Hospice and Palliative Care Online

MOVING FROM CLUTTER AND CONFUSION
TO CHATTER AND CURATION
Workshop Objectives

Optimize your time online
Curate info helpful to you
Understand basic metrics
The team approach to social
Disclaimer

Know your org’s social media policy
Know your society’s guidelines
Thoughtfully challenge assumptions
# My Platforms

**Key**
- Pallimed site
- Twitter
- Facebook

**Minor**
- Pinterest
- Tumblr
- YouTube
- LinkedIn
- Slideshare
- Google+
My Toolkit

- Listen/Find
- Organize
- Create
- Deliver
My Toolkit – Listen/Find

Major
○ Feedly
○ Buffer
○ Alerts (NYT/Google)
○ Unroll.me

Minor
○ Symplur
○ Search
○ PubMed
○ Webpages
○ Stitcher
## My Toolkit - Organize

### Key
- Email
- Google Drive
- Feedly
- Tweetdeck
- LastPass

### Minor
- Delicious
- ToDoist
- Mendeley
- Dropbox
- IFTTT
<table>
<thead>
<tr>
<th>Key</th>
<th>Minor</th>
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<tbody>
<tr>
<td>Blogger</td>
<td>PicMonkey</td>
</tr>
<tr>
<td>Google Drive</td>
<td>SurveyMonkey</td>
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<tr>
<td>Buffer</td>
<td>IFTTT</td>
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<tr>
<td>Canva</td>
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<td>Mailchimp</td>
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My Toolkit – Deliver

Key
- Blogger
- Buffer
- Mailchimp

Minor
- Google Drive
Optimize Your Time

Pick one platform and explore it
Start with one you already know
Plug in search terms
◦ Palliative
◦ Hospice
◦ Terminal illness
Curate Information

Make use of lists and tags

Feedly – RSS reader
  ◦ Really Simple Syndication
  ◦ Bookmark and tagging function

Other tools – Flipboard, Evernote, Dropbox, Delicious, Twitter, Instapaper, Pocket
Curate Information

With RSS

◦ Subscribe to Journals
◦ Subscribe to Websites (updates)
◦ Subscribe to Blogs
◦ Search terms in PubMed
TOP STORIES

- Irish HPM Podc…
- Hospice Pharm…
- Medical Futility

LATEST

- EAPC Blog
- Medical Futility
- Medical Futility
- GeriPal Comm…
- GeriPal Comm…
- Practical Bioethics
- GeriPal Comm…
- Hospice Pharm…
- Practical Bioethics
Understanding Twitter

Read:  http://www.momthisishowtwitterworks.com/

Find a local Twitter mentor

Sign up for an account

Participate in a conference/chat
  ◦ search.twitter.com
  ◦ #13APCC, #hpm
Understand Metrics

Help understand impact
Not about ego
Numbers lie
Refine your future actions
Sell the ROI to your boss
Understand Metrics

Impressions – Potential (followers)
Reach – Delivered (eyeballs)
Engagement – Clicked (YES!!!!)
### 28 day summary with change over previous period

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Tweets</td>
<td>248 ↑42.5%</td>
</tr>
<tr>
<td>Tweet Impressions</td>
<td>109K ↑16.0%</td>
</tr>
<tr>
<td>Profile visits</td>
<td>3,222 ↑181.4%</td>
</tr>
<tr>
<td>Mentions</td>
<td>236 ↓13.9%</td>
</tr>
<tr>
<td>Followers</td>
<td>8,755 ↑96</td>
</tr>
</tbody>
</table>

#### September 2015 • 1 day so far...

**TWEET HIGHLIGHTS**

**Top Tweet** earned 1,492 impressions

All people interested in #hpm #hpmglobal #hospice and #palliative care/med, you need to follow, RT, and engage with #13APCC this week

📅 10  ⏰ 13

- View Tweet activity

**Top mention** earned 104 engagements

Jason Pratt  
@JasonPratt  •  Aug 31

I dig this #RoundTable!! Drs @ctsinclair, @FarrisTimimi & @SeattleMamaDoc discuss social media within CME.  
#MayoInOz pic.twitter.com/vzLJBjDhUh

📅 1  ⏰ 5  ⏰ 11

- View Tweet

**Top Follower** followed by 26.6K people

- Becker's Hospital Review

- View Tweet
The influencers of #13APCC

Top 10 by Mentions
- @palliverse 355
- @cts Sinclair 343
- @pall care aus 177
- @soniaf 172
- @merryn gott 131
- @dr_chil i 118
- @ill Hennessy symp 95
- @mchapmanonline 92
- @kez noon 64
- @elissa campbell 45

Top 10 by Tweets
- @palliverse 297
- @dr_chil i 124
- @helenfindlay 111
- @soniaf 102
- @merryn gott 79
- @mchapmanonline 56
- @achr org 47
- @anthony herbert l 9 45
- @kez noon 42
- @merryn gott 42

Latest Tweets

@merryn gott
Link to the digital stories I showed yesterday. Do watch. Amazing stories. Powerful way to create impact #13APCC https://t.co/C0f2FhCAU

@drolo07
RT @egopalliateurs: g’day all! Prof Evidence is having great fun at #13APCC with @palliverse friends #youmatterbecauseyouareaussie http://...

@dumfri shire
RT @egopalliateurs: g’day all! Prof Evidence is having great fun at #13APCC with @palliverse friends #youmatterbecauseyouareaussie http://...

@healthhas tags
Top Influencers of #13apcc: @palliverse @cts Sinclair @pall care aus @soniaf @merryn gott @kez noon Real-time Analytics. http://t.co/mpB23wscP

@ljcburg
RT @jclearywisc: Open Drum: "Our daughter chose to pass away at home" http://t.co/agaKw3B9fI via @abcthedrum (Australia) #Hpm #Hpmglobal #...

@katmacct
RT @ehospicenews: Too few #palliativecare patients are being referred for #physiotherapy: http://t.co/Tgf4uYYxm11 #13apcc #hpmglobal

@edstrathcarron
RT @ehospicenews: Too few #palliativecare patients are being referred for #physiotherapy: http://t.co/Tgf4uYYxm11 #13apcc #hpmglobal

@simonsimply
En? >>>@mchapmanonline: "room service"- new euphemism for #palliativecare as per Jan Kittson #13APCC. Wonder if it will catch on?

@chospice
RT @Dr Chil i #13APCC How new technologies are shaking up health care http://t.co/OomxgqVvJ8 via @ConversationEDU @cts Sinclair

@totemranch813
RT @cts Sinclair: Well here is a framework that shows Advance Care Planning is not about dying! this slide is brilliant. #13apcc http://t.co/

@natrcr
RT @cts Sinclair: Well here is a framework that shows Advance Care Planning is not about dying! this slide is brilliant. #13apcc http://t.co/

@jrotellaahpm
RT @cts Sinclair: Well here is a framework that shows Advance Care Planning is not about dying! this slide is brilliant. #13apcc http://t.co/
Team Approach to Social

Create your own team

Join another team
  ◦ Palliverse
  ◦ Pallimed
  ◦ PallMedTeaching (FB)
  ◦ PCA, ANZSPM
  ◦ eHospice
Workshop Objectives

Optimize your time online
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The team approach to social