

Demystifying social media for palliative care

Elissa Campbell, Michael Chapman,
Anna Collins, Sonia Fullerton, James Jap,
Chi Li, Jason Mills, Craig Sinclair

Primary role	Names(s)
Researcher	Anna Collins Craig Sinclair
Nurse	Jason Mills
Doctor	Michael Chapman Sonia Fullerton James Jap Elissa Campbell Chi Li



BEFORE WE START...





@morten

Maslow's Hierachy of Needs – v3.0 (via @morten)

Workshop objectives

- By the end of this workshop, you will be more awesome because you will know:
 - How social media can help with palliative care research, education, advocacy and support
 - The strengths and uses of various social media platforms such as Twitter, ResearchGate, YouTube and weblogs
 - How to create & use your own Twitter account
 - How to participate in health care Tweetchats and online global journal clubs
 - How to access free online medical (#FOAMed) and nursing (#FOANed) education
 - How to use Symplur to search for relevant health related hashtags

Workshop etiquette

DO

- Look at your phone/tablet/laptop/each other
- Check out what's happening on Twitter, Facebook, LinkedIn, Instagram or any other social media platform of choice
- Talk to others (online) & share your enthusiasm!

DON'T

- Keep your questions to yourself – ask any one of these attractive people wearing baby blue T-shirts



How to play in healthcare social media

- What IS social media?

...the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks.

SOCIAL MEOWDIA EXPLAINED



I LIKE MY CAT



I'M PLAYING WITH MY CAT



WATCH THIS VIDEO OF MY CAT



I'M VERY SKILLED AT TRAINING CATS



HERE'S A HIPSTER PICTURE OF MY CAT



HERE IS HOW TO TRAIN YOUR CAT TO DANCE



I FREAKIN' HATE THIS CAT FOOD



I WORK FOR GOOGLE AND I HAVE A CAT



I AM LISTENING TO THE SONG "SOFT KITTY"



THIS IS WHERE I GOT MY CAT HOODIE



Via Stefan Leijon on flickr under a CC license <https://www.flickr.com/photos/lionsthlm/>

Why bother?

- Engagement and collaboration across disciplines, specialties and countries (networking through social media)¹
 - Weekly global “tweetchats” (e.g. #hpm – happening right now!)
- Rapid access to relevant articles in journals and lay press
 - Regular journal club #hpmJC – with author participation
- Broadcasting: conference hashtags (e.g. #13APCC)
- Collaboration: research projects, crowdsourcing/crowdfunding, campaigns
- Engagement and advocacy: patient/carer perspective

EXAMPLE: COLLABORATION



Laura MiddletonGreen

@heblau



Following

Can anyone point me to #EOLC research where service users were involved in data analysis? @EricaBorgstrom @kesleeman @BridgetJohnst #hpm TY

FAVORITE

1



1:33 AM - 8 Aug 2015



PALLIVERSE



#13APCC



Laura MiddletonGreen
@heblau



Following

Can anyone point me to #EOLC research where service users were involved in data analysis? @EricaBorgstrom @kesleeman @BridgetJohnst #hpm TY

FAVORITE
1



1:33 AM - 8 Aug 2015



Reply to @heblau @EricaBorgstrom @kesleeman @BridgetJohnst



Katherine Sleeman @kesleeman · Aug 8

@heblau how involved? Our PPI folk regularly discuss & help interpret data @TonyBonser. Julie Kinley used volunteers to collect/ input data.



[View other replies](#)



Laura MiddletonGreen @heblau · Aug 8

@kesleeman @TonyBonser am running some workshops to analyse fieldnotes & cases, wondered about ppls past experiences/ evaluation of this

1:39 AM - 8 Aug 2015 · [Details](#)

Other replies to @heblau's Tweet



Laura MiddletonGreen @heblau · Aug 8

@kesleeman @TonyBonser am running some workshops to analyse fieldnotes & cases, wondered about ppl's past experiences/ evaluation of this



Tony Bonser @TonyBonser · Aug 8

@heblau @kesleeman Get in touch. Our People in Partnership might be able to help.



