Social Media for the Surgeon: Lifelong Learning, Engagement and Reputation Management

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David Geffen School of Medicine, UCLA
President, American Society of Breast Surgeons
#ACSLAS16
@DrAttai
No Financial Disclosures
FOLLOW ME ON TWITTER AND YOU’LL BE THE FIRST TO KNOW WHAT I EAT AT BREAKFAST
Social Media (SoMe) for Professional Benefit

• **Learn**: interaction, information gathering, research, CME
• **Teach**: source of timely, credible education for other physicians, public
• **“Treat”**: engage with patients about care
• **Protect and Control**: your online reputation
How Can You Keep Up?

- Rate of new content more than doubled / 20 years
- Increasing number of journals especially in oncology (>180)

Priem, J The London School of Economics and Science
The Impact Blog November 21,2011 Accessed May 20, 2105

Modified from slide shared by @JackWestMD
SoMe to Filter Content

• SoMe can be used to dynamically connect with new information based on following others with similar interests

• Your network brings relevant content to you

Payne P. “Can SM expand the Audience for Medical Research Articles.”
http://www.imedicalapps.com/2013/09/social-media-medical-research-articles/
“I begged him to get a smart reader.”
Dialog and Discussion

Shaalan Beg @ShaalanBeg · Feb 4
We hope liquid biopsies, circulating DNA and circ cells can add to our portfolio #pancsm

Dr. Deanna Attai @DrAttai

shows promise for many cancers RT @ShaalanBeg: We hope liquid biopsies, circulating DNA and circ cells can add to our portfolio #pancsm

Niraj J. Gusani, MD @NirajGusani · Feb 2
Those who lived 120hr wks still trying very hard to forget 120hr wks #ASC2016 #FirstTrialSurgery @scottregenrebogen

Scott Regenbogen @scottregenrebogen

@TomVargheseJr @andrewswright If you’re pining for return to 120hr wks, you probably never lived 120hr wks. #FirstTrialSurgery #ASC2016
#MedEd Tweet Chats
Thursday 9pm ET


National Cluster-Randomized Trial of Duty-Hour Flexibility in Surgical Training — NEJM

Original Article from The New England Journal of Medicine — National Cluster-Randomized Trial of Duty-Hour Flexibility in Surgical Training — NEJM

NEJM.ORG

MedEd Chat
@MedEdChat

The #meded chat takes place Thursday nights at 9 pm Eastern. Submit questions or topics via DM or email mededchat(at)gmail(dot)com.
Dialog and Discussion
Twitter Journal Club

• Monthly moderated discussion over 48-72 hours
• Article provided open access
• Author participation
• Global participation

Modified from slide courtesy of @NirajGusani @mzenilman @lilliankao
Dialog and Discussion
Twitter Journal Club

International General Surgery Journal Club

June #IGSJC

Leave a reply

Our June International General Surgery Journal Club was on the paper “Social and Clinical Determinants of Contralateral Prophylactic Mastectomy,” courtesy of JAMA Surgery. Moderated by Dr. Deanna Atai (@DrAtai) and Author Sarah Hawley PhD, MPH (@Hawleysarah), it led to a lively discussion.

We had over 1000 posts from 115 participants, reaching almost 3 million impressions.

A transcript of the discussion is available through this link courtesy of symplur.com.

Social and Clinical Determinants of Contralateral Prophylactic Mastectomy
Sarah T. Hawley, PhD, MPH1,2; Reshma Jagsi, MD, DPhi; Monica Morrow, MD; Nancy K. Janz, PhD1; Ann Hamilton, PhD; John J. Graff, PhD; Steven J. Katz, MD, MPH2

Tweeting the Meeting - #ASBrS 2015

15,405,042 impressions
4,715 tweets
546 participants
28 avg tweets/hour
9 avg tweets/participant

Anees Chagpar @AneesChagpar · May 2
We need to advocate for increased funding of cancer research @theNCI and specifically for surgical trials #ASBrS

