

# **BYOD HCSM**

(a.k.a. everybody else is doing it, so now are we)

Sarah E. Kucharski  
@AfternoonNapper  
@FMDChat  
#BCKD

**Please take a seat & make a mobile device friend.**

**<< Apple users**

**Windows users >>**

# Did you do your homework?

- ✧ Sign up for Twitter
- ✧ Write an engaging bio
- ✧ Choose a profile pic
- ✧ Evaluate privacy settings
- ✧ Download the Twitter app
- ✧ Follow @AfternoonNapper,  
@FMDChat, @BCRenalAgency,  
@BC\_Transplant

# Why Use SoMe?

- ✧ Are you ever going to find a video that a patient can watch and then email to his or her family members while you are checking boxes on an EMR?
- ✧ **Will you ever be able to interview 50 patients about their experiences with dialysis while sitting on your couch, drinking a tasty beverage, watching hockey?**

# Why Use SoMe?

- ✧ Can you sit down and have coffee with your international peers once a week to discuss the profession?
- ✧ **Do you have time to read every journal article in every issue of every journal?**
- ✧ **Is your practice absolutely perfect in every way?**
- ✧ **Do you know how to solve every problem with which you are encountered?**

# Why Use SoMe?

- ✧ Do your patients and their families have all the resources they need for support of acute and/or chronic conditions?
- ✧ **Do you think that patients should not learn about their health and what they can do to better care for themselves?**
- ✧ **Does your staff have an endless supply of knowledge and motivation?**

# Why Use SoMe?

- ✧ Would you like to spend more quality time with patients during their visits?
- ✧ **Would you like patients to become more educated about their health and use reliable information for their decisions?**
- ✧ **Would you like to learn from a community larger than your current community?**
- ✧ **Would you like to share your own knowledge and experiences to help**

# Anatomy of a Tweet

- ✧ 140 characters
- ✧ Account names i.e. @AfternoonNapper and hashtags i.e. #BCKD subtract characters
- ✧ Links also subtract characters — bit.ly
- ✧ Hence 1/2, 2/2...
- ✧ Shorthand/texting language

@AfternoonNapper Hi! I'm so happy to get the chance to finally meet you at #BCKD.

I'm so glad to finally get a chance to meet @AfternoonNapper at #BCKD. cc: @BCRenalAgency @BC\_Transplant

# Connect With Others

- ✧ [twitter.com/afternoonnapper](https://twitter.com/afternoonnapper) >> Lists >> BC Renal Days
- ✧ [symplur.com/healthcare-hashtags](https://symplur.com/healthcare-hashtags)
- ✧ Regularly held chats include:
  - #hccsm, #hccsmca, #hchlits, #meded, #HITsm
- ✧ Follow hashtags: #nephpearls, #KidneyAware, #KidneyDisease, #KidneyCancer, #hpm, #ePatient, #spoonie



# Manage The Flow

- ✧ Accept that you will miss things
- ✧ Let your friends & followers help
- ✧ Seize the power of searching
- ✧ Don't follow back just to be friendly
- ✧ Scrub your "following" list every 3-4 months

- SocialBro.com

- ✧ Utilize TweetDeck for multiple accounts or creating tweet streams of

Your account: @AfternoonN...

All community

Search...

Influence: 100

Followers: 10M+

Friends: 10M+

List: 10M+

Followers/Friends Ratio: 100+

Account Age: 10 years+

Tweets per Day: 1000+

Time Since Last Tweet: 10 years+

RESET SAVE FILTER

New Followers

41 ↑

share | browse

Not Following You Back

1291 ↓

share | browse

Inactive Friends

24 ↓

share | browse

Famous Friends

252 ↑

share | browse

Influential Friends

1065 ↑

Influence Stats

53 Influence = 73 activity = 53 audience = 44 authority

Influence indicators evolution

Click and drag in the plot area to zoom in

share | more on PeerIndex.com

You Aren't Following Back

1300 ↑

share | browse

\*Low Follow Ratio\* Followers

110 ↑

# New Tweet

Search

- 1 "#MedX" @AfternoonNapper
- 2 Interactions @AfternoonNapper
- 3 Tweets @AfternoonNapper
- 4 "#RarePOV" @AfternoonNapper
- 5 Timeline @AfternoonNapper
- 6 Mentions @FMDChat
- 7 Tweets @SmokyMtnLiving
- 8 Mentions @SmokyMtnLiving
- 9 Tweets @SML\_Kucharski
- 10 Mentions @SML\_Kucharski