Laura MiddletonGreen @heblau · Aug 8

@TonyBonser shall email you when I'm back from hols Tony - thank you



Lesley Goodburn @lgoodbu · Aug 8

@heblau @TonyBonser hi Laura, hope you are ok, I have experiences of this too, drop me a line when you are back from leave





Laura MiddletonGreen @heblau · Aug 8

@kesleeman @TonyBonser am running some workshops to analyse fieldnotes & cases, wondered about ppls past experiences/ evaluation of this

1:39 AM - 8 Aug 2015 · Details



[View other replies](#)



Katherine Sleeman @kesleeman · Aug 8

@heblau @TonyBonser I don't have much qual exp but @CSI_Linguist may be able to help



Laura MiddletonGreen @heblau · Aug 8

@kesleeman @TonyBonser @CSI_Linguist thanks very much :)



Bridget Johnston @BridgetJohnst · Aug 14

@heblau re this can let you know a) what our research group do and also specifically what I did for my postdoc in 2006-2008. Happy to chat!



Laura MiddletonGreen @heblau · Aug 14

@BridgetJohnst yes please - can I ring you next week?



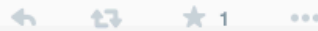
Bridget Johnston @BridgetJohnst · Aug 14

@heblau of course.. Will look at the diary



Erica Borgstrom @EricaBorgstrom · Aug 8

@heblau will send you an email this weekend



FACEBOOK

Facebook interface for the page **Palliverse**. The page header includes navigation tabs: Page, Notifications, Insights, Publishing Tools, Settings, and Help. The main content area features a cover photo of a sunset over a harbor with the text "Palliverse Community" and a "Create Call to Action" button. Below the cover photo are tabs for Timeline, About, Photos, Likes, and More.

On the right sidebar, there is a "Promote" dropdown menu, a "THIS WEEK" summary showing 603 Post Reach and 60 Post Engagement, and a "Recent" section with years 2015 and 2014. Below this is a "See Your Ad Here" section with an image of birthday candles.

The main content area shows a post from **Palliverse** published by WordPress on 30 August at 12:59. The post text reads: "If like me, you can't believe that it is nearly September then let me hit you with another bit of news. Palliverse is having its first birthday! And we have decided to give ourselves a bit of a present - a new look. [305 more words.]". The URL is <http://palliverse.com/.../birthday-announcements-palliverse-i...>

On the left sidebar, there are several promotional cards: "164 likes +3 this week" by Cathy Lynn Corbett and 3 other friends; "603 post reach this week"; "Boost Your Post" with the text "If like me..." is performing better than 95% of your recent posts.; "Invite friends to like this Page"; and "Find New Customers" with the text "Connect with more of the people who matter to you".



<https://www.facebook.com/palliverse>

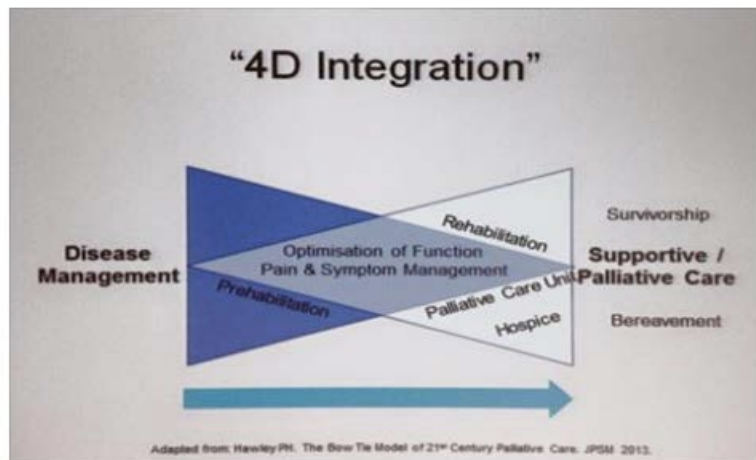




Palliative Medicine Teaching

Yesterday at 18:45 · 🌐

Not seen this one before...



