

Joint CME/MOC Providership



American Society for
Gastrointestinal Endoscopy



North Carolina Society of Gastroenterology Annual Meeting 2023

#ShTalk
**Connect and educate: Empowering patients
through social media**

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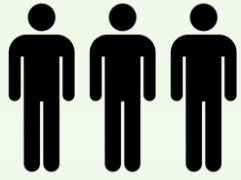
DISCLOSURES

None

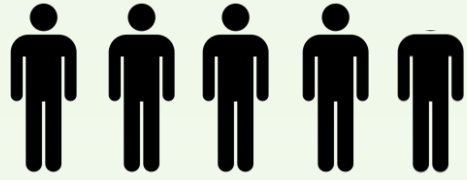
Social Media

- 4.2 billion people (53%) of the global population is estimated to be on social media
- Individuals spend over 2 hours/day on social media
- TikTok, MD

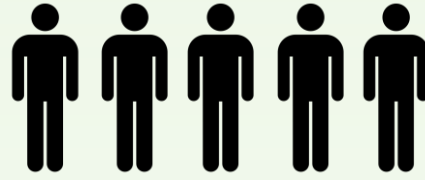
Chiang AL. Social media and medicine. *Nat Rev Gastroenterol Hepatol.* 2020;17(5):256-257



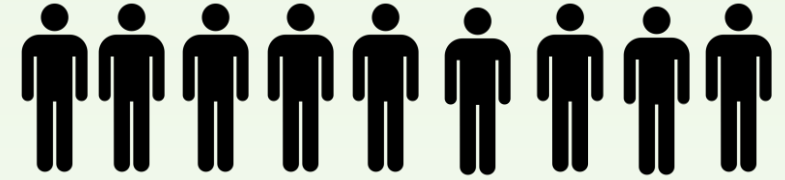
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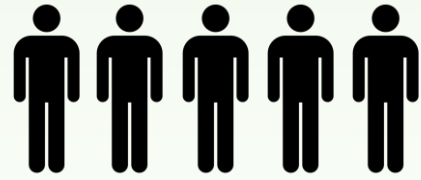
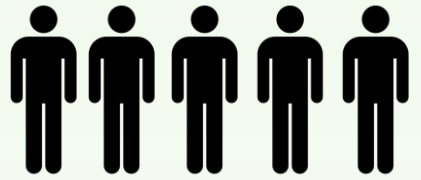
Pinterest



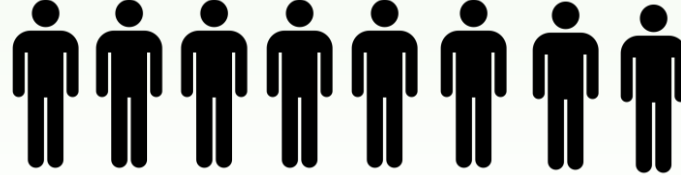
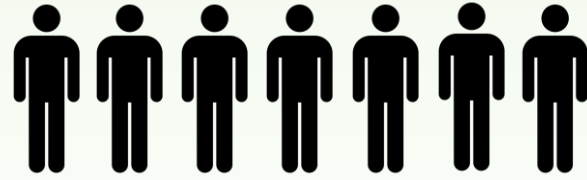
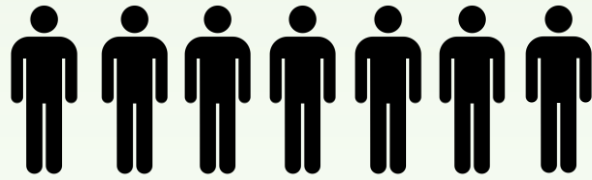
Snapchat



