Meet the Experts: Using Social Media

MASCC/IS00
Annual Meeting on Supportive Care in Cancer

www.mascc.org/meeting

Follow us on Twitter: @CancerCareMASCC
Conflict of Interest Disclosure

Dr Ysabella Van Sebille

Have no real or apparent conflicts of interest to report.
Forget FAQ…. Welcome SMQ

Tweet your questions with #MASCC19SMQ
@CancerCareMASCC and Social Media

Promote MASCC as a thought leader in cancer research

Increase exposure and engage with stakeholders

Maintain networks

Share evidence-based knowledge

Educate members to promote the concerns of MASCC in healthcare

Visibility and communication
Set Me Up, Show Me How

For attendees who haven’t yet taken the leap, we’re here to help!

Come visit the “Set Me Up, Show Me How” counter at the MASCC booth in the Exhibition Hall during the breaks.

SET UP a Twitter, LinkedIn, or Facebook account on the spot

Get a profile photo or a personalized avatar to use as a profile image

Get tips and tricks for making the most of these social media platforms

#MASCC  #MASCC19  #SupportiveCare  #CancerCare  #SuppOnc  @CancerCareMASCC
Social Media and Supportive Cancer Care

WHY HAVE AN ONLINE PROFILE AS A HEALTHCARE PROFESSIONAL?

The recent boom in social media use has facilitated the exchange of information on an enormous scale. Now, more than ever, healthcare professionals have an obligation to ensure that reliable, evidence-based information is readily accessible. Communicating via social media is a hugely effective way to engage with patients, carers, policy makers and peers. Establishing and curating an online presence is pivotal in communicating with impact and enhancing the provision of care on a global scale.

25% OF ONLINE TIME

SOCIAL MEDIA ACCOUNTS FOR NEARLY ONE QUARTER OF ALL TIME SPENT ONLINE, MAKING IT THE MOST POPULAR INTERNET DESTINATION
Ways to use social media in #SuppOnc

1. Disseminate Educational Material
2. Patient Engagement, Advocacy and Recruitment
3. Establish Authority and Boost Influence
“I believe physicians and their organisations have an obligation to participate in online dialog. Sound reason, good clinical judgement and evidence-based thinking need to be part of the information stream.”

BRYAN VARTABEDIAN, MD
PAEDIATRIC GASTROENTEROLOGIST

“WE DO NOT HAVE A CHOICE ON WHETHER WE DO SOCIAL MEDIA, THE QUESTION IS - HOW WELL WE DO IT”