Like · Comment · Share · 🍷 14 🗨️ 2 ➦ 6



The Palliative Medicine Registrar

13 February 2014 · ✨

The Palliative Medicine Registrar and The Medical Registrar in a properly scholarly BMJ article...who'd have thought it??

<http://spcare.bmj.com/content/4/1/13.full>



Palliative social media -- Taubert et al. 4 (1): 13 -- BMJ Supportive & Palliative Care

From trainee to consultant, BMJ Group offers doctors around the world tailored information, special...

SPCARE.BMJ.COM

Unlike · Comment · Share · 🍷 18

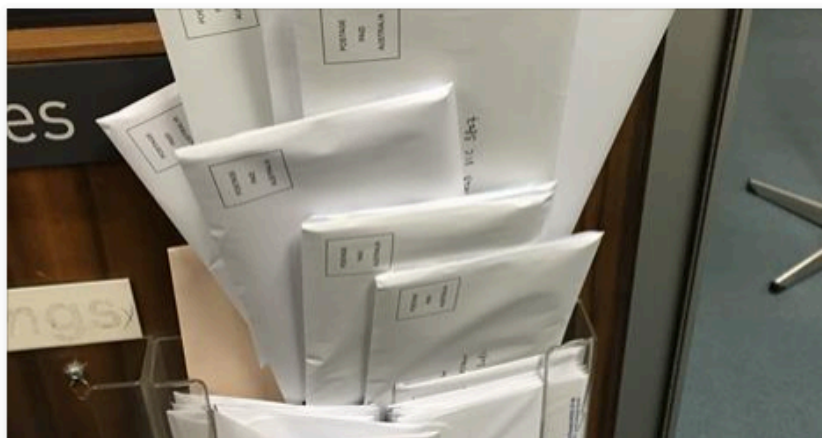


Palliverse

Published by WordPress [?] · 20 August at 06:24 · 🌐

Grants and grant writing - the lifeblood and bane of every researcher (and wannabe researcher). What's all the fuss about? I got my first real taste of it recently when I applied for the Bethlehem Griffiths Research Foundation Research Grant for next year. Here are a few lessons I learnt along the way: [811 more words.]

<http://palliverse.com/.../08/20/reflections-on-research-grants>



Reflections on research – grants

Grants and grant writing - the lifeblood and bane of every researcher (and wannabe researcher). What's all the fuss about? I got my first real taste of it recently when I applied for the Bethlehem ...

PALLIVERSE.COM



PALLIVERSE



#13APCC

BLOGS

There are some fabulous ones out there...

- www.pallimed.org
- www.geripal.org
- www.ehospice.com
- www.kevinMD.com
- www.Palliverse.com



The logo for ehospice features the word 'ehospice' in a blue, serif font. The 'e' is lowercase and smaller than the other letters, while 'hospice' is in all caps.

PLUS HEAPS MORE!

File sharing and referencing

- Mendeley.com
- Academia.edu
- ResearchGate

- Others?

Also

- LinkedIn
- Google+
- Youtube
 - Centre for Palliative Care
 - Centre to Advance Palliative Care
 - Get Palliative Care

TWITTER



TWEETS 2,869 FOLLOWING 724 FOLLOWERS 954 FAVORITES 2,164 LISTS 2



Following

Palliverse

@palliverse FOLLOWS YOU

Bringing people, ideas and funding together in the palliative care universe. #hpmglobal #hpm #hcsmanz

Australia & New Zealand

palliverse.com

Tweet to

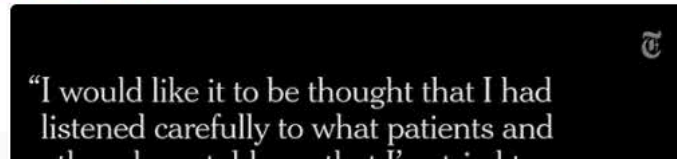
Message

Tweets Tweets & replies Photos & videos

Palliverse retweeted



The New York Times @nytimes · 8h
Dr. Oliver Sacks on how he'd like to be remembered in 100 years
nyti.ms/1JH0E8W



Who to follow · Refresh · View all



ZDoggMD @zdoggmd
Followed by AAHPM and ot...