Dr. Deanna Attai @DrAttai
@DrJudyBoughey cost is a significant barrier to surgical trials #ASBrS

Howard Karpoff @doctorkarpoff · May 3
#ASBrS Mittendorf talking about phase II trial of NeuVax - completed enrollment
Also Her-2 low expressing patients had best immuno response

Regina Hampton, MD @DrReginaHampton · May 3
Difficult to access genetic testing for AA & Latinas which provide difficulty for providers in making recommendations. #disparities #ASBrS
Journals are Measuring SoMe Impact

Surgeons' Leadership Styles and Team Behavior in the Operating Room
"We observe a statistically significant correlation between social media mentions and download and citation count."

Shuai X, Pepe A, Bollen J
PLOS One November 2012
Vol 7 Issue 11 e47523

Modified slide courtesy of @bnwomeh
Academic Credit?

• Will scientists’ CVs be valued more for the number of page views their papers receive than the number of peer-reviewed papers they publish?
  
  http://skepticalscalpel.blogspot.com/2014/08/a-paper-of-mine-was-published-did.html

• Will most academic surgeons, who have not embraced social media, miss the boat again?
  
  http://www.kevinmd.com/blog/2014/10/academic-promotions-consider-social-media.html
General Interest / News

Mary L. Brandt MD @drmlb · Feb 17
The First Woman in America to Receive an M.D. Was Admitted to Med School as a Joke bit.ly/1WcW7mv

The New York Times @nytimes
What happened in the Brussels attacks, broken down by location nyti.ms/1PpAwSl

NASA @NASA · Mar 1
Two thumbs up from @StationCDRKelly after landing from his #YearInSpace. More photos here: flickr.com/photos/nasahq...
Fun

Breaking News: Da Vinci Robot Becomes Sentient, Terrorizes City - gomerblog.com/2016/03/da-vin... #foamed
I Still Don’t Get It…

Blogs = listening to a lecture.

Microblogs (Twitter) = walking into the surgeon's lounge.

- Don't stay if it's somebody you don't want to listen to
- You may linger if it's somebody who always has the latest (and interesting) news
- You can just hang out and see who walks in

Slide courtesy Dr. Mary L. Brandt @drmlb
SoMe For Research

- Connect with global audience
- Unlimited capacity for collaboration, crowdsourcing, peer review
- ? Trial recruitment
SoMe For Clinical Trial Recruitment

• SoMe form of advertising
• Limited information posted without IRB approval
  • Use www.clinicaltrials.gov as benchmark
• Anything beyond should be discussed with IRB
• Concern about unblinding, introducing bias
“More and more patients are going to the Internet for medical advice. To keep my practice going, I changed my name to Dr. Google.”
Who is the e-Patient?

- 87% of US adults use the internet
- 72% of internet users looked online for health information

Pew Research Center
2014 Health Fact Sheet
www.pewinternet.org
"Discover The Hidden Secret 10 Step Formula That Cures Any Form Of Cancer - GUARANTEED!"

- Why the $40 billion cancer industry is a SCAM
- Why doctors don't know, and are never taught, how to get you well from cancer
- The CAUSES of cancer and how YOU can REVERSE them — and GET WELL!
- The proven 10 Step Formula that cures ANY form of cancer
- How anyone can carry out this natural, simple, inexpensive plan at home

Dear Truth Seeker,

That headline promises a great deal, doesn't it?

But all those Benefits are possible...natural, low-cost cancer remission. Being able to live a free and healthy life again. If you or a loved one has cancer, you are lucky to be here.

WARNING: Chemotherapy, Radiation and Drugs help not at all to fight cancer!
Who do Patients Trust for Medical Information?

