

THE TEN COMMANDMENTS of Social Media (#SoMe)

1 Decide on your direction

Are you on social media for personal or professional reasons (or both)? What are your goals (e.g., to connect with thought leaders, to collaborate with colleagues, etc.)? What voice or expertise do you want people to know you for?

2 Clarify your credentials

Include credentials, affiliations, and core platform passions in your bio to increase chances of being noticed as a potential expert/thought leader in those areas. Journalists, collaborators, and individuals looking for speakers frequently contact experts based on social media profiles.

3 Contribute to the conversation

Passive benefits from being on social media include learning about new articles and hearing perspectives from thought leaders. But the potential benefits end there if you do not engage by liking, sharing, and commenting on topics—all of which establish your expertise in that subject.

4 Disagree with dignity

Don't be afraid to disagree, but do so respectfully, and wherever possible, try to do so with data to back up your assertions.

5 Content is king

Include photos, videos, and links to increase engagement and use hashtags to link your post to searchable content—all of which increase the likelihood of people engaging with the content.

6 Don't feed the trolls (or bots)

There are individuals who scour cyberspace for trigger words to spew hate and incite arguments. It's not worth the trouble. Ignore them.

7 Connect with contributors

Social media levels the playing field and overcomes the natural academic medicine hierarchy. Take the opportunity to tag or mention thought leaders from your areas of interest in your posts, and use direct messaging to ask questions and make connections.

8 Curate your circle

Include people who may not be in your specialty, institution, or even health care. Diversity of thought in your community of influencers enriches your personal contributions and may lead to unexpected collaborations.

9 Engage with a community

Regular chats/conversations (e.g., Twitter chats) can promote idea exchange and collaboration, and of course, give you another opportunity to connect with people you may never have met in person.

10 Mind your microphone

Think before you post. Everything on the internet can be found, even if you have deleted it. So, don't say anything on social media you would regret saying on a podium in front of a crowd of strangers (or your boss) or having as part of your reputation.



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