Follow



Matt Maddocks @MTMadd...
Followed by Carolyn Hastie...

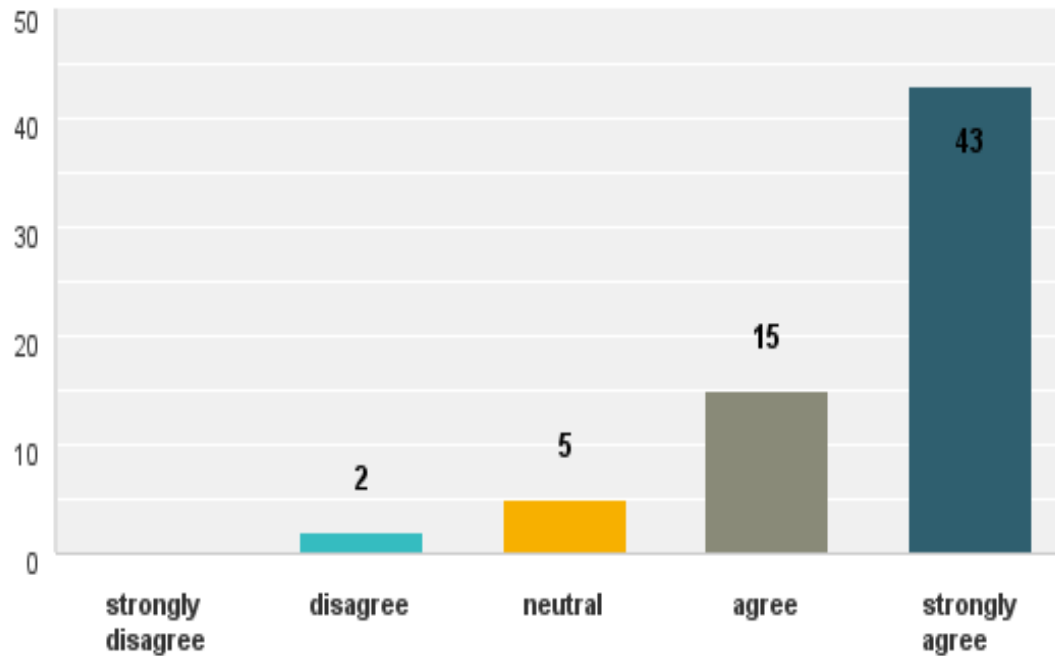
Follow



Colin Scibetta, MD @colins...
Followed by Torrie Fields an...

Follow

- 58 (89%) WOULD recommend Twitter to colleagues and peers for information about palliative care



Handles

- A handle is the name of a person or an organisation
 - @sonialf @dr_chi_li @AnnaLCollins
 - @pall_care_au Palliative Care Australia
 - @CAPCpalliative Centre to Advance Palliative Care
- You can “follow” a handle. This means that the tweets from that person or organisation will appear in your timeline automatically
- **TASK:** Follow @palliverse

Who to follow?



AAHPM
@AAHPM

The professional organization for physicians, nurses, and other healthcare providers specializing in hospice and palliative medicine.

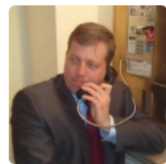
Chicago, IL · <http://www.aahpm.org>

Following

FOLLOWERS 6,143



FOLLOWING 350



Christian Sinclair
@ctsinclair

#Hospice and #Palliative Med doctor at @KUMedCenter, Editor @Pallimed, #HPM Tweetchat co-founder, boardgamer

Kansas City, KS · <http://www.pallimed.org>

Following

FOLLOWERS 8,306



FOLLOWING 3,841



Jim Cleary
@jfclearywisc

Oncologist & palliative care physician, UW Carbone Cancer Center. Director, Pain & Policy Studies Group. Improving global pain relief through balanced access
Madison, WI, USA · <http://www.painpolicy.wisc.edu/>