<table>
<thead>
<tr>
<th>Who is more helpful when you need...</th>
<th>Professional sources, e.g. MD and RN</th>
<th>Fellow patients, friends, and family</th>
<th>Both equally</th>
</tr>
</thead>
<tbody>
<tr>
<td>An accurate medical diagnosis</td>
<td>91%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Information about prescription drugs</td>
<td>85%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Information about alternative treatments</td>
<td>63%</td>
<td>24%</td>
<td>5%</td>
</tr>
<tr>
<td>A recommendation for a doctor or specialist</td>
<td>62%</td>
<td>27%</td>
<td>6%</td>
</tr>
<tr>
<td>A recommendation for a hospital or other medical facility</td>
<td>62%</td>
<td>27%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Fox: Peer to Peer Healthcare, 2011
Pew Internet and American Life Project
MD Responsibility to Participate

Lee Aase @LeeAase · Aug 19
Social platforms ARE being used to discuss medically related issues; absence of professionals diminishes conversation quality #TTHC2014

Lee Aase retweeted
Jeff Kraakevik MD @ohsuneuro · Oct 23
True that RT @Doctor_V: Doctors are the first to criticize what their patients read, but they’re the last to create it #MayoRagan #PublicMD

Dr Eric Levi
@DrEricLevi
As a surgeon I try to use every tool possible in my toolbox to get my patients better. Social Media is one of those tools.

The Telegraph

"Astounding' study claims major breakthrough in cure for terminal breast cancer
Researchers using nanotechnology found a way to deliver existing cancer drugs to tumour cells that had become resistant to treatment

Oh for the love of..TY @garyschwitzer @HealthNewsRevu keepin em honest & @DrAttai @PinkRibbonBlues factcheck #bcs

Kathlyn Stone @KatKStone
The cancer-detecting bra makes a comeback. Our breast cancer news watchdogs weigh in. healthnewsreview.org/2016/03/breast...

Dr. Deanna Attai @DrAttai - Mar 7
Unfortunately, the only "doctor" quoted in this article is a certified clinical thermographer #bcs

Male Breast Cancer @MBCC2014
Doctors say thermography detects breast cancer sooner wp.me/p5MgcC-NRv via @wsls #menhavebreaststoo #malebreastcancer #bccww #bcs
Patient Communities

• Many patients not aware of basic facts, treatment options
• Patients say MD online presence helps convo w/ their docs
• MD benefit – different perspective, may change alter practice
• We have information and education to share – and a responsibility to share it

Thompson MA
Commun Oncol
2013 10:212-217
Twitter Social Media is an Effective Tool for Breast Cancer Patient Education and Support: Patient-Reported Outcomes by Survey

Deanna J Attai\textsuperscript{1,*}, MD \textsuperscript{i}; Michael S Cowher\textsuperscript{2,*}, MD \textsuperscript{i}; Mohammed Al-Hamadani\textsuperscript{3,*}, MBChB, MPH \textsuperscript{i}; Jody M Schoger\textsuperscript{4,*}; Alicia C Staley\textsuperscript{5,*}; Jeffrey Landercasper\textsuperscript{3,5,*}, MD \textsuperscript{i}

Picked up by 1 news outlets
Blogged by 1
Tweeted by 349
On 18 Facebook pages
Mentioned in 7 Google+ posts
3 readers on Mendeley
1 readers on CiteULike
Patient Voice for Medical Presentations

Patient Input Requested – Increasing Mastectomy Rates
By Dr Attai On December 29, 2014 - 32 Comments

On Saturday January 17th, I will be giving a talk at the Southern California Chapter of the American College of Surgeons Annual Meeting – the title of the talk is: Increasing Mastectomy Rates – Science vs. Personal Choice.

There is a tremendous amount of literature documenting the increasing mastectomy rates – the focus of the talk will be patients who opt either for mastectomy when a lumpectomy is recommended, or elect to remove the unaffected breast (contralateral prophylactic mastectomy). This talk will focus on women without a BRCA or other genetic mutation.

