

How can social media be useful to you?

(Or is your learning network fit for purpose?)

KTER•CENTER

Knowledge Translation for Employment Research

@damian_roland



How can social media be useful to you?
(Or is your learning network fit for purpose?)



DISCLAIMER

I am a social media editor for *Pediatric Research*
(@PED_research)



@damian_roland



DISCLAIMER

I am a social media editor for *Pediatric Research*
(@PED_research)

I use Twitter...

A lot.





Albert Einstein

@rhizomaticaxyz

I just have a great idea! A theory of relativity

$E = mc^2$

Read my post here:

alberteinsteintheories.blogspot.com

12:22 PM - 8 Aug 2015



Reply to [@rhizomaticaxyz](#)

Social Media versus Conventional Practice



Photo by [Hermes Rivera](#) on [Unsplash](#)

Thinking of the last seminal paper/report published relevant to you...

- A) There's been a seminal paper in my specialty? I haven't looked at an article for years.
- B) Can't quite remember what it's about, but it's in my e-mail inbox to read.
- C) I've read a blog on it, but I don't quite understand all the science and not sure what its impact is going to be.
- D) I knew about it within 12 hours of it being published and was able to discuss its merits and limitations at the next available teaching session.

You read a great paper/report/presentation on your area of interest last year but can't remember the citation. Do you...

- A) Scribble what you can remember of its title on your white board and leave it there until it eventually comes back to you.
- B) Spend 60 minutes googling it and get distracted by a random YouTube clip that catches your eye.
- C) Contact your librarian to perform a literature review based on suggested MeSH headings and keywords.
- D) Ask your online community of practice.

You've been given the publication date for the most important paper/report/presentation of your career to date. Do you...

- A) Pat yourself on the back and wait for the compliments to fall through your letter box.
- B) E-mail a few colleagues to let them know you've been successful.
- C) Tweet the title and link to your paper/presentation on day of the release.
- D) Contact a well-known blog and/or podcaster in your field of research and invite them to discuss your paper on the day of release. Create an infographic describing your results and set up a Twitter journal club review.

Digital Network Maturity

Were you:

Mostly A You might want to consider joining the 21st century.

Mostly B You are organized (to an extent) but aren't using tools effectively.

Mostly C You are aware of tools available but aren't maximizing your possibilities.

Mostly D You are a digital learning network guru!

“MD degree
may not teach
doctors how
to tweet....”



Photo by [freestocks.org](https://www.freestocks.org) on [Unsplash](https://unsplash.com)



Photo by Patrick Tomasso on Unsplash

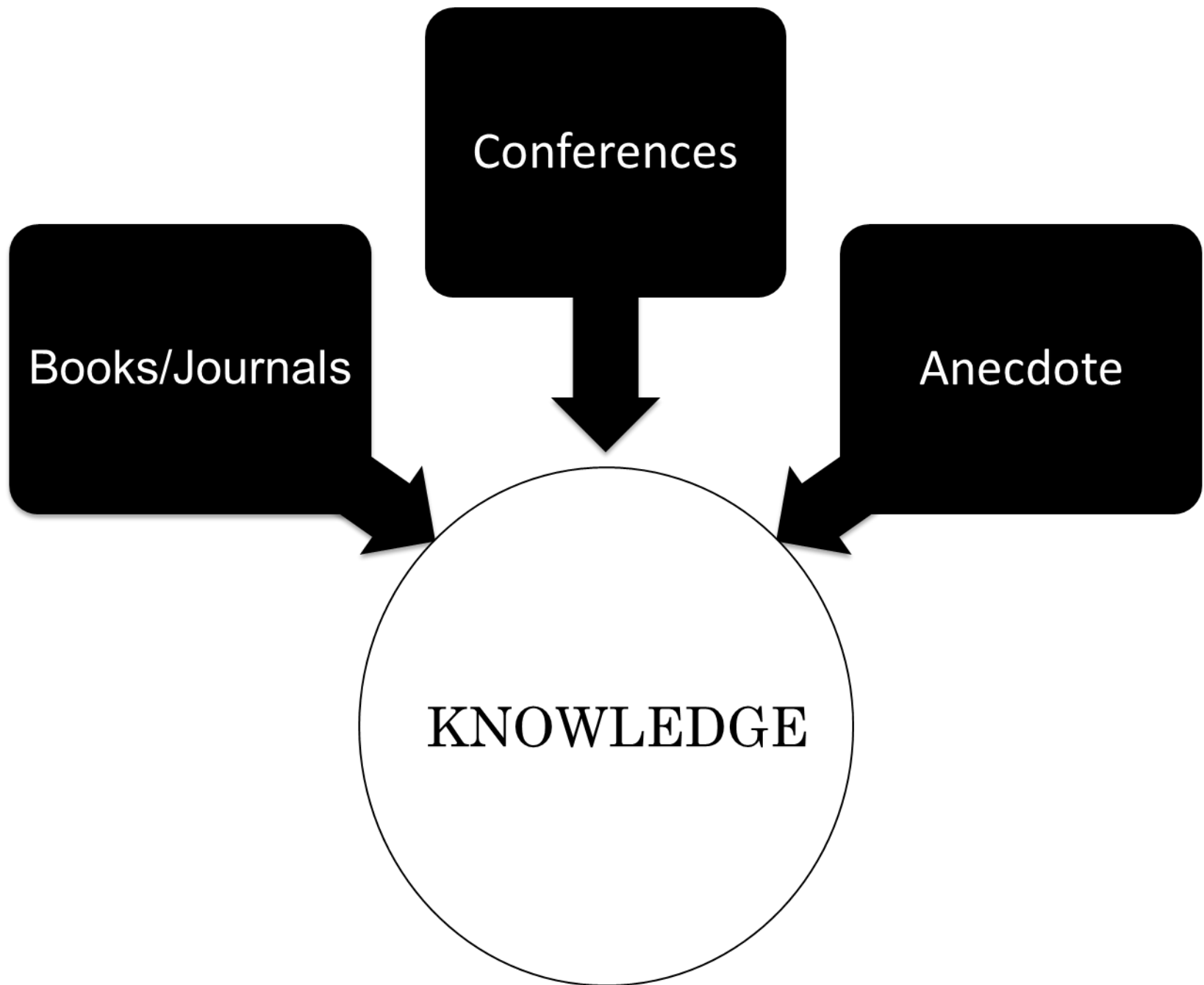
Published
Evidence

Clinical
Guidelines

National
Policy

Personal
Practice





The background of the slide is a photograph of a person rappelling down a steep, layered rock face in a desert canyon. The person is seen from the waist down, with their legs extended and feet on the rock. A rope is visible in the upper left. The canyon floor is visible in the distance under a clear blue sky.

Published
Evidence

Clinical
Guidelines

National
Policy

Knowledge Translation Void

Personal
Practice

Published
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Clinical
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National
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Conventional Methodologies

Personal
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National
Policy

Conventional methodologies

Personal
Practice

Collaborative learning
networks

n Void

Transla

Knowledge

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Free Open Access Medical education

Photo by [Ameen Fahmy](#) on [Unsplash](#)

#FOAMed

FOAM $\neq$ #FOAMed

#NEOebm



Evidence-Based Neo
@EBNEO

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ALERT!! This group of devotees converged and recommended: using [#NeoEBM](#) as an umbrella term to tag content for the global community interested in promoting evidence-based neonatal practice, and [#foamneo](#) to tag free-open access content. We'll try to adhere- let's see if it sticks!



