Social MEDia: Battle of the Tweets & Vids

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LUDDITE
OBJECTIVES

1. Describe forms of Social Media
2. Explore how you might utilize social media in an academic environment
3. Generate Social Media content
4. Produce teaching pearls
What do you know about the Net?

What are the 5 Most Popular Websites in the world?

What are the 10 Most Popular Social Media sites?

What are the Most Popular Health-related websites?
What type of Social Media user are you?
What kind of Social Media creator are you?
We are going to create some Social Media

**Twitter Battle**
- Teams of 4
- Create Educational Tweets (at least 2)

**Video Battle**
- Same team
- 60 second Instructive Video
  - (PE, Hx, Pt Ed, etc)
Creating Medical Education Tweets

• Tweets are 140 characters
• Be creative
• Use a hash tag: searchable tag, collates info
Purposefully Limited Example

Do tweet:
“For Carpal Tunnel think Modified Phalen’s. Monofilament used to test sensation after folding hands #BetterPhysicalExam
http://goo.gl/4xqe0O”

Don’t tweet
“Wanna learn how to do a better test for carpal tunnel syndrome: http://goo.gl/4xqe0O”
Final Caveats for Tweets

• Must include reference (use URL shortener to do this):
• https://bitly.com/ amongst many others
• Create the tweets first and email them to me
  wilsons2@upmc.edu
You have 20 Minutes. Go.