- + Add column
- << Collapse
- ≡ Lists
- ⚙ Settings




## Q "#MedX" @AfternoonNapper

 **Alan Brewington** @abrewi3010 3h  
@hcorini that's where I learned that to0! #MedX was life changing! Still processing everything.  
Conversation

 **Heather** @hcorini 3h  
@abrewi3010 amen! #medx totally showed me the power of this!  
Conversation

 **Liza Bernstein** @itsthebunk 6h  
Thx Cecily! RT @zapladybug: ICYMI: @itsthebunk delivered a moving talk at #medx re critical role of #dignity sco.lt/70PEOX #bcsm  
Details



 **Accolade** @AccoladeInc 7h  
RT @CrohnsIBDPatrol: #Interview w/ @SeattleMamaDoc Dr. Wendy Sue Swanson from #MedX bit.ly/HezvB6 #Pediatrics #Parenting #hcsms  
Details

 **Crohn's IBD Patrol** @CrohnsIB... 10h  
2 WATCH all 18 #Video #Interviews from #Stanford 2013 #Medx, please visit my Blog at bit.ly/1azMSFj #hcsmeu #hcsmsuk #ePatient  
Details

## Interactions @AfternoonNa...

 **Steve Gorelik** followed you  
 **Steve Gorelik** @steve\_gorelik

 **Nick Dawson** mentioned you  
 **Nick Dawson** @nickdawson 3h  
@drcatherinerose @AfternoonNapper let Bartlett be Bartlett?  
Conversation


 **Catherine Rose** mentioned you  
 **Catherine Rose** @drcatherinerose 3h  
@nickdawson @AfternoonNapper Bartlett NH :)  
Conversation

 **Nick Dawson** mentioned you  
 **Nick Dawson** @nickdawson 3h  
@AfternoonNapper love Glenwood!  
Conversation

 **Ramin Bastani** favorited  
 **Afternoon Napper** @Afternoon... 18h  
@raminb Thank you so much!!!!  
Conversation

 **Os Ishmael** followed you  
 **Os Ishmael** @ICGJ\_IDEATION  
ICGJ - Ishmael's Creative Gems 4the Jaded - #digital #strategy

## Tweets @AfternoonNapper

 **Afternoon Napper** @AfternoonN... 3h  
@nickdawson Glenwood Springs.  
Conversation

 **Afternoon Napper** @AfternoonN... 4h  
Update from the streets of Vancouver: man found unconscious, face down in shrubbery on Burrard St. Upon medic arrival, appeared not dead.  
Details

 **BC Renal Agency** @BCRenaA... 12h  
#BCKD starts tomorrow in #YVR! There is still time to register at the event but arrive early- space is limited! #Kidney #Conference  
Details

 **Afternoon Napper** @Afternoon... 10h  
@FlyingTrilobite Pretty much all my encounters were brief—it was an odd environment for a newbie.  
Conversation

 **Afternoon Napper** @Afternoon... 11h  
@colleen\_young Will do. Will probably tag you guys in on some tweets too. I'll share as much of #bckd as I can! #hcsmsca And thanks so much.  
Conversation

# Tweet Chats

- ✧ Consider spending time listening (“lurking”) before joining in
- ✧ Introduce yourself
- ✧ Engage other participants w/ @ replies & questions
- ✧ Don’t just RT everything!
- ✧ Do stay on topic
- ✧ Chat when the chat is held; tag in order to bring something to the attention of chat tag followers

# Poor Form

- ✧ Spam
- ✧ Yelling
- ✧ Tagging everyone and everything
- ✧ All take, no give
- ✧ Bragging
- ✧ Asking for followers
- ✧ Funny is in the eye of the beholder

# Good Form

- ✧ Spelling
- ✧ Acknowledgement of others
- ✧ Remember that it's *\*always\** your first date with someone out there
- ✧ Be authentic; be true to yourself  
(knowing that social media is a cocktail party held under martial law)

# More Good Form

- ✧ Be useful; be someone that you'd want to follow; create & share meaningful content
- ✧ Comment on articles (Disqus)
- ✧ Save links to read later

**These tips translate across social media!**

# **For Additional Resources**

**Visit [afternoonnapper.com](http://afternoonnapper.com) >> Healthy  
Links**