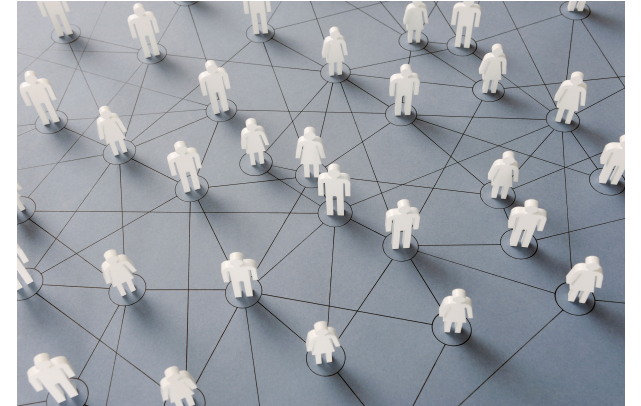


# Social Media & Pain Medicine



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I have no relevant financial relationships with industry to disclose

# Social Media in Health Care

- The impact of social media on contemporary scholarship
- Integrating social media into health care organizations
- Social media's influence on medical journals & meetings
- The educational impact of social media

# Impact of a Physician-Led Social Media Sharing Program on a Medical Journal's Web Traffic

N. Seth Trueger, MD, MPH<sup>a</sup>, Andrew V. Bokarius, MD<sup>b</sup>, Stephen Carroll, DO, MEd<sup>c</sup>,  
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## Abstract

**Purpose:** The use of social media by health professionals and medical journals is increasing. The aim of this study was to compare online views of articles in press (AIPs) released by *Annals of Emergency Medicine* before and after a nine-person social media team started actively posting links to AIPs using their personal Twitter accounts.

**Methods:** An observational before-and-after study was conducted. Web traffic data for *Annals* were obtained from the publisher (Elsevier), detailing the number of page views to [annemergmed.com](http://annemergmed.com) by referring websites during the study period. The preintervention time period was defined as January 1, 2013, to June 30, 2014, and the postintervention period as July 1, 2014, to July 31, 2015. The primary outcome was page views from Twitter per AIP released each month to account for the number of articles published each month. Secondary outcomes included page views from Facebook (on which there was no article-sharing intervention) and total article views per month.

**Results:** The median page views from Twitter per individual AIP released each month increased from 33 in the preintervention period to 130, for an effect size of 97 (95% confidence interval, 56-111;  $P < .001$ ). There was a smaller increase in median page views from Facebook per individual AIP of 21 (95% confidence interval, 10-32). There was no significant increase in these median values for total page views per AIP.

**Conclusions:** Twitter sharing of AIPs increased the number of page views that came from Twitter but did not increase the overall number of page views.