11:49 PM - 6 May 2018

51 Retweets 103 Likes



You, Omar Elkhateeb, MD, Nicolas Bamat and 5 others



7



51



103

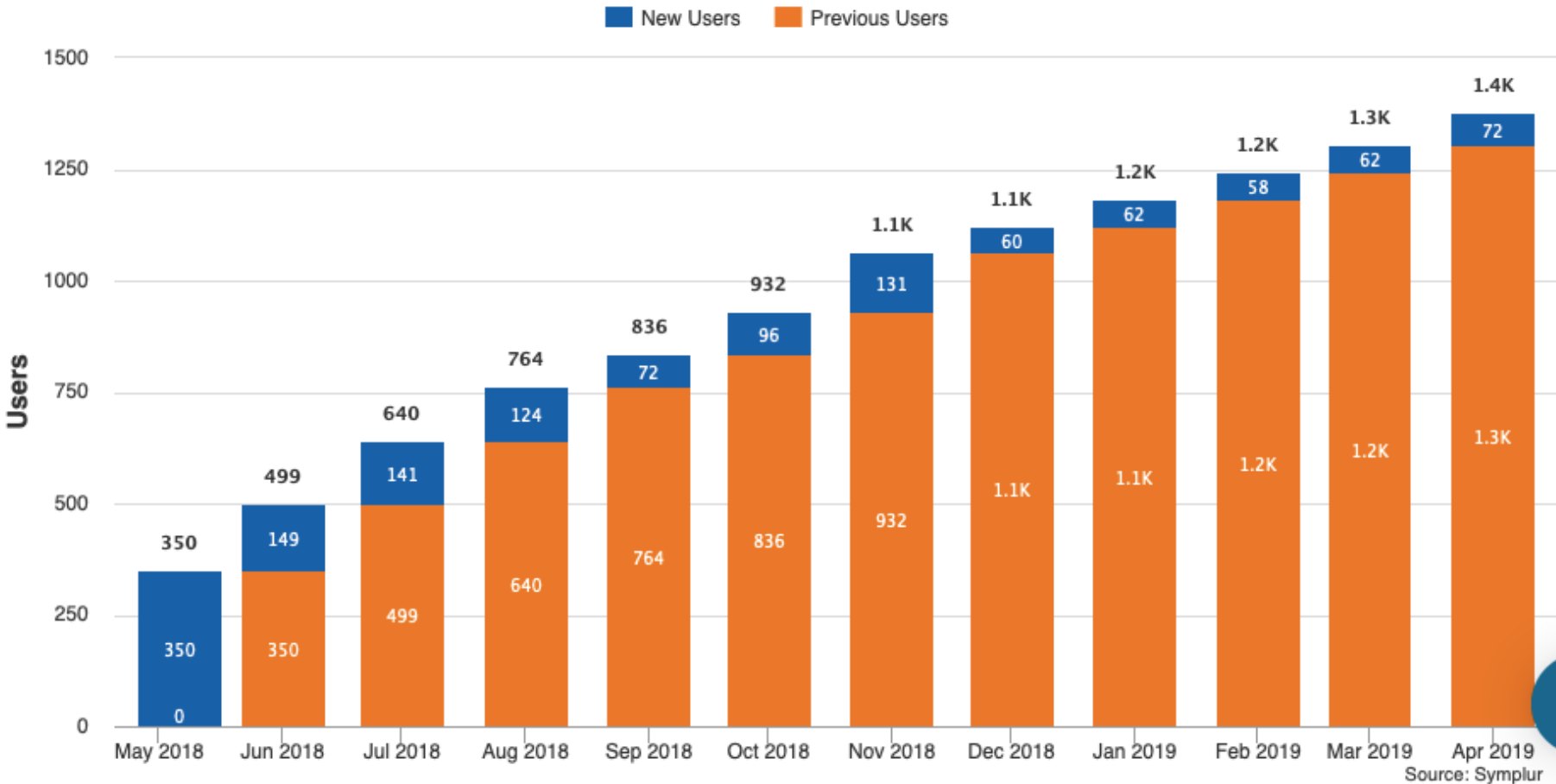


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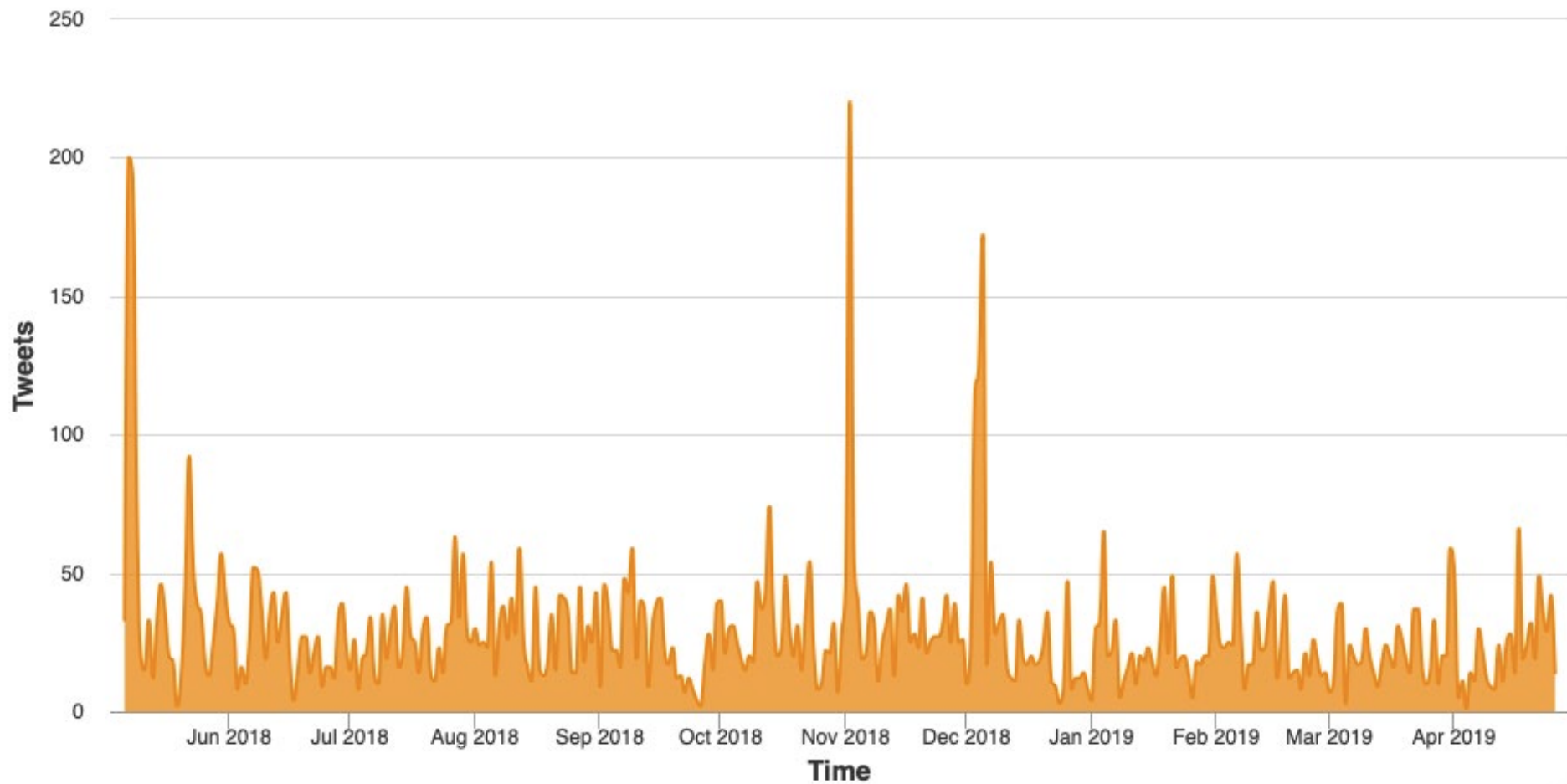
#neoEBM Cumulative Users



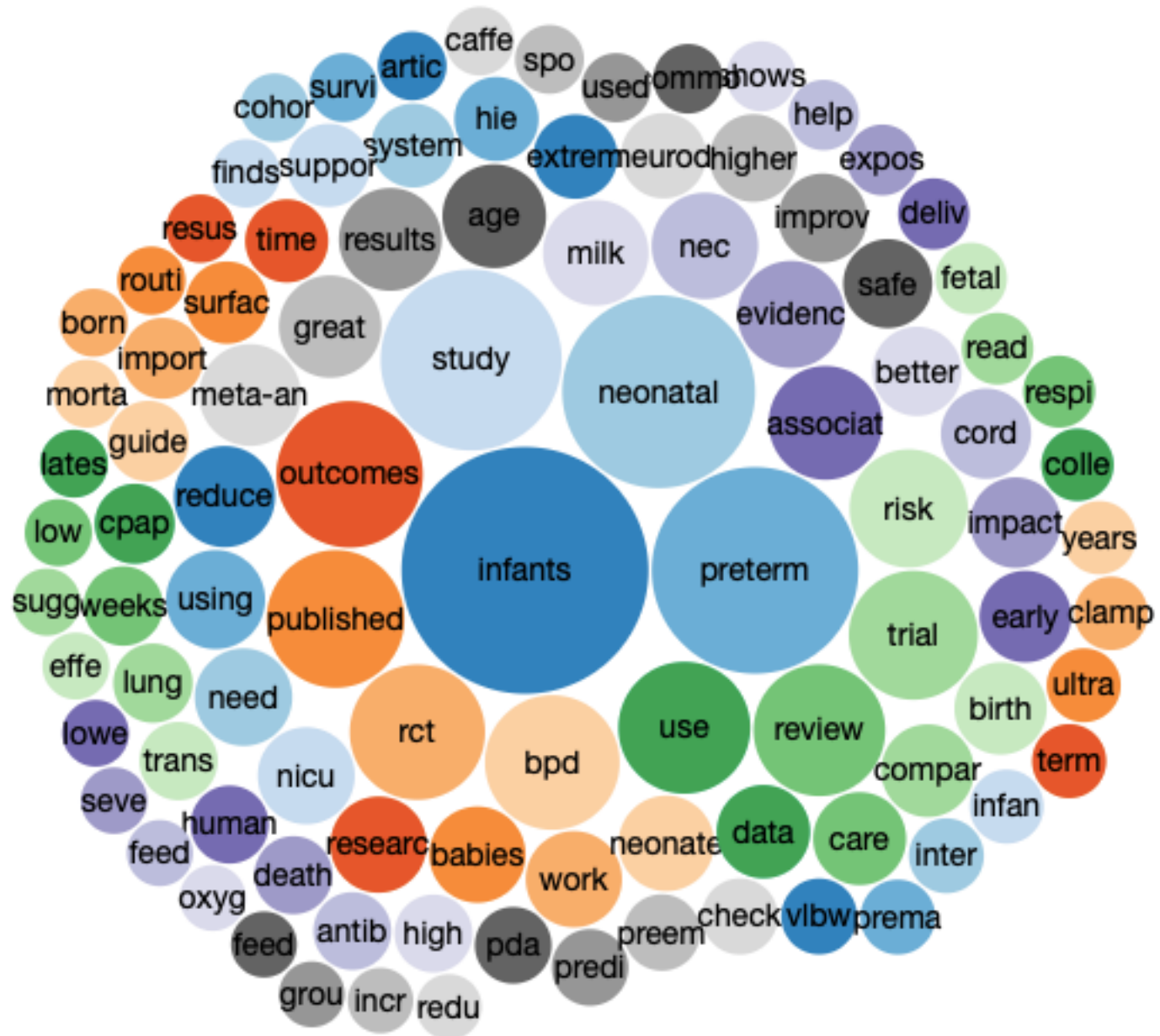
#neoEBM Cumulative Users



#neoEBM Tweet Activity



#NeoEBM Twitter Cloud



NOECO

A framework for reporting research in healthcare social media

The PICO for Networks



Network

Example: Twitter or Facebook



Object

Example: Hasthtags or post sentiment analysis



Engine

Example: Symplur or Semantria



Comparison

Example: Regular distribution vs. clustering in Twitter or Sentiment change before and after an event



