

## Radiography and Social Media

Jason Hernandez

1. Social media for radiography education
  - a. For patients
  - b. For public
  - c. For other technologists
2. Social media as networking tool; promotes growth and knowledge of radiation sciences
  - a. Social media is a powerful tool
  - b. Can be used for good or for negative aspects
  - c. Social media is getting better and more common
  - d. Embrace social media -- networking
  - e. How small the world can seem -- connect with lots of people worldwide
  - f. Connect with other technologists [local or worldwide]
  - g. Radiology has changed -> chemical processing, CR, now DR
  - h. Social media is changing too ->
    - i. FB has 2.8 billion users
    - ii. IG 77.6 million
    - iii. Twitter 330 million
    - iv. Youtube 5 billion videos seen every day
  - i. Able to learn new things, expand knowledge [for techs and for the public]
    - i. Team with same goals--to help patients
    - ii. Patients can learn about procedures from social media
  - j. Use tool for good
3. Exchanging ideas within groups on social media ... what kind of information do professionals exchange? Job boards, technology, support from other professionals?  
How do patients use social media to prepare for procedures?
  - a. CEUs -> word of mouth/seminars/flyers etc
    - i. Now you can do a post on social media about CEUs
  - b. Radiology equipment is always changing [newer, better, different]
    - i. Find experiences from other facilities or professionals
  - c. Cases and experiences
    - i. Can learn from those when they are shared on social media
    - ii. Can learn from each other
    - iii. Share knowledge and stay on top of technology
    - iv. Fast way to get new information
  - d. Patients--how do they learn from social media?
    - i. Ask the internet and you will find some answers to your request
    - ii. Put information on social media to answer recurring questions
    - iii. Using sources anyway so use it for teaching and learning
4. Pay it forward, teaching the next generation. When it comes to social media, what generation is driver and teaching force? How has it been adapted by techs of all ages?
  - a. Learn from friends and colleagues
  - b. Easy to use--trial and error
  - c. Learn from students; learn from each other; ask questions
  - d. Search the internet to learn to use social media

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- e. When you want to learn something, focus and find ways to learn
  - f. People of all ages use social media
5. What can we put online and what is off limits? Patient privacy, institutional privacy, etc
- a. Be cautious
  - b. HIPPA
    - i. If you are in the field, [students] keep phones out of clinic
  - c. Dedicate your time to your patients
  - d. Do not gamble with any information
6. If you are in doubt, leave it out ... professionalism. No matter how 'spectacular/bizarre', if it can compromise patient privacy, don't post
- a. As professionals we are taught to protect patients
  - b. Be safe
  - c. Minimize distractions; focus on patients
  - d. Time and place for social media
  - e. Think twice, is this a violation?
7. What if a patient posts something on their own? Your personal story on how social media has changed you personally and professionally?
- a. Patients would ask for permission before posting
  - b. Signage for patients to put phones away
  - c. Patients vlog--during procedure with permission; helped students and/or learning process
  - d. Your Xray Tech: created for patients, education, motivation
    - i. Help people with information