Social Media
Get engaged

Facebook
Connect with people you know and follow pages that match your interests.

How to
2. Choose privacy settings.
3. Connect with friends and family.
4. Follow your favorite Pages and mark as “see first.”

Words to know
Share: A share is when a user shares a Facebook post from another account, possibly adding commentary. You can share to your own Timeline, on a friend’s Timeline or in a private message.

News Feed: It’s what shows up on your homepage and includes status updates, photos, videos, links, and Likes from the people, Pages and Groups you’re associated with.

Pages: Pages help businesses, organizations and brands share their stories and connect with people. If you have liked a Page, you will see their updates in your News Feed.

Groups: Groups allow people to connect with specific people, such as co-workers. They are dedicated spaces where you can share updates, photos and documents with Group members.

LinkedIn
Network with business connections, and maintain your online resume.

How to
2. Complete profile with work experience.
3. Share articles relevant to your industry and interests.

Words to know
Connection: This is an indicator that you and a person know each other or have common contacts.

Endorsement: It’s when your connections vouch for the skills listed on your LinkedIn profile.

Messaging: You can send a message to your connections directly from the LinkedIn messaging page, your Connections page or their profile page. The message will be sent to the recipient’s messaging list and possibly to their email address, depending on their LinkedIn notification settings.

Public profile: Similar to a resume, you add information about you and your job history.

Twitter
Get quick, digestible news and engage with people around shared events.

How to
2. Choose an identifiable handle, likely a variation of your name.
3. Follow accounts tweeting about interests similar to yours.

Words to know
Like: Tap the heart icon to like a Tweet, and the author will see that you appreciate it.

Reply: It’s a response to another person’s Tweet. Reply by clicking or tapping the reply icon next to the Tweet you’d like to respond to.

Retweet: A Tweet that you forward to your followers is known as a Retweet. It’s used to pass along news or other valuable discoveries on Twitter.

Hashtag: A hashtag is any word or phrase immediately preceded by the # symbol. When you click or tap on a hashtag, you’ll see other Tweets containing the same keyword or phrase.

YouTube
Watch and share videos on everything from DIY tips to inspiring stories.

How to
1. Create or link to your gmail account.
2. Search for content based on your interests.
3. Subscribe to your favorite channels.
4. Turn on notifications to know when new content is available.

Words to know
Subscribe: You can subscribe to a particular channel or user on YouTube to receive updates when new content from that channel comes out under the “subscriptions” section on YouTube.

Channel: A channel is a user’s account where you can view their uploads.

Thumbs up / thumbs down: You can “thumbs up” or “thumbs down” a video if you like or dislike it.
## WORKSHOP ON SOCIAL MEDIA AS A TEACHING TOOL

### SGIM

<table>
<thead>
<tr>
<th>Platform</th>
<th>Type</th>
<th>Pros</th>
<th>Cons</th>
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</table>
| Facebook      | Social sharing site: Text, photos, video | - Popularity and familiarity  
- Ability to form online groups  
- Ability to create Facebook pages not explicitly linked to a personal account | - Viewed as “personal space”  
- Privacy policy and setting still somewhat opaque and confusing |
| Twitter       | Microblogging site: Text, photos | - High visibility  
- Efficiency to reach large audience | - 140-character limit; posts lack substance  
- Not ideal for small groups  
- Very public  
- Frenetic pace / chaos of Twitter feed |
| Yammer        | Social sharing site: Text, photos, video | - Enhanced privacy  
- Similar look and feel to Facebook  
- Included in institutional Microsoft subscriptions | - “Ugh, another network to join”  
- Requires institutional subscription |
| Instagram     | Media sharing: Photos, short videos | - Aesthetics  
- Indexed by hashtags | - Pictures & short videos only |
| Google Plus   | Social sharing site: Docs, photos, video | - Indexed by hashtags  
- Groups in “circles”  
- Access to Google Hangouts  
- Cross-links with Google products (including YouTube) | - Harder to follow chronology/"conversations"  
- Google tracking your every move |
| Tumblr        | (Micro-)Blogging site: Text, photos, video | - Lends itself well to long or short posts  
- Popular amongst younger crowds | - Hard to follow online interactions  
- Very little professionally relevant |
| YouTube       | Video sharing | - Ease of publishing  
- Private links possible | - Underdeveloped social networking features |

Developing Medical Educators of the 21st Century 2018
Prior to the session, please complete the following questions.

1. Why are you interested in using social media as a teaching tool?

__________________________________________________________________________________________
__________________________________________________________________________________________
______________________________________________________________________________

2. What specific challenges are you hoping to address with social media?

__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

After the lecture portion of the session, we will complete the remainder of this worksheet.

**Step 1:** Map learning activities to an appropriate platform.

<table>
<thead>
<tr>
<th>Learning activities or goals</th>
<th>Types of media desired (text, PDF's, images, videos)</th>
<th>Participants</th>
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What platform(s) align with your goals, media, and participants? ___________________________
**Step 2:** Consider the practical aspect of your planned SoMe intervention.

⇒ Who drives the intervention?

⇒ Will the intervention unfold ad hoc (planned curriculum) or ad lib?

⇒ Who can help you launch your intervention?

⇒ Who will partner with you to maintain/teach on this project?

⇒ Besides your learners, from whom do you have to get “buy-in” to ensure success?

**Step 3:** Identify as many barriers to your educational intervention(s) as possible.

<table>
<thead>
<tr>
<th>Personal barriers</th>
<th>Learner barriers</th>
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<th>Shared barriers</th>
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<th>Institutional barriers</th>
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**Step 4:** In the area above, circle the 3 biggest barriers to a successful SoMe intervention.
Twitter Manners

1. Be gracious.
2. Be social. Twitter is about conversation, not monologue.
3. Say “thank you” (a lot).
4. Use the @ reply to publicly thank someone.
5. Don’t just follow people; engage them.
6. Have a sense of humor.
7. Refrain from flaming. Use your words to encourage and lift up rather than to tear down. Never underestimate the power of a tweet.
8. Don’t follow someone expecting him to follow you back. Follow because you’re interested in what the person has to say. (Conversely, and somewhat ironically, if someone does follow you, it’s courteous to follow back.)
10. Don’t hound influential people, begging them to read your blog or retweet you. Win their trust and influence by being remarkable and serving them first. The best strategy for networking is serving others.
11. Hold back the urge to tweet too much (more than 20 times per day). If you have a lot of ideas, use a program like Hootsuite or Cotweet to schedule your tweets so that they can be spaced out.
12. Listen to your followers.
13. Show interest in others, before asking them to care about you (or what you do).
15. Don’t be afraid to ask for a retweet when it’s really important. (This is best utilized when it’s to help out someone else.)
16. Tell the truth.
17. Don’t tweet in the third person (Jeff hates it when you do that — it’s so Facebook circa 2008).
18. Don’t retweet people who retweet you, unless you’re responding and quoting them. e.g. “RT @JeffGoins are you crazy?! // You bet.”
19. Promote other people’s stuff (blog posts, photos, websites, etc.)
20. Talk about other people more than you do about yourself. A good rule of thumb is the 20:1 ratio.

https://goinswriter.com/twitter-etiquette/