As has been my practice for several years, I'd like to include the patient voice, so I'm asking for input from you. I would like to hear about your decision-making process, whether or not your surgeon tried to change your mind, how many opinions you obtained, and whether or not you regret your decision. I think that it is important to share the patient point of view with the scientific community.
Doctors who skip social media risk alienating patients

As more patients share information online, practices can benefit from establishing a presence and providing patients with digital communication options.


Physicians who forgo social media in their practices run the risk of falling behind patients’ growing demands for digital communication and allowing negative reviews to define their reputations, says a new research paper by HP Social Media Solutions, a digital consulting firm.
Growth and Control of Reputation

• You have a digital footprint whether you know it or not

• Uncontrolled vs. Controlled
Digital Footprint: Uncontrolled

May or may not allow you to respond to comments
Don’t respond in a confrontational or defensive manner

Emmert et al
J Med Internet Res
2013:15(2)e24
Skeptical Scalpel @Skepticscalpel · Feb 17
Florida teen arrested for practicing medicine w/o a license has 5 star rating on Healthgrades [based on 2 reviews]

John P Erwin III MD @HeartOTXHeartMD
Disturbing on many fronts, but certainly a highlight of the perils of online ratings twitter.com/lsaldanamd/sta...

Dr. Malachi A. Love-Robinson, PHD
Specializes in Naturopathy · Male · Age 25

Patient Satisfaction

New Birth New Life Medical Center and Urgent Care, LLC
4700 N Congress Ave Ste 303
West Palm Beach, FL 33407

Phone Number & Directions >
The Solution To Pollution Is Dilution
Digital Footprint - Controlled
15 Minute Social Media Profile

**LinkedIn** – non-medical networking. Searchable. Content / links can be posted

**Doximity** – MD site. Searchable. CME, journal access, secure messaging

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**Maggie DiNome**
General Surgeon and Surgical Oncologist
Greater Los Angeles Area | Medical Practice

Current: Maggie DiNome, MD, Inc.
Education: Harvard Medical School

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**Shirin Towfigh, MD**
General Surgery
Beverly Hills, CA
President, Beverly Hills Hernia Center

Clinical Specialties & Interests
Clinical Interests: Inguinal Hemia; Surgical Mesh; Hernia; Femoral Hernia; Ventral Hernia; Limbal Hernia; Surgical Wound Infection; Postoperative Pain; Postoperative Complications; Treatment Outcome; Laparoscopy

Faculty Appointments & Work History
Associate Professor of Surgery, Cedars-Sinai Medical Center, Department of Surgery 2008 – 2013 Los Angeles, CA
Assistant Professor, University of Southern California, Department of Surgery 2002 – 2008 Los Angeles, CA
Getting Started

• Who are you
• What platform(s)
• See one, do one, teach one
• What to post
• Cautions
• Time management
Getting Started: Who Are You?

There is no true separation of personal and professional – *even in your personal life, you are a physician*
Why I Chose Hybrid

• Honesty
  • SM users are savvy, can see through the spin

• Relatable
  • Patients and docs want to know you are a real person

• It’s easier – I’m just being myself
If You are Employed

• May not be able to have own site
• May need “opinions are mine” disclosure
• Varying policies on engagement
• Many institutions are encouraging physicians to become active in SM
I have an account – now what?

• Identify mentors
• Lurk and listen
• Join the conversation!
Balancing Act

• **Opportunities:**
  • Professional education
  • Networking, collaboration
  • Patient education

• **Challenges:**
  • Patient privacy
  • Maintain professionalism
Opinion 9.124 - Professionalism in the Use of Social Media

The Internet has created the ability for medical students and physicians to communicate and share information quickly and to reach millions of people easily. Participating in social networking and other similar Internet opportunities can support physicians’ personal expression, enable individual physicians to have a professional presence online, foster collegiality and camaraderie within the profession, provide opportunity to widely disseminate public health messages and other health communication. Social networks, blogs, and other forms of communication online also create new challenges to the patient-physician relationship. Physicians should weigh a number of considerations when maintaining a presence online:
SoMe Best Practices for Physicians