Following

FOLLOWERS 3,967



FOLLOWING 1,825



Atul Gawande ✓
@Atul_Gawande

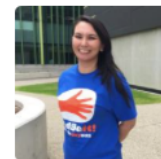
Surgeon, Writer, Researcher, Dilettante.
· <http://www.atulgawande.com>

Following

FOLLOWERS 121,833



FOLLOWING 245



#hellomynameisElissa
@Elissa_Campbell

Palliative Care Research Fellow in Advance Care Planning. Training in Geriatric Med. Striving for equitable access to health care. #hpmglobal #acp
Perth, Western Australia · <http://palliverse.com>

Following

FOLLOWERS 1,169



FOLLOWING 1,587

TASK: follow someone



PALLIVERSE



#13APCC



The Lego Palliateurs

@legopalliateurs

To amuse, inform and palliatively go.

0 FOLLOWING 405 FOLLOWERS

Tweets Media Favorites

 **The Lego Palliateurs** @legopalliateurs 4d
The palliateurs are getting interested in funerals and how to improve them (Walter 1990)

Wim van Midwoud @LOBWim



Retweets: 2 Likes: 4

 **The Lego Palliateurs** @legopalliateurs 2/08/2015
Prof Evidence is certainly grooving to this funky new palliative care rap! #respect

Home

Notifications 2

Messages

Me

Task: find the Lego Palliateurs on Twitter and follow them!

What to follow?



CareSearch @CareSearch · Mar 19

Systematic review highlights patients fear of recurrence in [#ovarian](#)
[#cancer](#)

ow.ly/K7ZR8 [#sysreview](#) [#palliative](#) [#hpm](#)



Cochrane PaPaS @CochranePaPaS · 2h

See 'Systemic administration of local anesthetic agents to relieve
neuropathic pain' ow.ly/JOjeM [#PaPaStheme](#) [#neuropathicpain](#) KH



PALLIVERSE



#13APCC

Journals



Palliative Medicine @PalliativeMedJ · Mar 11

Don't forget you can see all our papers ahead of print online:
pmj.sagepub.com/content/early/... #palliativecare #hpm



Palliative Medicine @PalliativeMed_j · Mar 4

Conducting Research Interviews with Bereaved Family Carers: When Do We Ask? #bereavement, #JPM March 2015,
online.liebertpub.com/doi/pdfplus/10...



PALLIVERSE



#13APCC

Hashtags

- A hashtag (#) is a label for an idea, theme, conversation or event
 - #13apcc is the hashtag for this conference
 - #palliative and #palliativecare
 - #FOAMed and #FOANed (and #FOAMpal)
 - #hpm (hospice and palliative medicine)
 - #hpmglobal
 - #PallANZ – a new hashtag for palliative care in Australia and New Zealand
- You can follow hashtags for an event or a conference
 - **TASK:** tweet using the workshop hashtag #13apcc

How do I find hashtags for things I like?

- Simple. Symplur (<http://www.symplur.com>)
 - Healthcare hashtag project – explore available healthcare hashtags
 - 800 million healthcare tweets on 13,000 topics
 - 6,000 hashtags
 - Tweetchats, conferences, disease specific chats and topics

“Discover Where The Healthcare Conversations Are Taking Place
Discover Who To Follow Within Your Specialty Or Disease
Discover What Healthcare Topics Are Trending In Real-Time”

EXAMPLE: SYMPLUR / CONFERENCE REPORTING

[Healthcare Hashtags](#)[Tweet Chats](#)[Conferences](#)[Diseases](#)[Ontologies](#)[Regular](#)

#ANZSPM15 Conference Hashtag

ANZSPM Update 2015

Thursday 18th June 2015 - Saturday 20th June 2015

Australian and New Zealand Society of Palliative Medicine (ANZSPM) will be holding its 3rd Medical & Surgical Update for Palliative Medicine on 19-20 June 2015 at St Vincent's Hospital Melbourne. This interactive meeting will include updates on paediatrics, solid organ transplantation, stroke, dementia, neuro-oncology, spinal metastases and complementary therapy.

#ANZSPM15 is a [healthcare conference](#) hashtag submitted by [@ANZSPMed](#)


What is #ANZSPM15?