Observation

Example: Twitter users are clustered around few nodes or sentiment in a community changed after an event

Digital Communities

A photograph of a messy art table covered in colorful paint splatters. Several bottles of Acrimagic paint are lying on the table, some with their caps off. A paint palette with green and yellow paint is visible in the bottom right corner. A box of Acrimagic paint is in the top right corner. The background is a dark, textured surface.

Photo by [Ricardo Viana](#) on [Unsplash](#)

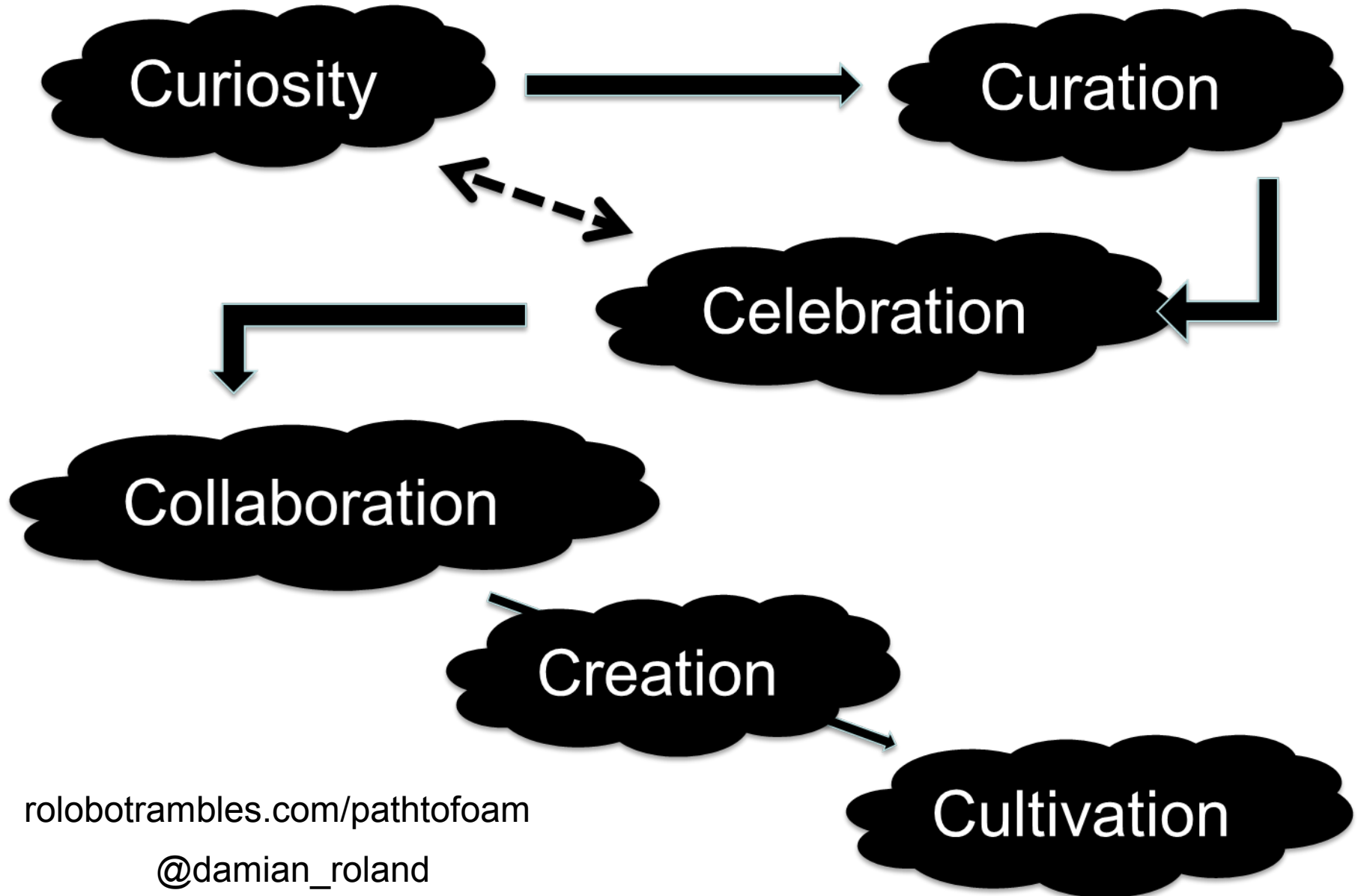
Digital Communities (continued)

Roland D, Spurr J, Cabrera D. Preliminary evidence for the emergency of a health care online community of practice: Using a Netnographic framework for Twitter hashtag analysis. J Med Internet Res 2017;19(7):e252.

rhizome



Digital Communities of Practice





EMS

Lavatory Learning

CPD whilst having a wee!

No. 1 - July 2014

Welcome to the first "Lavatory Learning".

We've collected some "things we didn't know last month" on one-page: designed for the back of the loo door.

This is intended as a WAST community production - please send us something you've learned this month that you'd like to share.

**Paediatric vomiting -
what does it really mean?**

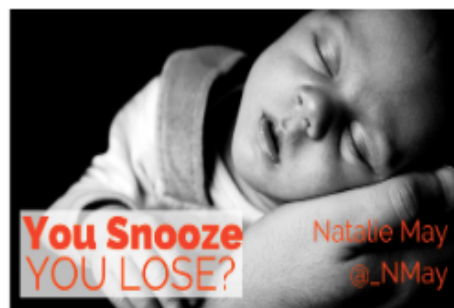
This is a much-shortened version of Dr Natalie May's post on "emesemantics and vomiting in kids" at the fabulous St Emlyn's Blog - www.stemlynsblog.org - and is used with Natalie's kind permission. Thank you!

Via Linda Dykes @mmbangor



You Snooze, You Lose? #smaccUS The Child with Altered Consciousness

👤 Natalie May | 🕒 October 19, 2016 | 💬 1 Comment



As a part of the #smaccMINI workshop back in Chicago in 2015, I spoke about the approach to the child with an altered conscious level. The podcast is below along with a brief summary of the talk. The guidance below...

[READ MORE](#)

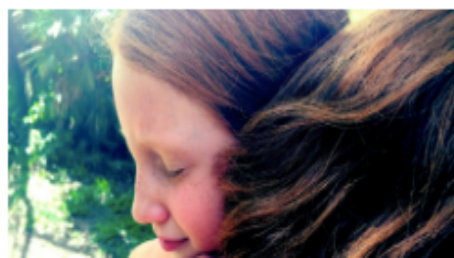
📁 Critical Care, Emergency Medicine, Featured, Paeds, Resus & Crit Care

🔖 #FOAMed, #smaccUS, altered conscious level, FOAMped, paediatrics, pediatrics, PMP6, SMACC, smaccMINI, unconscious child

- CEM #FOAMed network
- Critical Care Horizons
- FeminEM network
- HEFT cast
- Life in the Fast Lane
- Minh le Cong at the PHARM
- Pondering EM
- Scott Weingart (aka emcrit)
- Sketchy EBM with Anthony Crocco
- The RAGE podcast
- The SGEM with Ken Milne
- The St.Emlyn's podcast
- The Teaching Institute

All the King's Horses... difficult conversations with children in critical care. St.Emlyn's.