“Don’t lie, don’t pry, don’t cheat, can’t delete, don’t steal, don’t reveal”
Someone is Watching You…

Niraj J. Gusani, MD
@NirajGusani

Be careful - no one will notice what you do [on #SoMe ]- until you make a mistake - then everyone will #SC08 @Skepticscalpel #SN4S

For doctors, social media a tricky case
By Chelsea Conboy
Globe Staff / April 20, 2011

Facebook is a great place to unload after a long day at work. But what if you work in an emergency room, where privacy is paramount? And what if the thing you want to discuss is not the evening traffic or a grumpy colleague but your patients?

Don’t do it, experts caution — a lesson that a physician at Westerly Hospital in Rhode Island just learned the hard way.

Dr. Alexandra Thran, 48, was fired from the hospital last year and reprimanded by the state medical board last week. The hospital took away her privileges to work in the emergency room for posting information online about a trauma patient.

Thran's posting did not include the patient’s name, but she wrote enough that others in the community could identify the patient, according to a board filing. Thran, who did not return calls for comment yesterday, also was fined $500.
State Medical Board Survey

- 92% reported at least 1 online violation
  - Inappropriate patient communication
  - Sexual misconduct
  - Use of internet for inappropriate practice (prescribing)
  - Online misrepresentation of credentials
- Most incidents reported by patients or families, less common other MD
- 71% held disciplinary proceedings, 50% issued sanctions

Greysen SR et al JAMA 2012;307(11)1141-1142
Why is Common Sense so Uncommon Online?

• Online disinhibition
• Perception of anonymity

• Online activity proxy for common sense, trustworthiness to handle responsibilities of patient care

Don’t Feed the Trolls!

- Troublemaking
- Ridicules
- Objectionable content
- Lying
- Leading astray

Matthew Katz MD
www.slideshare.net/subatomicdoc
Twitter 103: Trolls, Malware and Spam
The Next Generation

• Raised using SoMe
• Comfortable with platforms
• Professionally naïve
• We need to set the example

• Medical Students:
  • 60% postings were unprofessional
  • 13% were breaches of patient privacy

Katarsky C 2009 HIPAA Nightmare: Staffers Blogging Patient Info Healthcare Business and Technology
General Surgery Resident FB Profiles

- 996 surgical residents in Midwest
- 32% had identifiable FB profiles
- 14% potentially unprofessional content
- 12% clearly unprofessional content
  - Binge drinking
  - Sexually suggestive pictures
  - HIPAA violations
- No difference based on sex or PGY status

Lagenfeld SJ et al 2014
J Surgical Education
Pre-Post Pause
Cautions and Advice

Lee Aase @LeeAase · Aug 19
We trust physicians with sharp instruments and narcotics; with proper training, they can handle Facebook and Twitter too.

Christian Jones @jonessurgery · 10h
Whether you should promote your opinions online "depends on what opinions you hold".

Great meta-comment from @bnwomoh at #ASC2015. :-)

Steef Blok @Bloksteef · 24 Dec 2015
grady booch; a fool with a tool is still a fool
Time Management

• Limit who you listen to

• Post when you want to, when you have something to say

• Quality not Quantity
Can I afford NOT to do this?

- Don’t get involved in SM to increase number of patients

- Likely no direct financial payoff – but many things we do for patient or professional benefit have no measurable financial benefit

- Unlimited potential for interaction, ability to educate, establish as thought leader
Closing Thoughts

• SoMe can be dangerous

However…

• SoMe can be incredibly valuable
• SoMe can be whatever you want it to be!
  • Information / News / Education
  • Professional collaboration
  • Patient education
  • Entertainment
  • Self promotion
  • All of the above
SOCIAL MEDIA EXPLAINED

TWITTER   I'M EATING A #DONUT
FACEBOOK  I LIKE DONUTS
FOURSQUARE THIS IS WHERE I EAT DONUTS
INSTAGRAM HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE   HERE I AM EATING A DONUT
LINKEDIN  MY SKILLS INCLUDE DONUT EATING
PINTEREST HERE'S A DONUT RECIPE
LAST FM    NOW LISTENING TO "DONUTS"
G+        I'M A GOOGLE EMPLOYEE WHO EATS DONUTS
The only way to “get” Twitter is to use Twitter

@DocDoe = Username
Getting Started – Profile Setup
Getting Started – Profile Setup
The Code
How To Tweet

Great information shared at today’s #ASBrS meeting - another great day planned for Friday!