Healthcare Topics

- [End of Life Care](#)
- [hospice](#)
- [palliative care](#)
- [palliative medicine](#)

Related Hashtags

- [#EAPC2015](#)
- [#ANZSPM14](#)
- [#CCCCsummit14](#)
- [#HASC PalliativeCare](#)
- [#palliative](#)
- [#hpm](#)
- [#hpmmd](#)
- [#hospice](#)

 [Tweet](#) 10

 [Like](#) 0



Following

A/Prof Mark Boughey welcoming delegates to #ANZSPM15 Update. Day 1 sessions: #pedpc lung #transplant #stroke #ethics



RETWEET
1

FAVORITES
2



9:13 AM - 19 Jun 2015





Chi Li
@Dr_Chi_Li

Hynson: #palliative medicine clinicians also need support

ascopost.com/ViewNews.aspx?... #pedpc
#paedpc @ICPCN #ANZSPM15



ANZSPM @ANZSPMed

Dr Jenny Hynson: we need to work harder upstream to support our colleagues #ANZSPM15 #pedpc @RCHMelbourne

RETWEETS

7

FAVORITES

3



9:34 AM - 19 Jun 2015



What is a tweetchat?

- A tweetchat is a live twitter event, usually focused on a particular topic, moderated by a person
 - A set time is announced beforehand
 - Often a blog on the topic for discussion is written and the link tweeted in the week before, and the questions for discussion published too (T1, T2, T3, CT)
 - Distinctive language and grammar – limited to 140 characters
- Some good palliative care tweetchats:
 - #hpm #hpmglobal #hpmjc #hcldr

EXAMPLE: TWEETCHAT (#HPMJC)

#hpmJC #hpm Journal Club
@hpmJC



Following

Interested in health inequalities in palliative care? How to measure socioeconomic position? Join #hpmJC today 5pmBST m.ehospice.com/Articles/Detail...

RETWEETS

8

FAVORITES

6



5:53 PM - 14 Apr 2015





Chi Li @Dr_Chi_Li · Apr 15

G'day Chi here. Research fellow & palliative care physician from Melbourne, Australia. 2am here! #hpmJC

← ↻ 1 ★ 2 || ...



#hpm Journal Club @hpmJC · Apr 15

@Dr_Chi_Li seriously - you set your alarm for #HPMJC again?! I'm impressed :)

← ↻ ★ 2 ...



Tara Whitburn

@Tara_esw



Following

@hpmJC @Dr_Chi_Li really think this kind of dedication deserves an Australia friendly #hpmJC time for the next club

FAVORITE

1



2:06 AM - 15 Apr 2015

← ↻ ★ ...



Reply to @Tara_esw @hpmJC



#hpm Journal Club @hpmJC · Apr 15

@Tara_esw @Dr_Chi_Li you are so right. Perhaps Chi would like to present one? :) #hpmJC

← ↻ ★ 1 ...



Joanna Davies @JoannaDavies58 · Apr 15

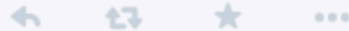
@Tara_esw @hpmJC @Dr_Chi_Li i second that! thanks for joining @Dr_Chi_Li

← ↻ ★ ...



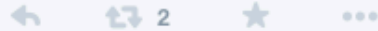
#hpm Journal Club @hpmJC · Apr 15

It seems as though we all think socioeconomic position is important, but we are unsure of how to measure and interpret it? Fair? #hpmJC



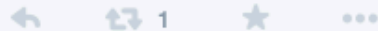
Tara Whitburn @Tara_esw · Apr 15

@hpmJC agree I admit I was surprised there isn't a validated measure in #hpmJC considering how often we discuss equality of access #hpmJC



mel bartley @melb4886 · Apr 15

@Tara_esw @hpmJC The NS-SEC is used for all UK official stats & carefully validated



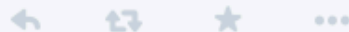
Tara Whitburn @Tara_esw · Apr 15

@melb4886 @hpmJC thanks for pointing it out. Just looking at it now #hpmJC ons.gov.uk/ons/guide-meth ...