**Key Words:** Social media, peer-reviewed literature, education

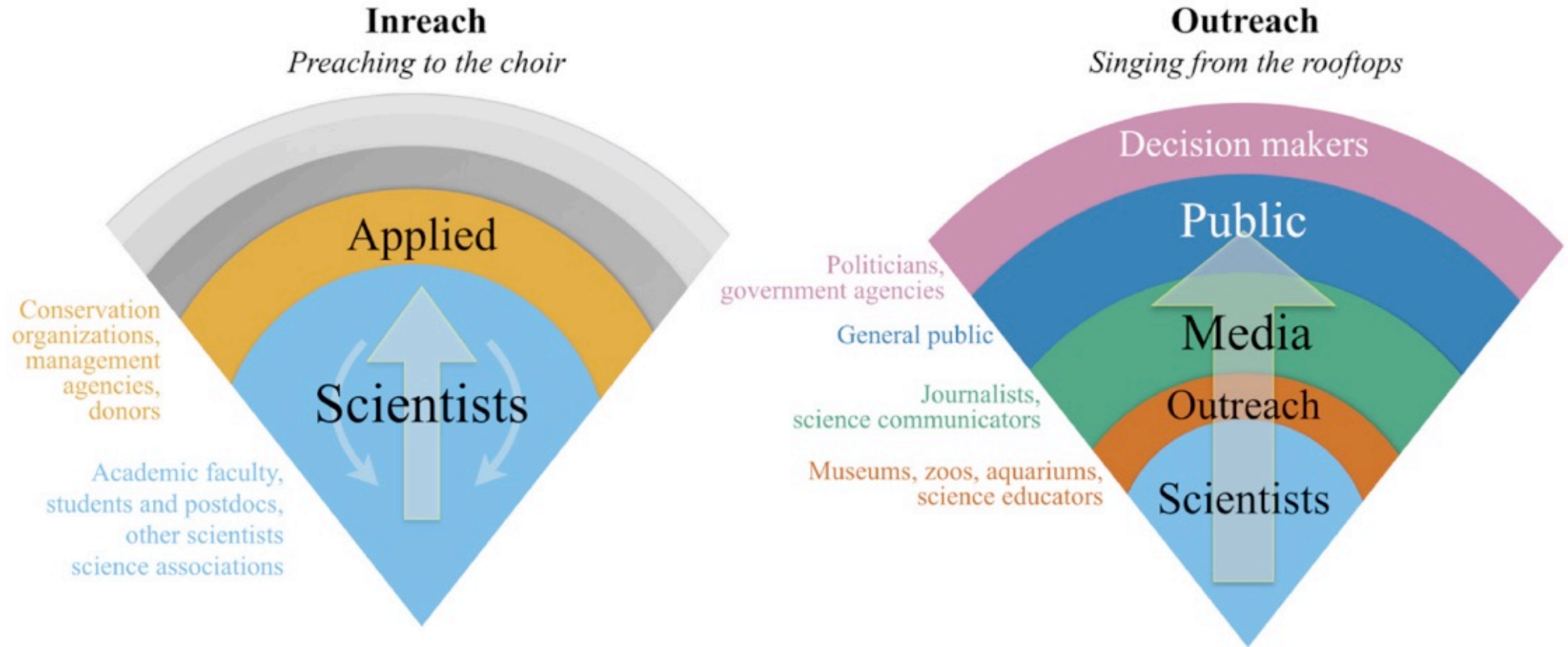
*J Am Coll Radiol* 2018;15:184-189. © 2017 Published by Elsevier on behalf of American College of Radiology

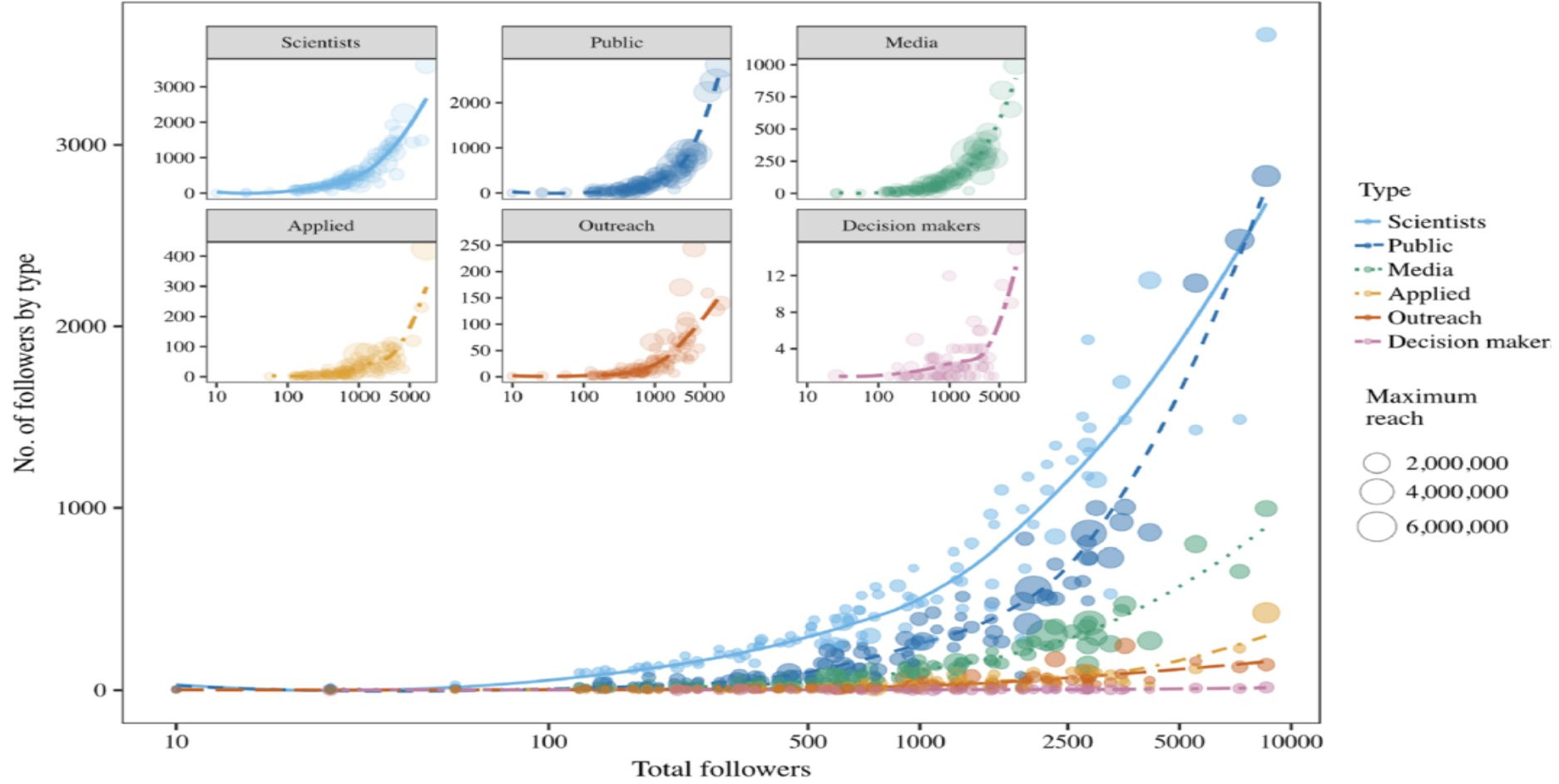
Table 2. Summary statistics for page views to [annemergmed.com](http://annemergmed.com) each calendar month during the pre- and postintervention time periods

