr, Ning. These terms may seem like a foreign language, but social media is a growing phenomenon that clinical educators should consider. What better place to find information about social media use in medical education than on a blog and Slideshare? Read and click to learn more.

Social media is digital content that can be easily shared via the internet. The use of Twitter was popularized on [Grey's Anatomy](#) and blogging has been called "do-it-yourself" CME because it is an easy way to stay connected, share information, or learn about resources from your physician colleagues.



What can you do with social media?

-  Share gems from your next academic conference in real time (Twitter)
-  Request ideas from colleagues, send announcements to students, and encourage discussion of course concepts (Twitter, Facebook)
-  Ask students to find and post resources (Wiki)
-  Deliver a presentation (Podcast)
-  Build difficult scenarios for students to work through (Second Life)
-  Build a professional network (LinkedIn)
-  Show video cases (YouTube)

Downsides: New issues of professionalism (should you "friend" a student?), copyright, HIPAA, and confidentiality (such as blogging about patients) are concerns. Once something is written on the internet, it is out there forever.

Sample medical education blogging sites:

<http://lifeinthefastlane.com/2011/11/essentials-of-em-talk-1/>
<http://www.kevinmd.com/blog/category/social-media>

Incorporating Social Media into Medical Education:

<http://www.slideshare.net/carrisaari/social-media-in-medical-education-aaim2010>

Check out **Facebook pages:** [New England Journal of Medicine](#)
[Society of Teaching of Family Medicine](#)

References / Resources:

1. Kind, T. et al (2010). Social media policies at US medical schools. Med Ed Online, 15: 5324
2. Greysen, S.R. (2010). Online professionalism and the mirror of social media. JGIM, 25(11):1227-9.