Social Media in Medical Education

Facebook, Twitter, Wiki, Flickr, Ning. These terms may seem like a foreign language, but social media is a growing phenomenon that clinical educators should consider. What better place to find information about social media use in medical education than on a blog and Slideshare? Read and click to learn more.

Social media is digital content that can be easily shared via the internet. The use of Twitter was popularized on Grey's Anatomy and blogging has been called “do-it-yourself” CME because it is an easy way to stay connected, share information, or learn about resources from your physician colleagues.

**What can you do with social media?**

- Share gems from your next academic conference in real time (Twitter)
- Request ideas from colleagues, send announcements to students, and encourage discussion of course concepts (Twitter, Facebook)
- Ask students to find and post resources (Wiki)
- Deliver a presentation (Podcast)
- Build difficult scenarios for students to work through (Second Life)
- Build a professional network (LinkedIn)
- Show video cases (YouTube)

**Downsides:** New issues of professionalism (should you “friend” a student?), copyright, HIPAA, and confidentiality (such as blogging about patients) are concerns. Once something is written on the internet, it is out there forever.

Sample medical education blogging sites:
http://www.kevinmd.com/blog/category/social-media

Incorporating Social Media into Medical Education:
http://www.slideshare.net/carrisaari/social-media-in-medical-education-aaim2010

Check out Facebook pages: New England Journal of Medicine
Society of Teaching of Family Medicine

**References / Resources:**