👤 Liz Crowe | 🕒 October 14, 2016 | 💬 2 Comments



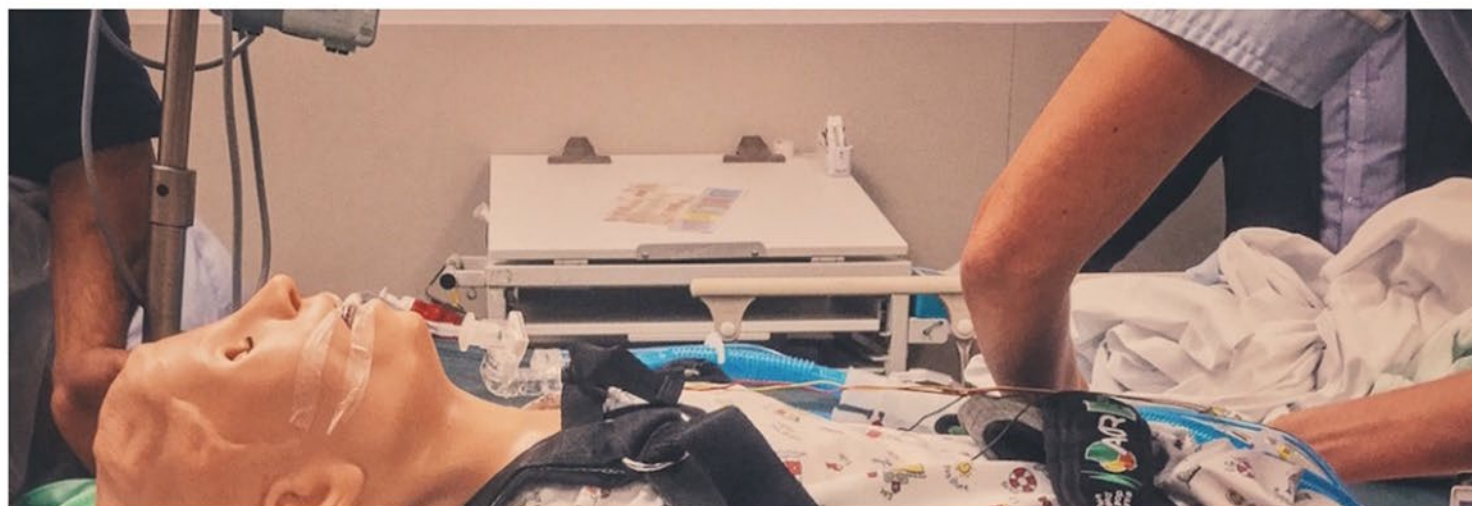
All the king's horses and all the king's men Couldn't put Humpty together again¹. This blog tackles a really challenging topic in our theme around communication and wellbeing²⁻⁴. How do we approach difficult conversations with children in critical care and...

Tags

#FOAMed CAP7 CAP18 CAP27
cardiac CC3 CC5 CC12 CC15 **CC20**
CC21 **CC23** CC24 CC25 chest pain CMP2
CMP3 CMP4 communication **critical**
appraisal diagnosis

SIMULATION BLOG

“Share your knowledge. It is a way to achieve immortality.” – Dalai lama XIV



Comment 1 Like Share

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TIME CRITICAL TRANSFER

A pre-alert is made for a 5-year-old boy who is screaming in pain complaining of a sudden onset headache. His GCS drops during assessment...

October 26, 2016

#FOAMed Supporter

READERS REALLY ENJOYED
THESE POSTS...A number counter that works
within PowerpointDon't cause unnecessary dis-
tress! P.R.E.D.I.C.T before your
paediatric procedure #WILTWWhat I learnt this week:
Everything worth fighting for
unbalances your life #WILTW

DAMIAN'S TWITTER FEED

Tweets by

@Damian_Roland

Damian Roland
@Damian_RolandSadly I am pretty sure I am a
rubbish ninja life warrior.rolobotrambles.com/unbalancedlife/

Archive #WILTW

What I le...
This is th...

#WILTW

WHAT I LEARNT THIS WEEK:
ADMISSION IS NOT THE 'SAFE'
OPTION #WILTW

🕒 MAY 22, 2015 👤 DR. DAMIAN ROLAND 💬 LEAVE A COMMENT ✎ EDIT

Tweet

This is the 53rd [#WILTW](#)

This week I spent time at two conferences with a theme of spotting 'sickness' in patients. The first was the [Rapid Responses Conference](#), dedicated to developing new systems to identify deteriorating patients in hospital, and the second [Sepsis Unplugged](#) highlighting the importance of recognising sepsis.

There is a challenge of being able to decide which patients, child or adult, need further investigation and treatment, and which don't. In the Rapid Reponse Conference (#METConf15) Paediatric Early Warning Systems (PEWS) were an area of discussion.

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I think; therefore, I blog.



Use of a Paediatric Sepsis Screening and Action Tool

Dr. Damian Roland
 (@damian_roland)
 and Dr. Rachel Rowlands
 (@rachrwlns)

#EM3

East Midlands Emergency Medicine Educational Media



Analytics

Video Manager

Sepsis in Children 2016



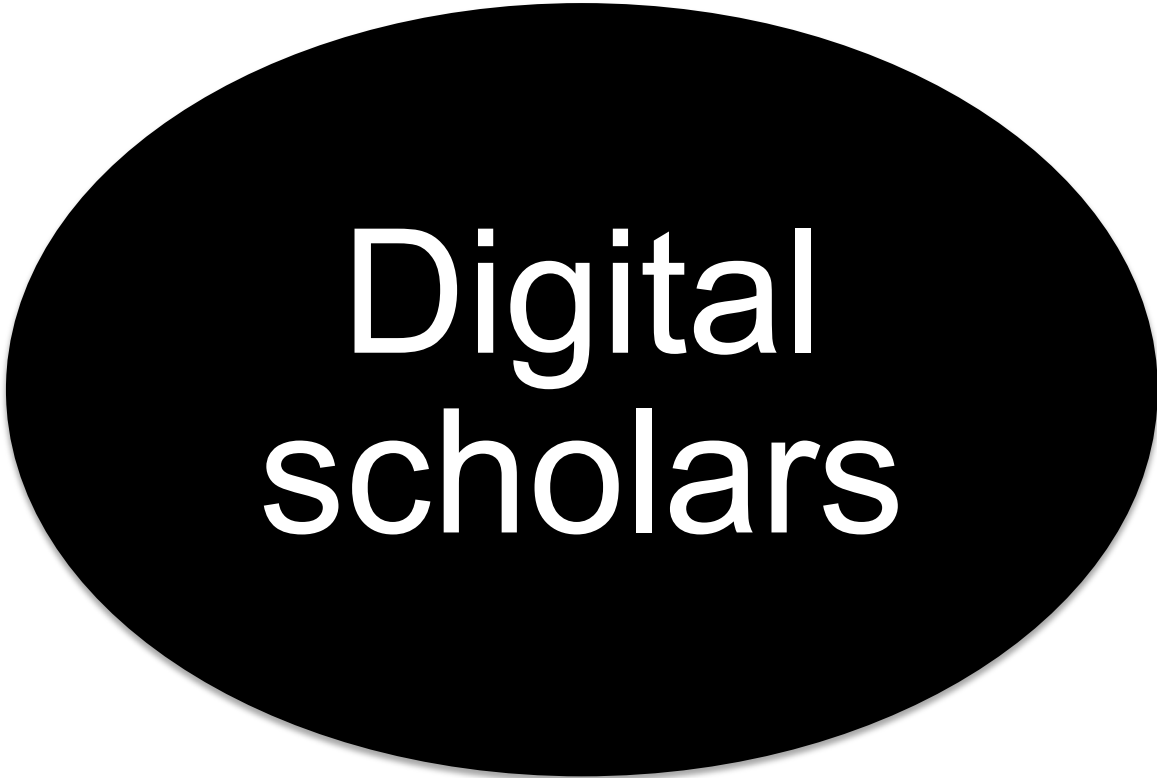
Damian Roland

 Channel settings

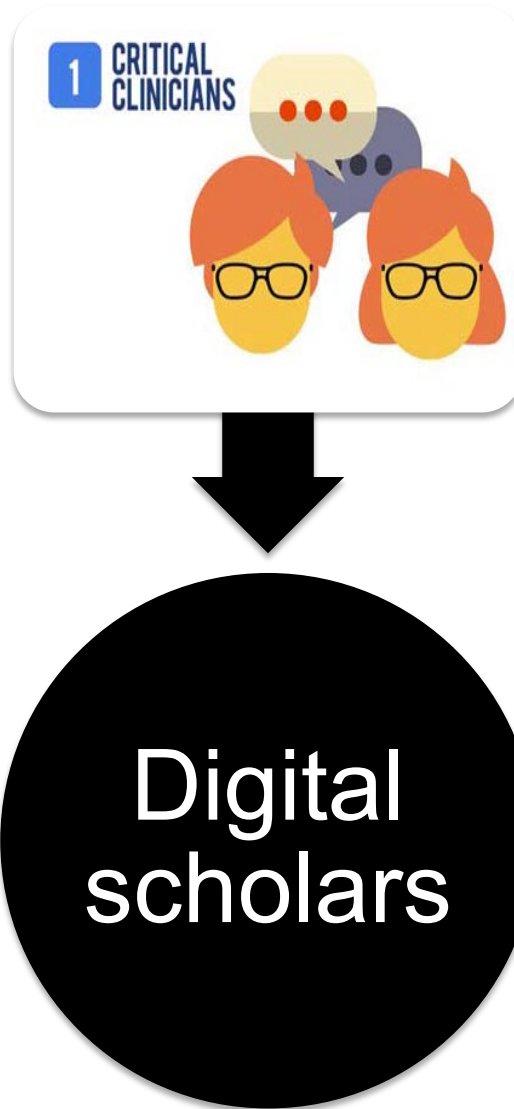
629 views

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Digital
scholars



Chan T, Trueger S, Roland D, Thoma B. Evidence based medicine in the era of social media: Scholarly engagement through participation and online interaction. CJEM 2018;20(1):3-8.