Page Views per Month	January 2013 to June 2014	July 2014 to July 2015
Page views		
From Twitter	510 (417-577)	1,904 (1,288-2,213)
From Facebook	454 (396-573)	810 (608-1,045)
Total	116,114 (108,943-123,270)	132,223 (123,025-143,523)
Page views per AIP		
From Twitter	33 (28-50)	130 (92-141)
From Facebook	30 (27-51)	51 (44-64)
Total	8,102 (6,879-8,777)	8,743 (7,682-10,403)
AIPs per month	15 (12-16)	15 (12-17)

Note: Data are expressed as median (interquartile range). AIP = article in press.

# Scientists on Twitter: Preaching to the choir or singing from the rooftops?





	No. of Twitter followers at inflection point		
	Mean	Confidence	
		2.5%	97.5%
Scientists	444	374	449
Outreach	872	697	913
Media	872	754	913
Applied	913	700	924
Public	961	913	987
Decision-makers	2197	872	2320

## Components

- A social media scholarship philosophy, defining academic niche, audience, objective, and platforms
- A clear description of how social media scholarship aligns with the overall career development plan of the academic
- Description of social media activity in all of its aspects
  - Original content creation
  - Curation of content
  - Community management
  - Platform administration
  - Data analysis
- Durable record of scholarship (eg, permalinks, cached content, or physical copies)
- Description of scholarly work producing social media publications (eg, sources reviewed, literature search, previous traditional publications in the field)
- Metrics related to the impact of the scholarship (eg, page views, alternative metrics, subscriptions, or any platform-specific analytics)
- Description of the alignment with institutional and committee standards
- Description of the impact on the academic field
- Description of scholarly work using Glassick's model [71,73]
  - Clear goals
  - Adequate preparation
  - Appropriate methods
  - Significant results
  - Effective presentation
  - Reflective technique

# Social Media Scholarship and Alternative Metrics for Academic Promotion and Tenure


*Daniel Cabrera, MD<sup>a</sup>, Durga Roy, MD<sup>b</sup>, Margaret S. Chisolm, MD<sup>b</sup>*

*J Am Coll Radiol 2018;15:135-141. Copyright © 2017 American College of Radiology*



**Samer Narouze, MD, PhD**  
@NarouzeMD

As a [#pain](#) [#physician](#): here are my thoughts during [#COVID19](#)

- 1-utilize telemedicine (if available, phone calls, e-Rx)
- 3-Stop pain procedures (mostly elective)
- 4-Steroids  immunity
- 5-Handel patients pain issues adequately to avoid ER visits
- 6-Narcan saves lives, prevent ER visits

2:51 PM · 3/15/20 · [Twitter for iPhone](#)

 [View Tweet activity](#)

**68** Retweets **156** Likes

## Twitter as a powerful tool for communication between pain physicians during COVID-19 pandemic RAPM 2020

Narouze, S. [[@NarouzeMD](#)]. (2020, March 15). As a [#pain](#) [#physician](#): here are my thoughts during [#COVID19](#) [Tweet]. Retrieved from <https://twitter.com/narouzemd/status/1239263047845371904?s=21>



Twitter as a powerful tool for communication between pain physicians during COVID-19 pandemic

RAPM 2020

- ✓ lead to the official creation of the joint statement of ASRA and ESRA for recommendations on chronic pain practice during the COVID-19 pandemic which were published on 27 March 2020, **only 2 weeks later.**

Recommendations on Chronic Pain Practice during the COVID-19 Pandemic: A Joint Statement by American Society of Regional Anesthesia and Pain Medicine (ASRA) and European Society of Regional Anesthesia and Pain Therapy (ESRA). <https://www.asra.com/page/2903/recommendations-on-chronic-pain-practice-during-the-covid-19-pandemic>.