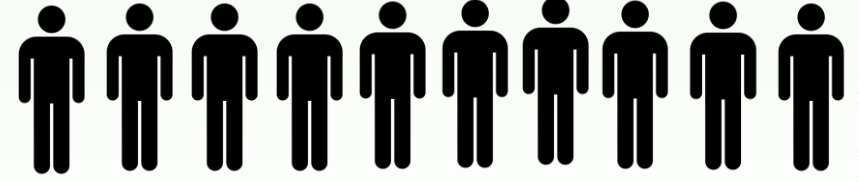
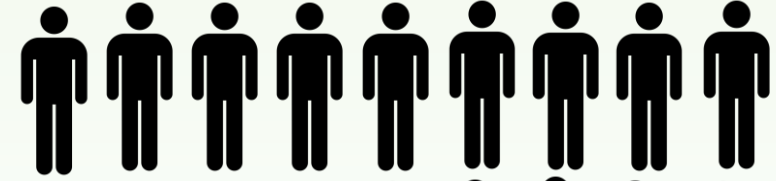
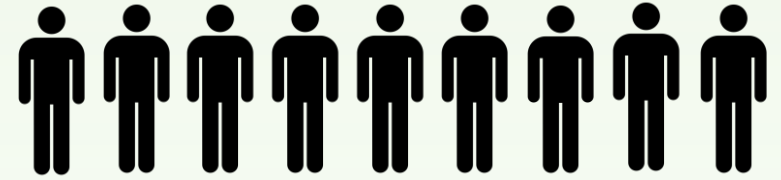
TikTok



Instagram



YouTube



Facebook



 = 100 million

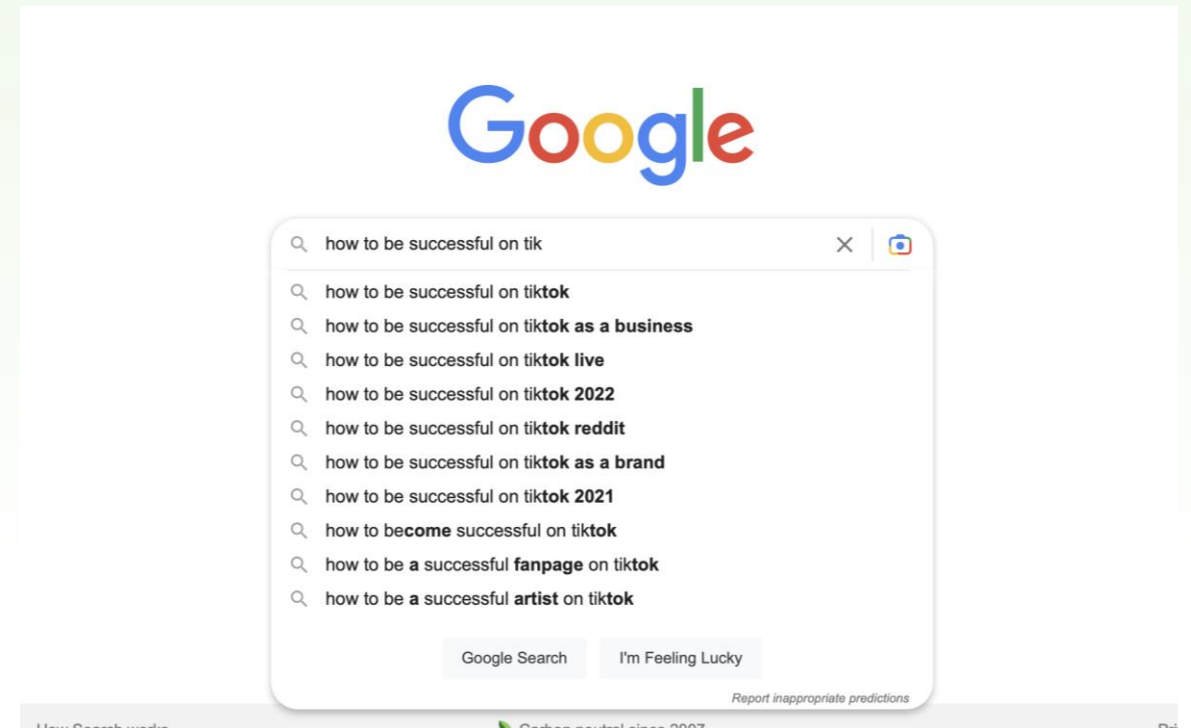
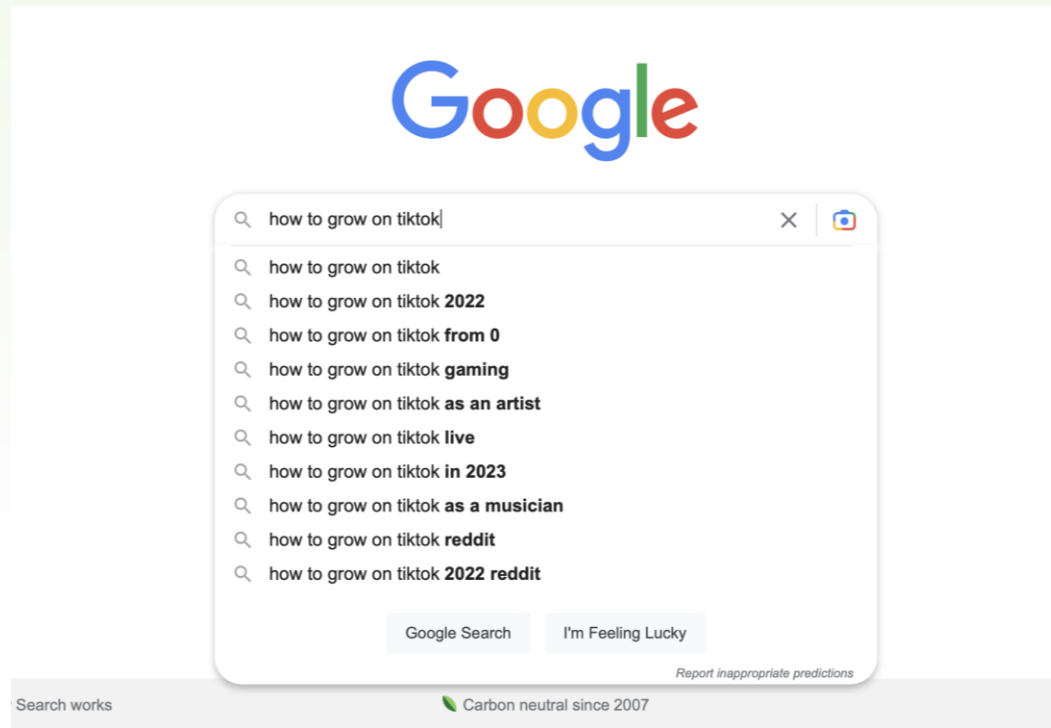
Navigating social media as a health professional

