Creating Your Personal And Professional Brand

Michelle T. Long, MD
Assistant Professor, Section of Gastroenterology
@DrMTLong

Jodi F. Abbott, MD, MSc, HCM
Associate Professor, Asst. Dean of Pt Safety & QI Education
Maternal Fetal Medicine, Dept of Ob/Gyn
@Drjodifabbott
Outline

• Introduction
• Personal branding
  – What is your brand?
  – Why should you create a brand?
  – Components of a personal brand
• Social Media: Twitter, LinkedIn, BUProfiles
• Tools
• Wrap up
Introduction

• Poll questions:
  1. Do you use social media (personally, professionally, both, not for either)
  2. What Social media tools do you use: Twitter, facebook, google+, LinkedIn, BUProfiles, doximity, other
  3. What do you need help with:
     -using twitter, facebook, linkedin, etc, online physician reviews, professionalism and social media communicating with patients online
Who are you?

Who do you want to be?
• Clinician?
• Clinician?

• Researcher?
• Clinician?

• Researcher?

• Educator?
• Clinician?

• Educator?

• Researcher?

• Advocate?
What’s your BHAG?

• Big
• Audacious
• Hairy
• Goal
What’s your BHAG?

- Big
- Audacious
- Hairy
- Goal
“Be absolutely steadfast in your commitment to mission, but also absolutely flexible on how you implement that mission.”

Howard Koh MD MPH
United States Assistant Secretary for Health for the U.S. Department of Health and Human Services (under Obama)
Personal branding is important because...

our patients use the internet!

• 8 in 10 internet users search for health information online
• 74% of internet users use social media

Engaging in social media to market your brand

• Why do you have a social media account?
  – What do you hope to get from this experience?

• Care of the account
  – Frequent posts in area of interest
  – Use multimedia

• Link your online platforms
Key social media platforms

- **Facebook**
  - > 1.86 billion monthly active users
  - Average time of 35 minutes per day
- **Twitter**
  - 319 million monthly active users
  - Average time of 1 minute per day
- **Instagram**
  - 600 million monthly active users
  - Average time of 15 minutes per day
- **LinkedIn**
  - 467 million users (? Active users)
  - Average time of 9.8 minutes per day
Twitter – your life in 140 characters
Quick tips for getting started:

1. Create a profile
   - Picture, twitter handle @YourNameMD
     @DrYourName

2. Write a bio
   - Who are you, where do you work, medical specialty, academic institution (needs to be 140 characters)
   - Add link to websites
   - Consider disclaimer: TweetsRMine
Quick tips for getting started:

3. Follow
   - Your hospital
   - Local/State organizations
   - National and local Healthcare providers
   - National organizations
   - Journals
   - Thought leaders
   - National meetings

4. Using twitter
   - Original message (bring in content)
   - Re-tweet an existing message
   - Quote an existing tweet to add your comments
Twitter Tips

• Only 140 characters
• RT = retweet
• # (hashtag)= keywords used to tag a message so people can search for it easily
• DM=direct messaging (your inbox)
  – Can limit to people who follow you or keep open
• Active times on twitter 9am, 12pm, 5pm
Twitter examples

Michelle T. Long @DrMTLong · Jun 28
After 10yrs care for #Cirrhosis, improved in-hospital death, but 30 day #mortality still high-10% @AmCollegeGastro go.nature.com/2rV4wCO

Michelle T. Long @DrMTLong · Jun 23
Agree with @AASLDtweets. Just ask any patient what #HCV tx has done for them. We need united front to #endHCV aasld.org/about-aasld/pr...
Jodi Abbott
Assistant Dean for Patient Safety and Quality Improvement Education at Boston University School of Medicine
Boston University School of Medicine • Harvard University School of Public Health
Greater Boston Area • 381 aa

Boston University School of Medicine: Associate Professor, Assistant Dean for Patient Safety & Quality Improvement Education. Vice Chair for Education Department of Ob/Gyn. Current Committee memberships: APGO grant selection…

See more ➔
Joining forces with the March of Dimes to reduce health disparities in preterm birth

Jodi Abbott on LinkedIn
August 14, 2017

Highlighting Medical Students Contributions to Patient Safety & Quality Improvement
Jodi Abbott on LinkedIn
October 1, 2016
Linkedin Tips

• Spend some time on your profile
• Allows access to your phone book but doesn’t automatically add anyone in
• Good way to connect with former colleagues, current collaborators
• There are LinkedIn groups for professional organizations (or research studies.....)
ResearchGate

• Place to post/share research
• 60million worldwide researchers
• Notifies you when past collaborators publish
• Allows international researchers to contact you
• Helps you identify potential collaborators
Join 54,652,213 Academics

Academia is the easiest way to share papers with millions of people across the world for free. A study recently published in *PLOS ONE* found that papers uploaded to Academia receive a 69% boost in citations over 5 years.
## Authors

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<tr>
<th>Rank</th>
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<th>Reads</th>
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<tr>
<td>1</td>
<td>Adil Najam</td>
<td>55,712</td>
</tr>
<tr>
<td>2</td>
<td>Melissa Holt</td>
<td>12,283</td>
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<tr>
<td>3</td>
<td>David Rossman</td>
<td>2,205</td>
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<tr>
<td>4</td>
<td>Henrik Selin</td>
<td>1,985</td>
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### Melissa Holt
- 1 Articles
- 12,283 Reads
- 2 Comments
- 13 Publishers