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On Sick Kids and CRPs

posted on OCTOBER 7, 2016 · [3 comments](#)

Today I am doing a post-publication review of an interesting paper that popped into my inbox this week. This paper was sent to me by the University of Lueven where the research was based via a promotion email.

⇓ This is the promotional email, entitled: "*Rapid blood test can rule out serious infections in children*".

The paper I am discussing is:

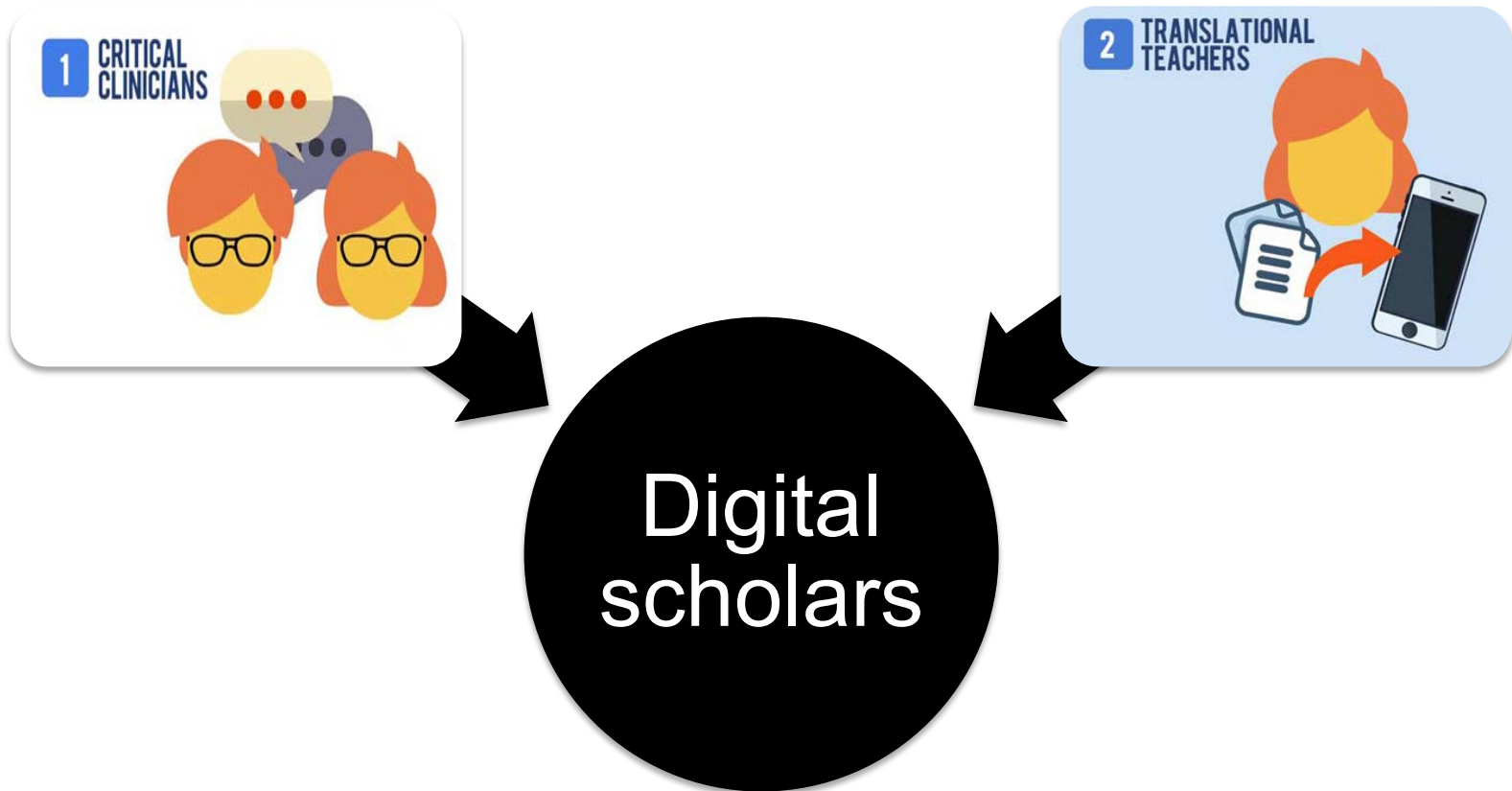
Should all acutely ill children in primary care be tested with point-of-care CRP: a cluster randomised trial

DAS SMACC June 26-29



First10 EM / Broomedocs





Chan T, Trueger S, Roland D, Thoma B. Evidence based medicine in the era of social media: Scholarly engagement through participation and online interaction. CJEM 2018;20(1):3-8.

Step by step in febrile infants

#paperinapic by
@kirstychallen



2185 infants <91/7 with temp $\geq 38^{\circ}\text{C}$, no URTI/diarrhoea

Exclusions: source found on H&P, apyrexial in ED and subjective measurement only at home

Looks unwell or
abnormal PAT



n=269 29 (10.8%) IBI
39 (14.5%) nonIBI

=<21/7



n=307 26 (8.5%) IBI
55 (17.9%) nonIBI

Leukocyturia



n=398 14 (3.5%) IBI
317 (79.6%) nonIBI

PCT $\geq 0.5\text{ng/mL}$



n=74 6 (8.1%) IBI
2 (2.7%) nonIBI

CRP>20 or
neuts >10,000

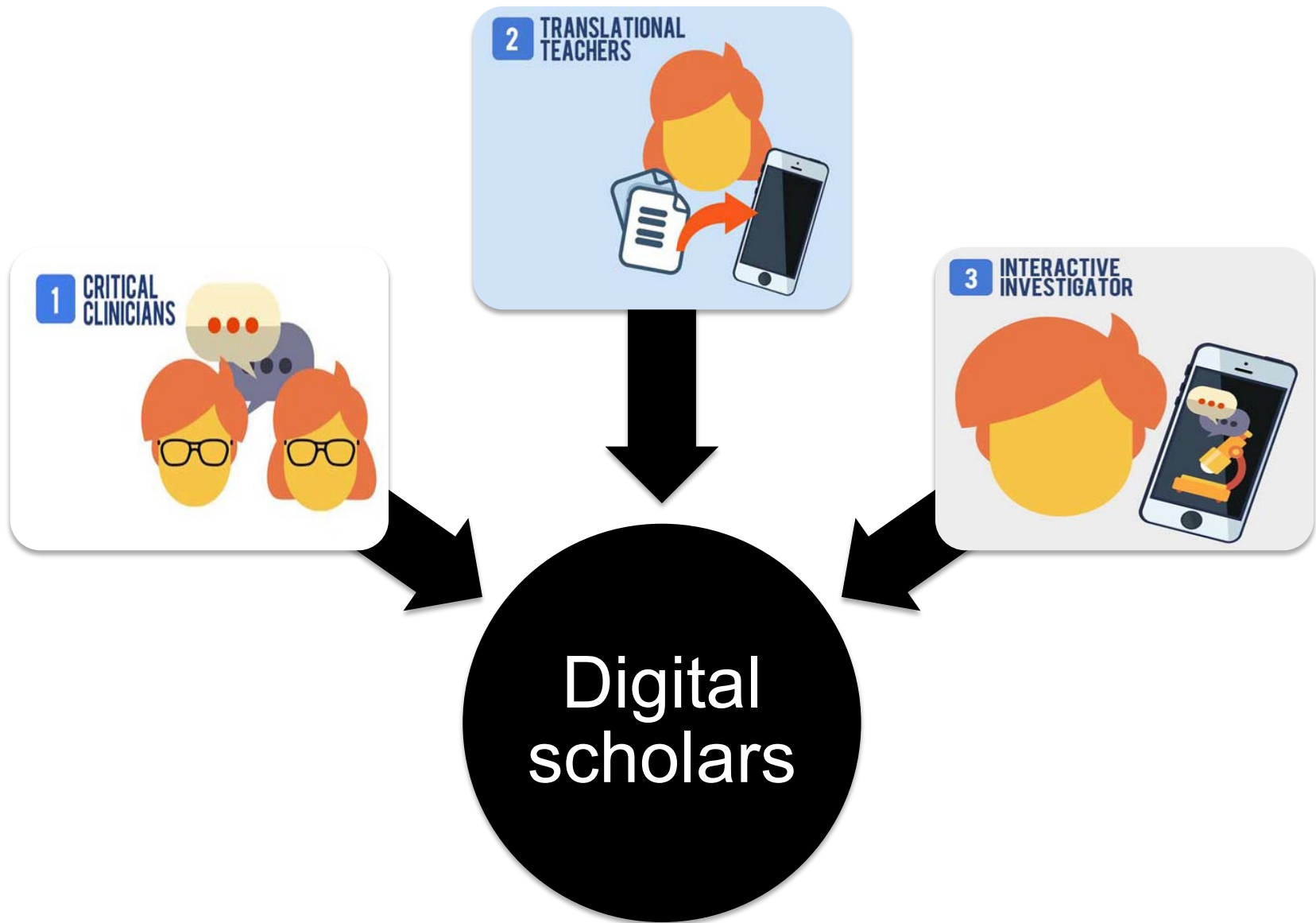


n=146 5 (3.4%) IBI
0 nonIBI

None of these



n=991 7 (0.7%) IBI
4 (0.4%) nonIBI



Chan T, Trueger S, Roland D, Thoma B. Evidence based medicine in the era of social media: Scholarly engagement through participation and online interaction. CJEM 2018;20(1):3-8.