- There has been a growing presence of health professionals using social media
- Social media allows us to connect with a larger community, educate, and dispel medical misinformation
- Marketing tactics and social media training are not included in a medical school curriculum

Chiang AL. Navigating and Leveraging Social Media. *Gastrointest Endosc Clin N Am.* 2021;31(4):695-707

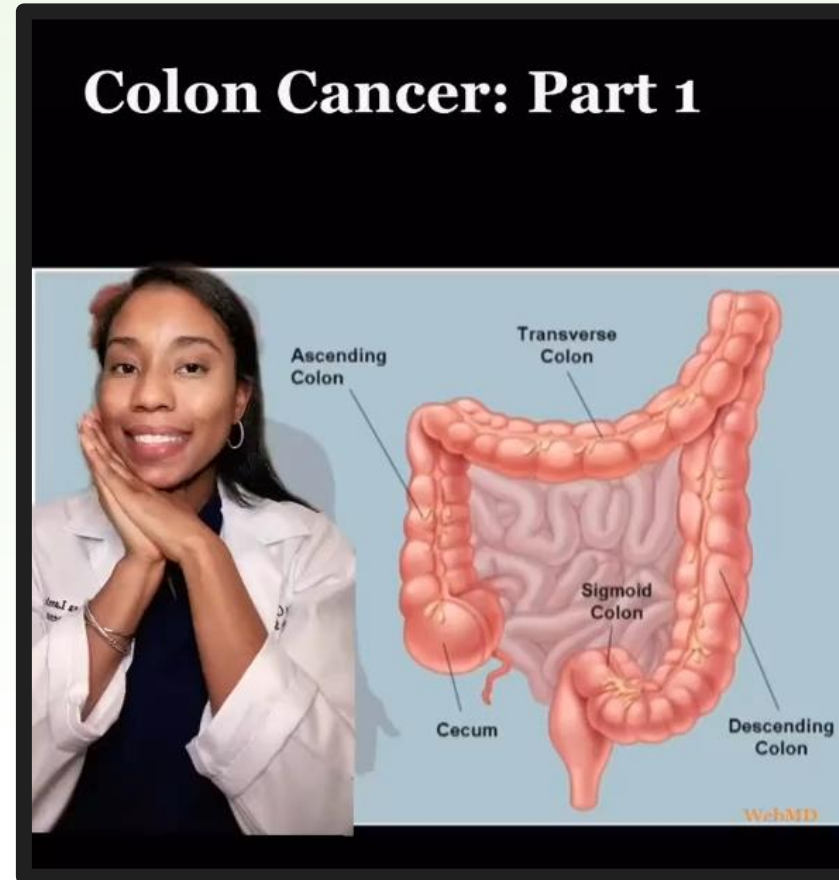
My social media journey...

