Social Media in Medical Education
Fools Gold or Hidden Gem?

Dr Vanessa Moran
Medical Educator
History

• Social Media used at GP Synergy since 2011 for RACGP exam preparation

• YouTube and Facebook “hidden gems”
Workshops

• AMEN
  – YouTube Channel and Facebook Group

• GP Synergy Supervisor Workshops
  – YouTube Channel
Workshops

• AMEN
  – 35 attendees of various levels

• Two GP Synergy Supervisor Workshops
  – 33 attendees of various levels
Fools Gold or Hidden Gem
Fools Gold or Hidden Gem

• Identify opinions on Social Media (SoMe) and SoME in Medical Education

• Identify whether any of the tools demonstrated at the workshop were implemented

• Identify barriers to using Social Media in ME
Who is using SoMe?

- YouTube Channel: 31%
- Facebook: 30%
- Twitter: 4%
- None: 31%
- Other: 4%
Who is using SoMe for ME?

- YouTube Channel: 32%
- Other: 3%
- Facebook: 2%
- Twitter: 0%
- None: 63%
Since the Workshop

- Use a YouTube Channel: 9%
- Set up a Facebook Group: 7%
- Set up a YouTube Channel: 14%
- None: 61%
Barriers to using SoMe

- Time: 11
- Access: 3
- Hoplessness: 2
- Privacy: 2
- Not Needed: 3
- Familiarity: 5
- No Barriers: 2

advancing medical training
Factors to increase SoMe

- Time: 4
- Resources: 2
- Internet Access: 1
- Tutorials: 4
- Usefulness: 4
- Not Needed: 1
- Confidence: 3
- List of Sites: 4
Fools Gold?
Fools Gold

• Enthusiasm at a Workshop doesn’t translate to long term implementation

• Time and familiarity were the biggest barrier
Find the Hidden Gem

• Increase time – spend the time to save time

• Familiarity – have a play, you can’t get it wrong

• Find your “champion” – someone in the organisation that does it well
Vanessa Moran

I saw a patient just like the one described this week, despite spending 30-45 mins with her every week for over a year she told me she was going to see another GP...

How doctors respond to chronic pain

Frida Kahlo, The Broken Column, 1944 That [Kahlo] became a world legend is in part due to the fact that ... under the new world order, the sharing of pain is one of the essential preconditions for a...

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about an hour ago

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Jemma Golding
A friend of mine posted this great article on symptomatic treatment for coughs in kids. Might print it out for some of my more switched-on parents.
http://www.abc.net.au/health/talkinghealth/factbuster/stories/2013/08/08/3820892.htm

**Does honey help relieve a cough? - Health & Wellbeing**

There is no shortage of remedies promising to ease a cough, but do already have an effective cough treatment in your kitchen pantry?

WWW.ABC.NET.AU

on Thursday/8/8/2013
• Thanks to Margaret Simpson

• Questions?

vanessam@gpsynergy.com.au