

WHY DO HEALTH CARE PROFESSIONALS USE TWITTER?



“Twitter is an ideal platform for health care professionals who may prefer brevity to engage in dialogue. It provides an important tool to share expertise and views.”

- CHRISTINE GLASTONBURY, MD
Interim Chief of Neuroradiology
UCSF Radiology
[@CMGlastonbury](#)

“For those of us in academia, social media can seem a bit foreign, however we’re in the business of keeping up with what’s going on, and influencing it.”

- BOB WACHTER, MD
Professor and Chair
UCSF Department of Medicine
[@Bob_Wachter](#)

Twitter use by health care professionals is on the rise.

Health care professionals and particularly those in the field of academic medicine are finding the social platform particularly powerful when it comes to disseminating new research findings.

New findings are reaching a wider audience more quickly than they used to, thanks to Twitter.

It’s not just health care professionals who are engaging. Patients and the public are using Twitter to stay informed.

Twitter is more than a one-way communication tool. It allows for conversation among its users creating a robust community around shared interests.

The medical community is catching on to its potential and using this powerful tool to its benefit.

Source: “Twitter Is Trending in Academic Medicine” [Association of American Medical Colleges \(AAMC\)](#), 2017

Social Media and Advancement of Women Physicians

“Social media dissemination of research may be of particular benefit to women, since it does not rely on mentorship or conference invitations — areas in which women tend to be disadvantaged.”

Source: [The New England Journal of Medicine](#), 2018

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USING TWITTER IN RADIOLOGY

A majority of Americans use social media to get their daily news & updates.

Social media platforms can be a great way for medical educators to reach students and trainees on a global scale and also share and promote medical education.

Source: "Social media: An effective tool for teaching the world about radiology?" *Radiology Business*, 2018

"One of the benefits of Twitter shown by our study is that radiology departments can use it as a way to get the word out that their department is doing great things...It can be a fruitful endeavor."

- VINAY PRABHU, MD
"Enriched Audience Engagement Through Twitter: Should More Academic Radiology Departments Seize the Opportunity?"
Journal of the American College of Radiology (JACR), 2015

Social media in health care is on the rise. Radiologists can become a part of an online community.

"Although many radiologists are already using social media, a large number of our colleagues are still unaware of the wide spectrum of useful information and interaction available via social media."

Source: "Social media for radiologists: an introduction" *Insights Imaging*, 2015



Study: Enriched Audience Engagement Through Twitter: Should More Academic Radiology Departments Seize the Opportunity?

In 2015, Vinay Prabhu, MD and Andrew Rosenkrantz, MD of NYU's Langone Medical Center performed an analysis of academic radiology Twitter accounts.

Findings were presented at the American College of Radiology (ACR)'s Annual Meeting (@RadiologyACR).

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@UCSFImaging was recognized by this study and *HealthImaging* as one of the most active Twitter accounts with one of the highest followings in the field of Academic Radiology.



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OUR TWEETS:

- Share recent research and publications
- Applaud UCSF faculty as leaders
- Promote department events and presentations
- Encourage interaction among faculty and influencers
- Highlight department news
- Discuss advancements in radiology and biomedical imaging

SHOUT OUT TO OUR DEPARTMENT'S CURRENT TWITTER USERS

- Mariam Aboian
[@MariamAboian](#)
- Lindsay Busby
[@LindsayBusby](#)
- Jesse Courtier
[@JesseCourtier](#)
- Rahul Desikan
[@RahulDesikan](#)
- William Dillon
[@williamdillonmd](#)
- Michael Evans
[@mikeevans_ucsf](#)
- Christine Glastonbury
[@CMGlastonbury](#)
- Heather Greenwood
[@drheatherilana](#)
- Christopher Hess
[@NeuroDx](#)
- Bonnie Joe
[@BonnieJoeMD](#)
- Tatiana Kelil
[@TatianaKelil](#)
- Maureen Kohi
[@MaureenKohi](#)
- Peder Larson
[@pezlarson](#)
- John Mongan
[@MonganMD](#)
- Pratik Mukherjee
[@PratikMukhMDPHD](#)
- Sharmila Majumdar
[@sharmilamajumda](#)
- David Naeger
[@DavidNaegerMD](#)
- Bhavya Rehani
[@BhavyaRehaniMD](#)
- Vinil Shah
[@vinil_shah](#)
- Rebecca Smith-Bindman
[@UCRadSafety](#)
- Jason Talbott
[@jftalb01](#)
- Daniel Vigneron
[@DrVigneron_Ucsf](#)
- Antonio Westphalen
[@acw_rad](#)
- Ronald Zagoria
[@rzagoria](#)

WHY THE LIST?

- All tweets from members of the list will be consolidated into one feed.
- Easy access to Department news, announcements and happenings.
- From your “Profile & Settings” icon, you can jump right to your “Lists.”

JOIN OUR LIST

- On Twitter, search [UCSF Imaging](#). Click “Follow.”
- From [@UCSFImaging's](#) page, look for “[Lists](#).”
- Click on “[UCSF Radiologists](#)” and “Subscribe” to the list.

**These tips were curated by the UCSF Radiology marketing team. If you have any questions or would like more information about how to best use Twitter, please contact:
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