Dr. Deanna Attai @drattai · now
Great information shared at today’s #ASBrS meeting - another great day planned for Friday!

Expand
How To Tweet

• Limited to 140 characters – keep it short

• @name = a username for a twitter account
  • Used to mention or reply to other users
Tweetstream
Who do you listen to?
Tweetdeck to organize lists
Hashtags
Hashtags

• Used to group posts together by topic or type

#ASBrS
#BCSM

bit.ly/hashtag-guide

Michael S. Cowher MD @MikeCowher · Mar 14
@DAgnese619 probably should use @SocSurgOnc instead of #SSO2014 for that. @ - to person # - to conversation.
Searching a Hashtag

#ASBrS

Tina J Hieken MD @TH0528 - May 3

ASBrS best papers Z1071: Surgeons can use dual tracer, clip placement to decrease false neg rate of SLN surgery for node+ NAC patients

Shawna Willey @SCWilley - May 3

Talk by Lorraine Tafra on Surgical Trials That Shaped Our Practice #asbrs

Tina J Hieken MD @TH0528 - May 3

Wonderfully verbose - great phrase for description of surgical manuscripts circa 1907 #ASBrS

Dr. Deanna Attai @DAttai - May 3

Past Prez Dr. Tafra reviewing some historical breast surgery papers - good to remember where we were to appreciate where we are #ASBrS

Richie Ehlers MD @rinchiehlers - May 3

Great talk this am by @margenthaler PASA Best Papers of the year. Excellent summary #ASBrS
RT – Retweet
Repeating another tweet verbatim
RT – Retweet
Repeating another tweet verbatim

Dr. Deanna Attai retweeted
Robert S. Miller, MD @rsm2800 · Jan 30
Two very imp points to understand RT @awolff: "Precision medicine may never be very precise" simplystatistics.org/2015/01/30/pre… by @jtleek

Dr. Deanna Attai @DrAttai · Jan 26
RT @jrgralow: Wanted to point out this Lancet call to action on cancer in developing countries: ow.ly/HZyUp #bcs

Dr. Deanna Attai @DrAttai · Jan 19
+1 RT @DrKathyHughes: it is about the patient’s confidence in the plan, whatever the treatment decisions #bcs
MT – “Modified Tweet”

- If tweet attempting to share too long, change RT to MT
- Unnecessary for changes such as you → ‘u’, without → w/out, etc.

- DON’T change intended message of tweet.
"I think the rule is: @ before # except after :-) "
Who to Interact With

- Colleagues
- Patients / Advocates
- Institutions / Organizations
Physicians

Ed Livingston @ehlJAMA
JAMA Deputy Editor for Clinical Reviews and Education

Skeptical Scalpel @Skepticscalpel
Person of interest. I hope.

Matthew Katz @subatomicdoc
I am a community-based doctor learning how to improve cancer care and health empowerment with social media. All content represents me, myself & I, none other.

Mike Thompson, MDPhD @mtmdphd
Heme/Onc, Cancer Research. Aurora. Myeloma (#mmsm), Lymphoma, Phase I/II, Social media. Advise(d): Best Doctors, @Doximity, image32, @XconomyWI

Charles Balch @charlesbalchmd
I am a surg. oncologist, esp. in melanoma and breast cancer. Passionate about education, esp. globally. Hobbies are photography, golf, travel, & grandchildren.