www.dontforgetthebubbles.com



🔍 To search type and hit enter

[GETTING STARTED](#)

[QUICK REFERENCE](#)

[X-RAY INTERPRETATION](#)

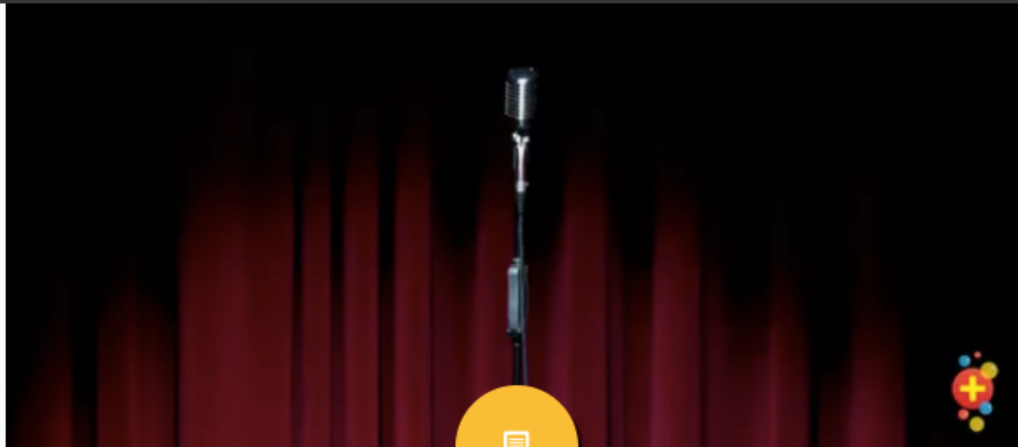
[BUBBLE WRAP](#)

[CLINICAL TOPICS](#)

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[DFTB17 TALKS](#)

[OUR TEAM](#)



FRANZ BABL: BEHIND THE SCENES – PREDICTING THE FUTURE

[Team DFTB](#)

Implementation of PECARN



Implementation of PECARN in Boston, US

- Setting with higher CT rate 21% (pre)
→ absolute reduction of 6%, 6% in CT rate
- No readmission in 72 h of discharged patients

Nigrovic Pediatrics 2015

Implementation of PECARN in Padua, Italy

- Setting with lower CT rate 7.3% (pre) → 8.4% (post)
- No missed patients

Bressan Acad Emerg Med 2012

Implementation of PECARN



Boston, US

[Nigrovic Paediatrics 2015]

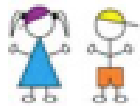
CT rate 21% (pre)
→ 15% (post)



Padua, Italy

[Bressan Acad Emerg Med 2012]

CT rate 7.3% (pre)
→ 8.4% (post)



CAP-IT Study

@capitstudy

 Follow



We planned to Tweet when we reached 20 patients that passed us by so fast we can now say that we've reached 25 patients! Thanks to you all!