Anaesthesia 2020

doi:10.1111/anae.15076

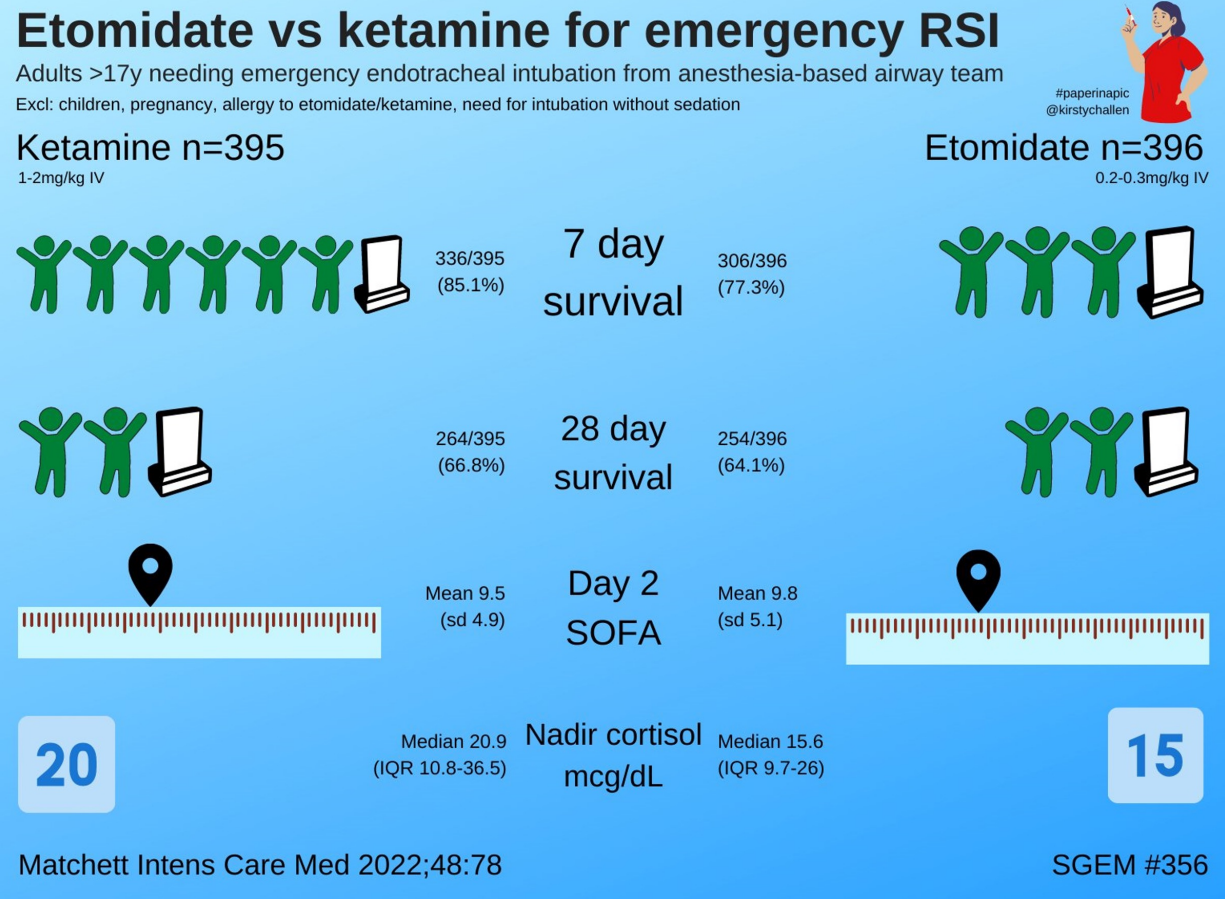
Original Article

## **Caring for patients with pain during the COVID-19 pandemic: consensus recommendations from an international expert panel**