### Reads over Time

![Reads over time graph](image-url)
Professional photo: 
BMC – contact matthew.morris2@bmc.org 
BU – contact dkeough@bu.edu


### SUMMARY

<table>
<thead>
<tr>
<th>Title</th>
<th>e-Professionalism: A New Frontier in Medical Education.</th>
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<tbody>
<tr>
<td>Published in</td>
<td>Teaching and Learning in Medicine, January 2013</td>
</tr>
<tr>
<td>DOI</td>
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<tr>
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<td>Authors</td>
<td>Kaczmarczyk JM, Chuang A, Dugoff L, Abbott JF, Cullimore AJ, Dalrymple J, Davis KR, Hueppchen NA... [show]</td>
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<tr>
<td>Abstract</td>
<td>This article, prepared by the Association of Professors of Gynecology and Obstetrics Undergraduate... [show]</td>
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### TWITTER DEMOGRAPHICS

The data shown below were collected from the profiles of 39 tweeters who shared this research output. [Click here to find out more about Altmetric](https://www.altmetric.com).
Promote your colleagues and yourself

Congratulations! Your Article Has Been Accepted. Now What? Media, Social Media, and Other Outlets for Promoting Your Work

Toni Gallo, MA, senior staff editor, Academic Medicine, Association of American Medical Colleges

First, know the journal’s embargo policy.

- All journals have one. It dictates when you can share information publicly about your article.
- Most begin when you initially submit your article and lift once your article is published.
- While your article is under embargo, you can still share it privately—with colleagues and your institution’s communications office (CO). You can also discuss it with trusted journalists, as long as no news stories are released until the embargo lifts.

Next, consider what you want to say and who you want to reach.

- This will dictate which outlets are most appropriate for sharing your work.
- It will also help you think about what you can do, what your institution can do, and what the journal can do. Each has unique expertise, experience, and reach.

**Improve dissemination of your work**

<table>
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<tr>
<th>Promoter</th>
<th>Role</th>
<th>Reach</th>
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<tr>
<td>You</td>
<td>- Provide a first-person account of your work</td>
<td>- Personal and professional networks</td>
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<tr>
<td></td>
<td>- Explain the applications and implications of your work</td>
<td></td>
</tr>
<tr>
<td>Your institution</td>
<td>- Provide guidance on which outlets (see below) are best for sharing your work</td>
<td>- Institutional community</td>
</tr>
<tr>
<td></td>
<td>- Offer expertise on shaping the message for each audience</td>
<td>- Local and national media</td>
</tr>
<tr>
<td>The journal</td>
<td>- Give weight to your work because of its reputation</td>
<td>- Journal readers and society members</td>
</tr>
<tr>
<td></td>
<td>- Provide perspective on how your work fits into current scholarship</td>
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Is your paper going to be published?

- Notify Maria Ober or Media Relations Manager Gina DiGravio (ginad@bu.edu) to create a strategic communications plan to promote your work

Protect your patients and yourself

RI Doctor Fired For Posting About Patient On Facebook

The Rhode Island Board of Medical Licensure and Discipline has disciplined a physician for posting patient information on Facebook.
Photos of drinking, grinning aid mission doctors cause uproar

February 3, 2010 12:20 p.m. EST

San Juan, Puerto Rico (CNN) -- A humanitarian mission to aid Haitian earthquake victims turned into a major embarrassment in Puerto Rico on Friday as pictures emerged of doctors drinking, mugging for cameras and brandishing firearms amid the victims' suffering.

The ethics committee of the commonwealth's medical board said it was launching an investigation into whether those involved should be disciplined.

Puerto Rican Secretary of Health Lorenzo Gonzalez called the episode "a sad situation."
Manage your reputation online:

Embrace the power of your Online Reputation!

Do the online review ratings for your practice match the offline sentiment of your patients?

Do your online physician profiles accurately describe your practice?
Expensive but potentially worthwhile

Medical Reputation Management

$125/month + $50 signup fee

- Monitor Top Review Websites
- Reviews Updated Daily
- Dashboard Summary of Reviews
- Email Alerts for New Reviews
- Request Reviews from Patients w/Mobile Friendly Emails
- Email or Phone Product Support
- Branded Email Templates (Mobile Friendly)
- Monthly Reputation Strategy Consultation
- Receive a HIPAA Compliant Response to all Negative Reviews within 24hrs of being posted

Physician Online Profile Management

$499/one-time fee or $249 without top 50 directories

- Verify Data Accuracy (e.g. accepted insurance providers)
- Update Inaccurate or Missing Data on top 50 online directories
- Add Business Photos
- Claim Profiles on Top Medical & other Popular Review Websites
- Optimize Google Business Profile
- Provide Medical Practice with Profile Credentials – needed to update profiles and respond to online reviews
August 16th, 2017

Using Social Media in Academic Promotion

By Daniel Cabrera, M.D.

During 2016 Mayo Clinic’s Academic Appointments and Promotions Committee began using Social Media scholarship as part of their metrics for promotion. This was based on the recognition of the increasing importance of social media for patient care and engagement.
Challenges of Integrating Digital & Social Media Activities in Academic Promotions

• Cultural differences between traditional media & digital platforms
• Difficulty making equivalent comparisons
• Absence of a recognized appraisal framework & the lack of the ability to track digital work
• Concerns about “junk scholarship”
• Difficulty measuring impact

Mayo Academic Promotions Criteria for Social Media & Digital Scholarship

- Clear goals and objectives
- Clear appraisal frameworks
- Scholars should create digital portfolios
- Committees have transparent metrics

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