RETWEET

1

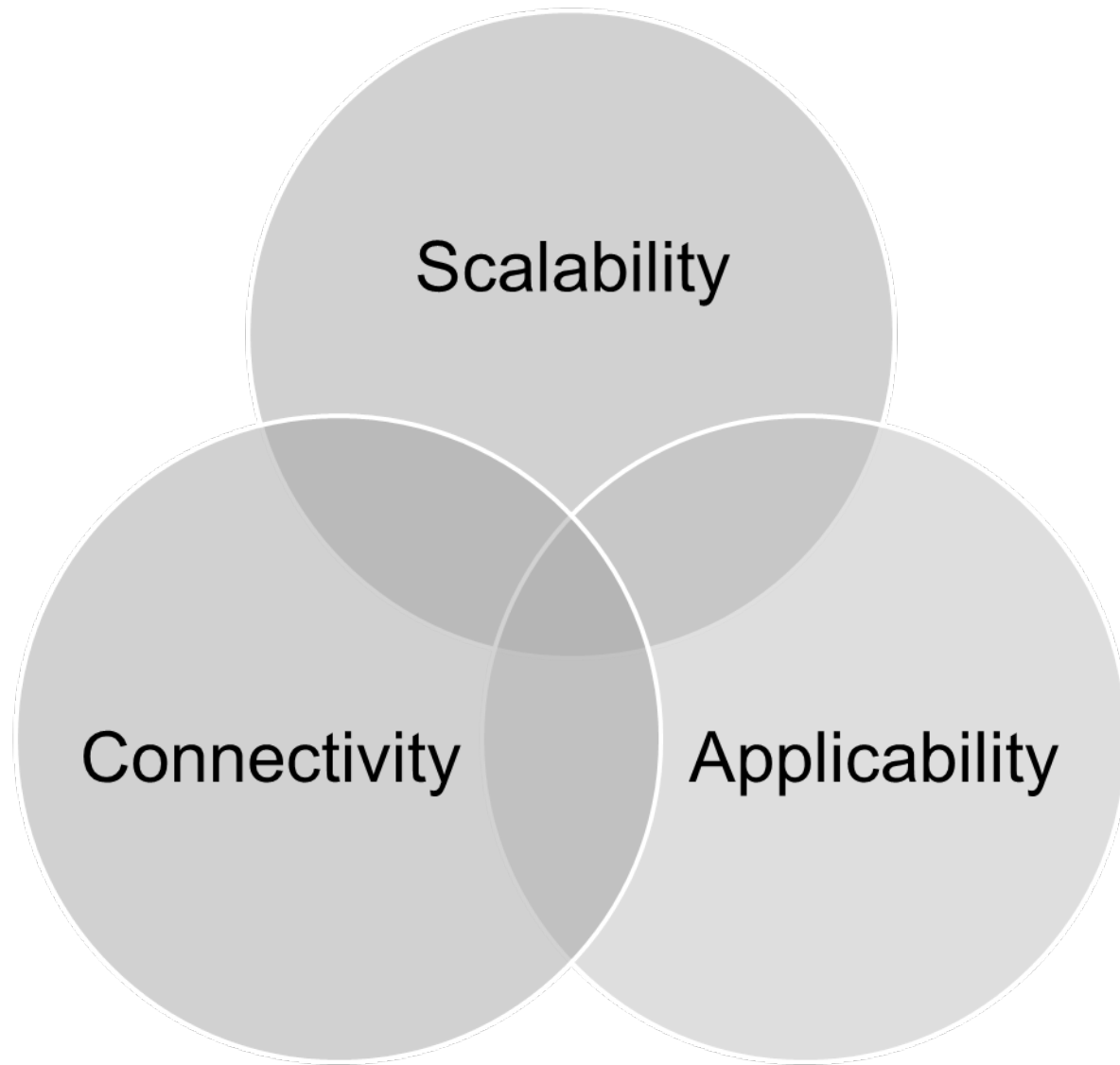
LIKES

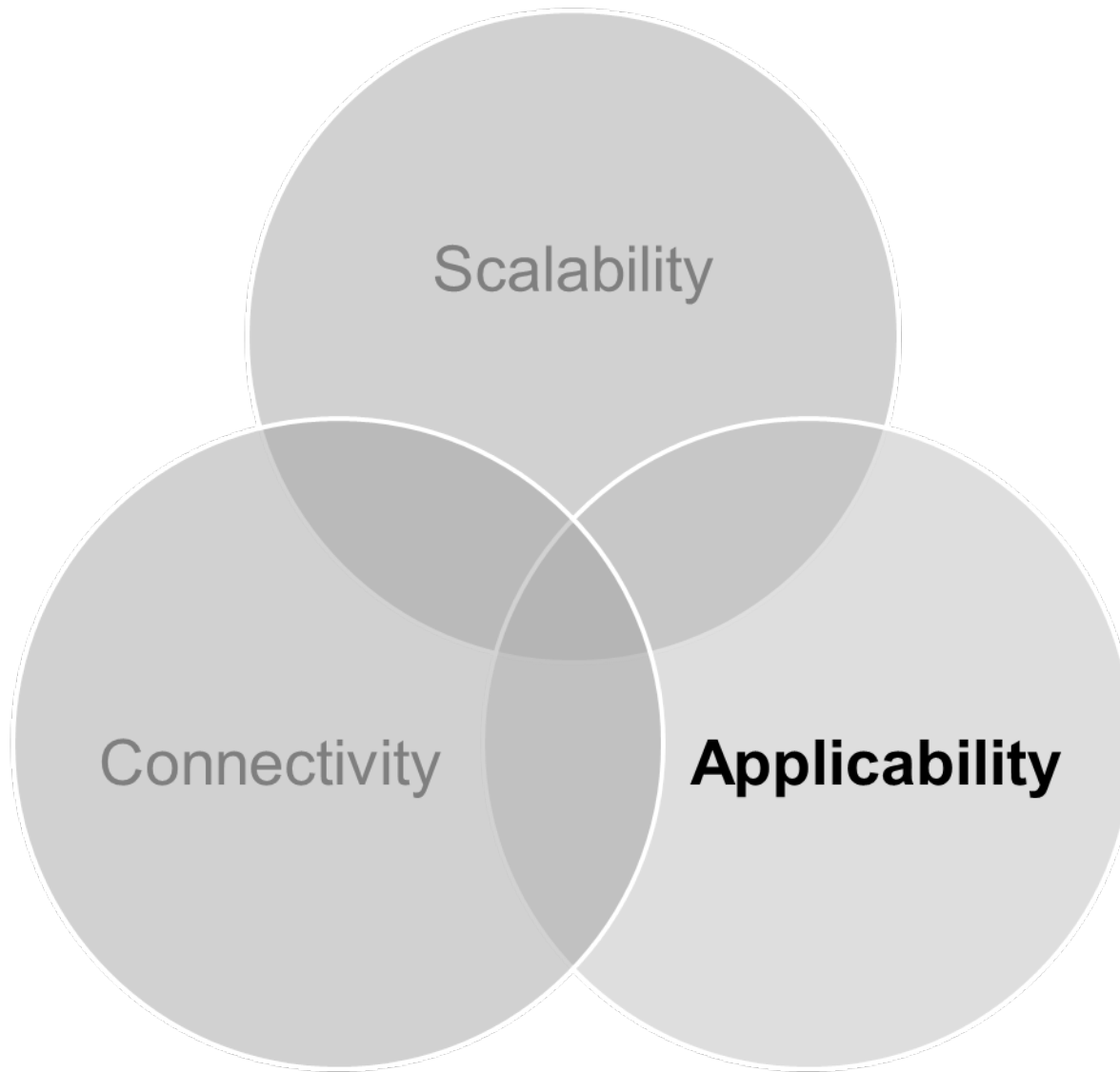
6



3:26 PM - 19 May 2017

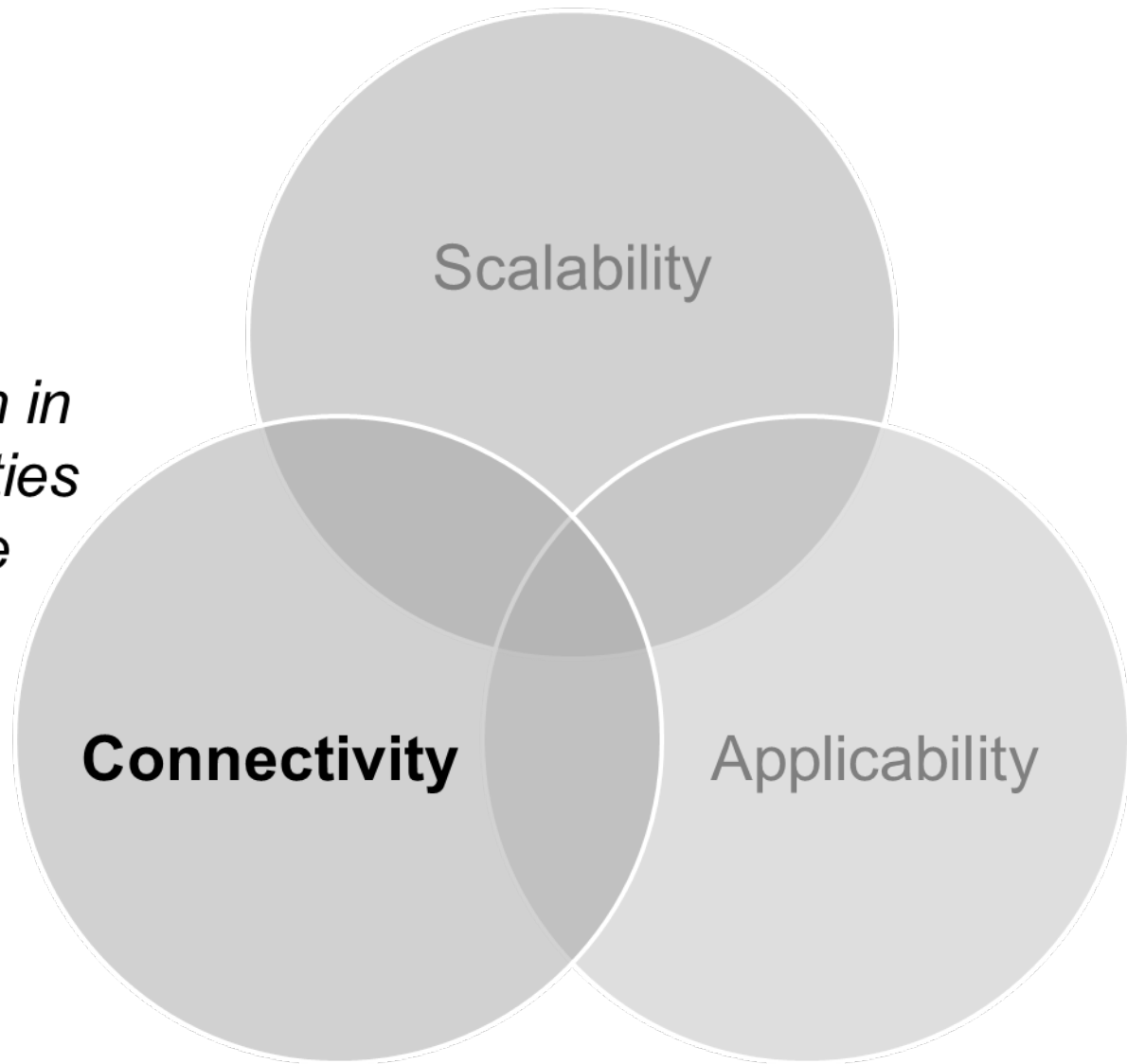
Interactive Investigators



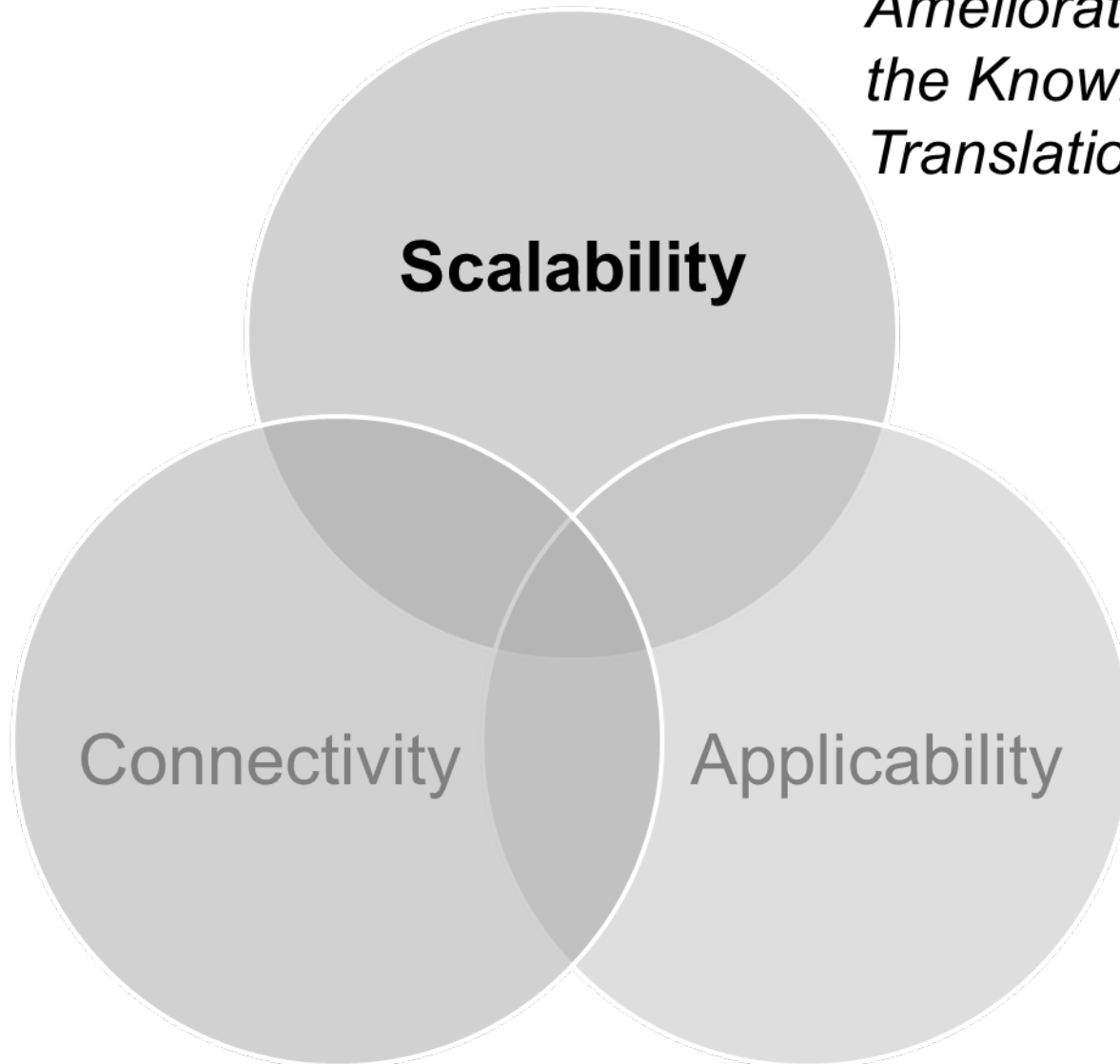


*Preferred
Delivery
of
Education*

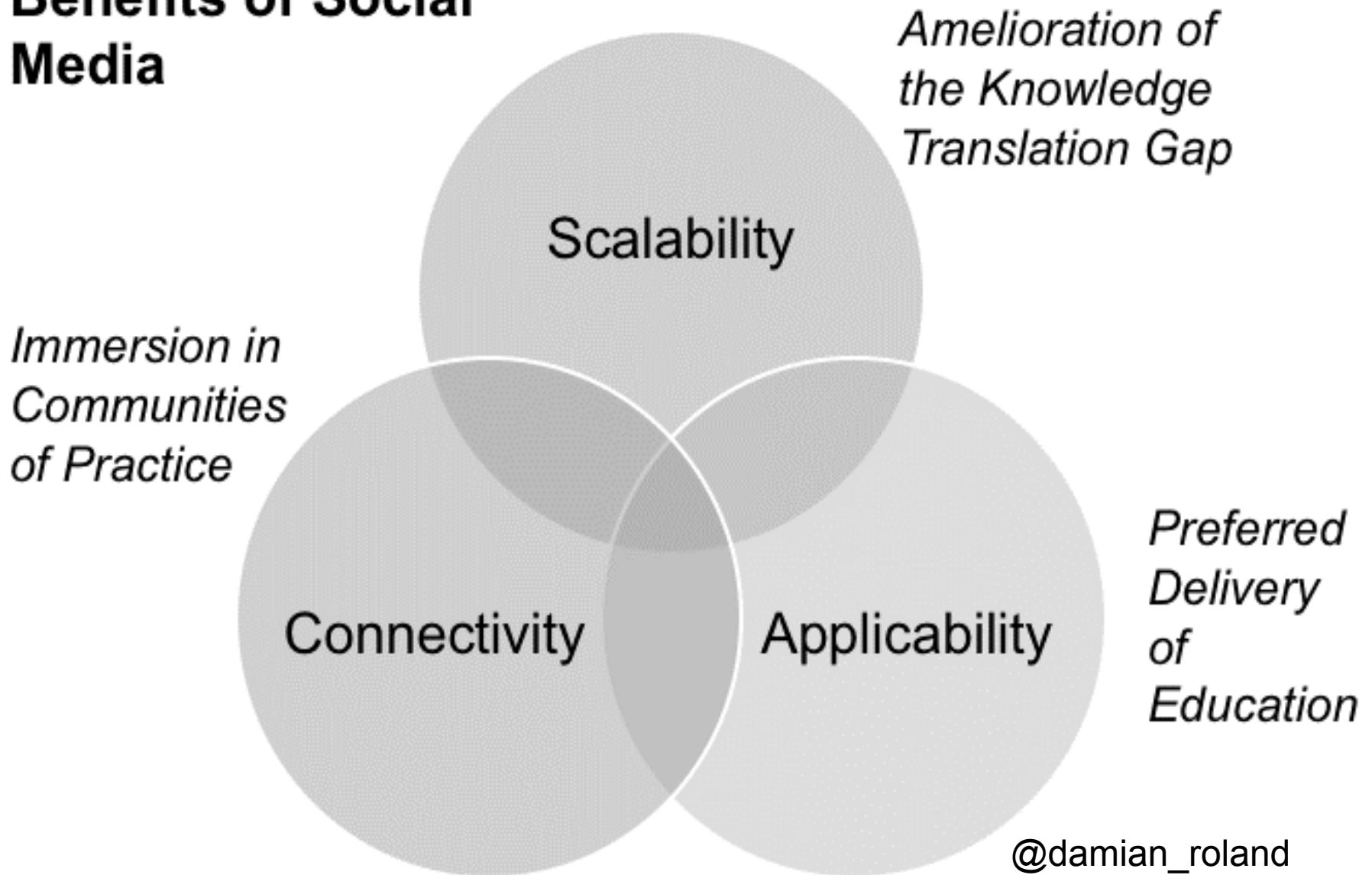
*Immersion in
Communities
of Practice*



*Amelioration of
the Knowledge
Translation Gap*



Benefits of Social Media



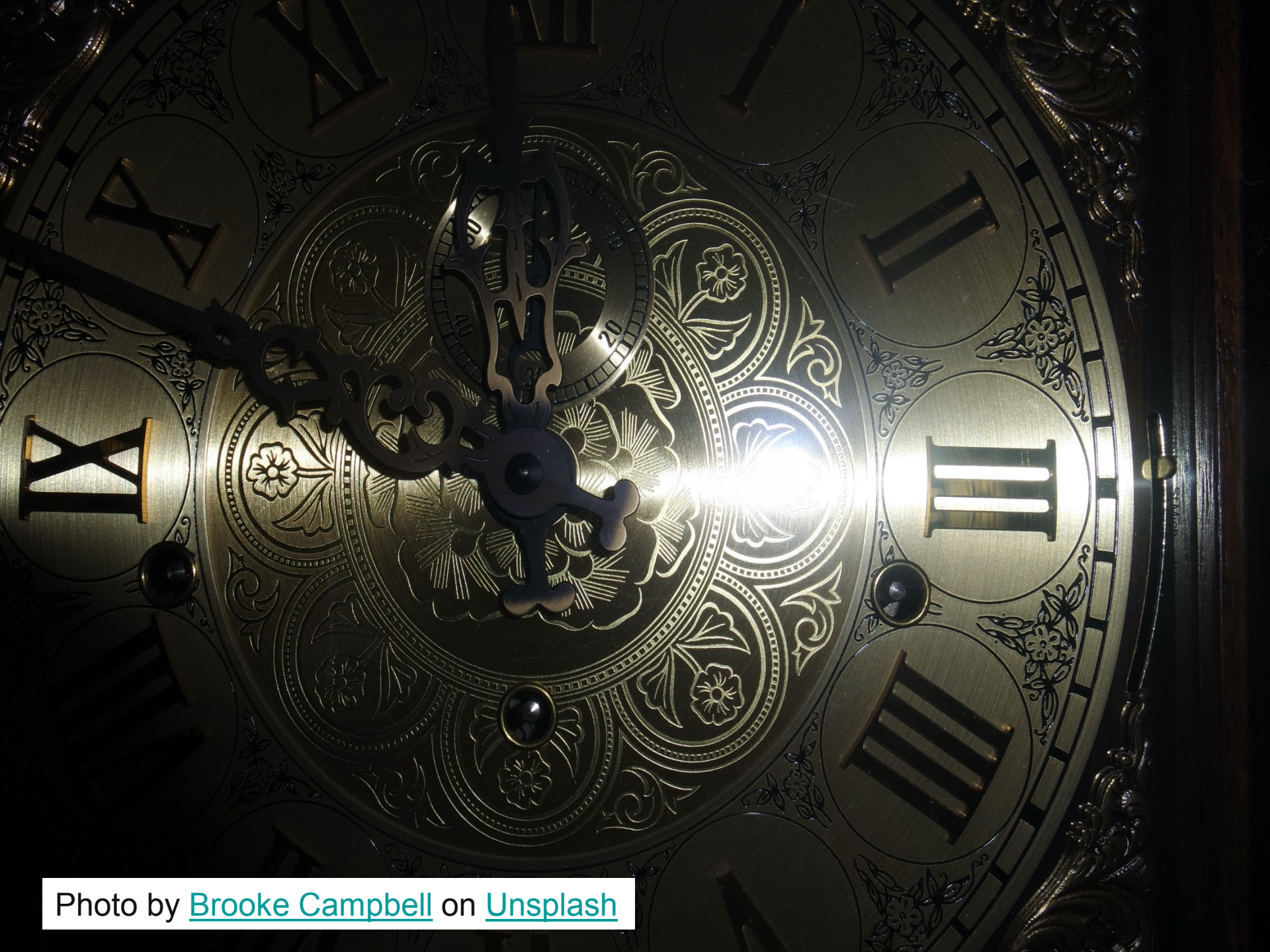


Photo by [Brooke Campbell](#) on [Unsplash](#)



Photo by [Jase Ess](#) on [Unsplash](#)

		Social Media Interaction	
		Observer (Passive)	Engager (Active)
Mindset	Positive	Knowledge Acquisition	Knowledge Translation
	Negative	Information Overload and/or Frustration	Inadequacy or Anger



Photo by [Delaney Turner](#) on [Unsplash](#)

Photo by [Daria](#) on [Unsplash](#)



**“PEOPLE ARE NO MORE ADDICTED TO THE INTERNET;
THAN ALCOHOLICS ARE ADDICTED TO BOTTLES”**

- [@DRMARKGRIFFITHS](#) [#SOMEPSYCH](#)





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@damian_roland



WORDPRESS
rolobotrambles.com

East Midlands Emergency Medicine Educational
Media (EM³)
@EM3FOAMed



Images and content were developed by Damian Roland and collaborators unless otherwise cited.

Thank you!

We invite you to

- provide your input on today's webcast,
- share your thoughts on future webcasts topics, and
- contact us at kter@air.org.

Please fill out the brief evaluation form:

<https://www.surveygizmo.com/s3/5323858/Evaluation-2019-KTER-Social-Media>

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