H. Shanthanna,<sup>1</sup> N. H. Strand,<sup>2</sup> D. A. Provenzano,<sup>3</sup> C. A. Lobo,<sup>4</sup> S. Eldabe,<sup>5</sup> A. Bhatia,<sup>6</sup> J. Wegener,<sup>7</sup> K. Curtis,<sup>8</sup> S. P. Cohen<sup>9</sup> and S. Narouze<sup>10</sup>

# Different Social Media Platforms

## Twitter vs Facebook



Ken Milne MD  
@TheSGEM

What induction agent do you prefer for adults who require emergency endotracheal intubation?  
[thesgem.com/2022/01/sgem35...](https://thesgem.com/2022/01/sgem35...) @emcrit



317 votes · Final results

8:55 AM · Jan 18, 2022 · Twitter Web App



Ken Milne created a poll.  
Yesterday at 8:57 AM · 🌐

What induction agent do you prefer for adults who require emergency endotracheal intubation?  
<https://thesgem.com/.../sgem356-drugs-are-gonna-knock.../>





Journal of Pain Research

 Open Access Full Text Article

## YouTUBE as a Source of Information on Epidural Steroid Injection

Dovepress

open access to scientific and medical research

ORIGINAL RESEARCH

- Only 22% of videos contained information with high reliability
- None of the videos provided by media organizations & patients were reliable.
- Only 34% were moderate to excellent quality.
- 8% had misleading information.



> [Neuromodulation](#). 2021 Jan;24(1):156-161. doi: 10.1111/ner.13303. Epub 2020 Nov 2.

## YouTube as a Source of Medical Information About Spinal Cord Stimulation

[Brendan Langford](#)<sup>1</sup>, [William Michael Hooten](#)<sup>1</sup>, [Shawn D'Souza](#)<sup>2</sup>, [Susan Moeschler](#)<sup>1</sup>,  
[Ryan S D'Souza](#)<sup>1</sup>

Affiliations + expand

PMID: 33137842 DOI: [10.1111/ner.13303](#)

- 77% videos were classified as useful.
- 14% videos were classified as misleading.
- Hospitals, group practices, physicians produced a greater proportion of useful videos.
- Nonmedical independent users produced a greater proportion of misleading videos.

# The #ASRASpring20 conference was canceled due to COVID-19 but the science survives and thrives

Gupta RK, Mariano ER, Narouze S, ElKassabany NM. RAPM 2021

**Table 1** Livestream viewership by session for each platform and in aggregate as of 28 April 2020

Date	Title	Twitter @ASRA_Society	Twitter @dr_rajgupta	Facebook @ASRA	YouTube ASRA	YouTube ASRA RAPP	Total
20 April 2020	ABSTRACTS Day 1 - Discussing #AcutePain Abstracts from #ASRASpring20 with @ASRA_Society. Come Join the conversation!	420	1172	526	32	0	2118
21 April 2020	ABSTRACTS Day 2 - Join @dr_rajgupta, @nelkassabany, @rjohnsonmd, & @emarianomd as we discuss #RegionalAnesthesia Abstracts from #ASRASpring20! LIVE at 3 pm EST on 4/20.	338	608	602	14	2	1548
22 April 2020	ABSTRACTS Day 3 - Talking about some of the Medically Challenging Case Abstracts from #ASRASpring20. @ASRA_Society @ESRA_Society @dr_rajgupta @nelkassabany @jattarab	332	402	1300	6	1	2034
23 April 2020	ABSTRACTS Day 4 - We're talking about ESP blocks LIVE! Come join @ASRA_Society for #ASRASpring20 abstracts! @dr_rajgupta @nelkassabany @KilinnChin @Ropivacaine	447	651	354	12	1	1452
24 April 2020	ABSTRACTS Day 5 - Join our amazing @ASRA_Society Faculty as we discuss the Best of Meeting Abstracts from #ASRASpring20. @dr_rajgupta @NarouzeMD @SLKoppMD @megrosenblatt	254	546	301	9	2	1101
27 April 2020	ABSTRACTS Day 6 - We're LIVE now! Discussing #POCUS abstracts from the @ASRA_Society #ASRASpring20 Meeting. Share! @KalagaraHari @shaskinsMD @JanBoublikMDPhD @dr_melissabyme	427	725	661	38	41	1813

# Conclusion

- The impact of social media on contemporary scholarship
- Social media's influence on medical journals & meetings
- The educational impact of social media

**Thank you  
@NarouzeMD**