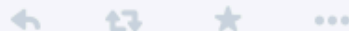
Tara Whitburn @Tara_esw · Apr 15

@melb4886 @hpmJC is there an issue that much of our population when we meet them are retired or long term unemployed? #hpmJC












Joanna Davies @JoannaDavies58 · Apr 15

@Tara_esw @melb4886 #hpmJC we could use to look at main previous occupation...but doesnt it take quite a few q's to derive NS-SEC?













The #hpmjc Influencers


Top 10 by Mentions

-  [@joannadavies58](#) 71
-  [@tara_esw](#) 37
-  [@hpmjc](#) 34
-  [@pradeepkul](#) 24
-  [@dr_chi_li](#) 21
-  [@agadoud](#) 17
-  [@melb4886](#) 15
-  [@drchlo](#) 6
-  [@painpolicy](#) 4
-  [@csi_kcl](#) 4









 Tweet 5

Top 10 by Tweets

-  [@hpmjc](#) 75
-  [@joannadavies58](#) 45
-  [@tara_esw](#) 17
-  [@dr_chi_li](#) 16
-  [@pradeepkul](#) 11
-  [@agadoud](#) 5
-  [@drchlo](#) 4
-  [@ch_pearson](#) 2
-  [@agorapalliatief](#) 2
-  [@nicky_nmhf](#) 2

 Tweet 5

Top 10 by Impressions

-  [@hpmjc](#) 48,525
-  [@subatomicdoc](#) 10,263
-  [@joannadavies58](#) 9,831
-  [@dr_chi_li](#) 5,344
-  [@agorapalliatief](#) 4,764
-  [@tara_esw](#) 2,635
-  [@doctorsaad](#) 1,344
-  [@drchlo](#) 1,230
-  [@jonathankoffman](#) 862
-  [@pradeepkul](#) 674

 Tweet 5

The Numbers

86,752 **Impressions**

186 **Tweets**

16 **Participants**

47 **Avg Tweets/Hour**

12 **Avg Tweets/Participant**

 Tweet 0

Marie Curie abstracts

P 045

INTERNATIONAL PALLIATIVE CARE JOURNAL CLUB ON TWITTER: EXPERIENCE SO FAR

T Whitburn¹, C Walshe² and KE Sleeman¹

+ Author Affiliations

Abstract

Introduction @hpmJC (hospice and palliative medicine Journal Club, #hpmJC) was launched in February 2014 on the social networking service Twitter, as a regular international journal club for palliative care. The journal club aims to encourage critical analysis of research methods and findings, and to promote evidence based practice, by providing a forum to discuss latest research findings.

Aim(s) and method(s) To analyse the use and reach of #hpmJC, from the first journal club in February 2014, to date.

All data on Twitter posts (tweets) using #hpmJC were extracted from Twitter using analytic tools Sysomos and Symplur. Outcomes included number of tweets, number of unique users, users' designated country, and impressions (potential number of accounts reached).

Results 7 journal clubs have taken place. 2360 tweets were sent, from 230 individual Twitter accounts and with contributions from people in 17 countries. For contributors whose country of origin is known (59%), most were based in the UK (41%) or USA (26%). Tweets from resource-poor countries were initially uncommon but increased over the time period. The mean number of contributors at each journal club was 32. The potential reach of #hpmJC varied, but for the most recent journal club was 290,802 unique users.

Conclusion(s) Social media provides opportunities to share expertise and disseminate information globally, transcending geographical boundaries.

@hpmJC has been used to start a viable and sustainable online multidisciplinary journal club with wider geographical spread and potential reach than a traditional journal club. Strategies to increase participation in resource-poor countries are being developed.

Want to find out more?

... just jump in and try!

- You can just watch without tweeting
- Tips for beginners - go to www.palliverse.com and search for our “Twitter101” blog post

Live tweetchat :#hpm



Get involved!

- www.palliverse.com
-  @palliverse
-  www.facebook.com/palliverse
- palliverse@gmail.com

Find us at the couch area / recharging station