Elaine Schattner @ElaineSchattner
Journalist, physician, medical educator, semi-retired oncologist and cancer researcher, woman who's had breast cancer, New Yorker, swimmer, patient advocate!

Kathryn Hughes @DrKathyHughes
General Surgeon|Special Interest in Breast Surgery & Breast Health|Minimally Invasive Surgery|Blogs at behindthemaskmd.com

Niraj J. Gusani, MD @NirajGusani
Surgical Oncologist @PennStHershey Tumors of Liver, Pancreas, Biliary System, Upper GI Tract. Survivorship & Physical Activity Research. Tweets are my opinions.

Atul Gawande @Atul_Gawande
Surgeon, Writer, Researcher, Dilettante.

Kevin Pho, M.D. @kevinmd
Physician, author, keynote speaker, USA TODAY’s Board of Contributors. Social media’s leading physician voice. KevinMD.com and KevinMD.com/blog/reputation

Julie Freischlag, MD @JFreischlag
Vice Chancellor, Human Health Sciences for @UCDavisHealth and Dean for @UCDavisMed

Bryan Vartabedian @Doctor_V
Dispatches from the frontline of technology and medicine | Baylor College of Medicine digitalist | Created The Public Physcian
dashboard.tinypass.com/download?did=D...

ZDoggMD @zdoggmd
Physician, off-white rapper, and purveyor of fine medical satire. SLIGHTLY funnier than placebo.

David Geffen
School of Medicine

UCLA Health
Institutions / Organizations

MD Anderson @MDAndersonNews
The official account of MD Anderson Cancer Center, a leader in cancer care, cancer research and the fight to #endcancer. Appointments available: 1-877-632-6789

Mayo Clinic @MayoClinic
An integrated clinical practice, education and research institution specializing in treating patients. Account maintained by @MayoClinic/MCCSM.

RWJF News @RWJF
The Robert Wood Johnson Foundation is committed to building a #CultureofHealth that will enable all to live longer, healthier lives.

ASCO @ASCO
ASCO is the American Society of Clinical Oncology. Making a world of difference in cancer care.

National Cancer Inst @theNCI
Updates from the U.S. government’s lead agency for cancer research. Follows and retweets are not endorsements. Privacy: 1.usa.gov/oW1EVW

AmericanCollSurgeons @AmCollSurgeons
The American College of Surgeons is the largest prof. org. for surgeons & advances quality surgical care through research, education, accreditation & advocacy.

The ASCO Post @ASCOPost
News and views from the world of clinical oncology and hematology

ASBrS @ASBrS
The American Society of Breast Surgeons, the primary leadership organization for general surgeons who treat patients with breast disease.

U.S. FDA @US_FDA
Here you’ll find the latest US Food and Drug Administration news and information. Privacy Policy - fda.gov/privacy

AllianceNCTN.Org @ALLIANCE_org
The Alliance for Clinical Trials in Oncology, a member of the National Clinical Trials Network (NCTN), was formed from the merger of ACOSOG, CALGB, and NCCTG

WomensSurgeons @WomenSurgeons
The Association of Women Surgeons has been inspiring and encouraging women surgeons since 1981. Opinions shared here do not necessarily reflect AWS policy.

PER @GoToPER
Physicians’ Education Resource (PER) is a CME company specializing in oncology and hematology. PER advances cancer care through professional education.

AnnalsSurgOncol @AnnSurgOncol
Annals of Surgical Oncology publishes articles by surgical oncologists worldwide regarding surgical oncology research and education.
# Social Media Citation Guide

<table>
<thead>
<tr>
<th></th>
<th>MLA</th>
<th>APA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EMAIL</strong></td>
<td>Lastname, Firstname. “Subject of Message.” Message to Recipient’s Name. Date of Message. Email.</td>
<td>In text citation only (personal communication, Month Day, Year)</td>
</tr>
</tbody>
</table>

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Join The Conversation!

#ACSLAS16