- Started in March 2021 during my research month
- Navigating social media: where to start?
 - Google, “social media growth coach”, TikTok scrolling



How it started...

- Created and posted colorectal cancer awareness videos
- Also posted on other social media platforms



.. but I wasn't growing on social media

- “Algorithm” is always changing
 - What are the “trending” audios?
 - What content does my audience want?
 - Current trends?
- Adaptability and flexibility are important

#guthealth - 3.4B views

#ibs = 2.1B views

#guttok – 775.3M views

#gerd – 677.3M views

#coloncancer – 280M views

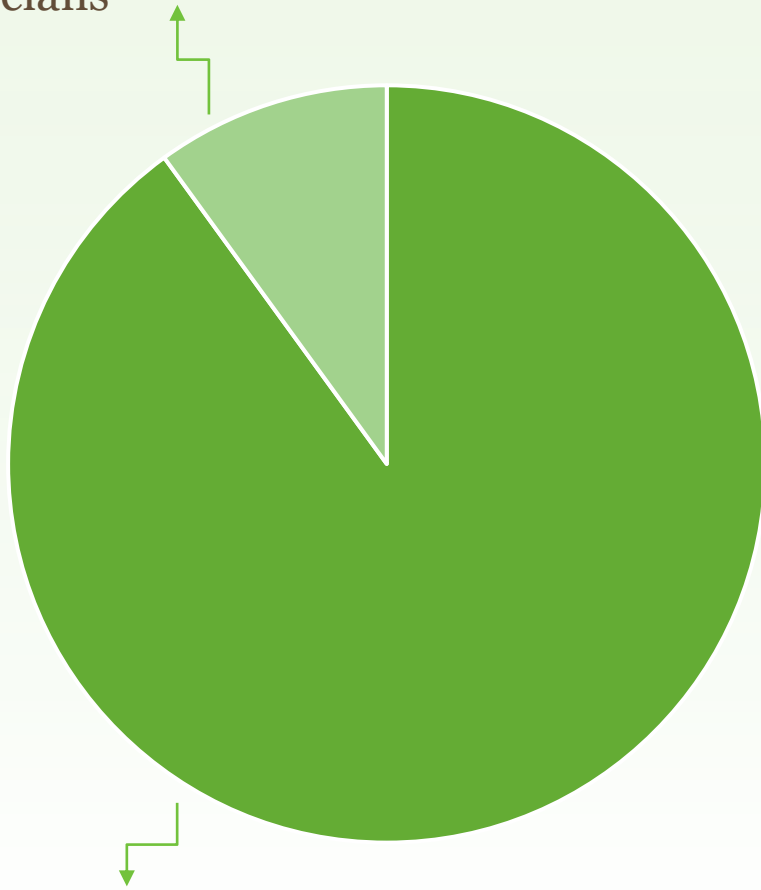


#Guthealthtrends

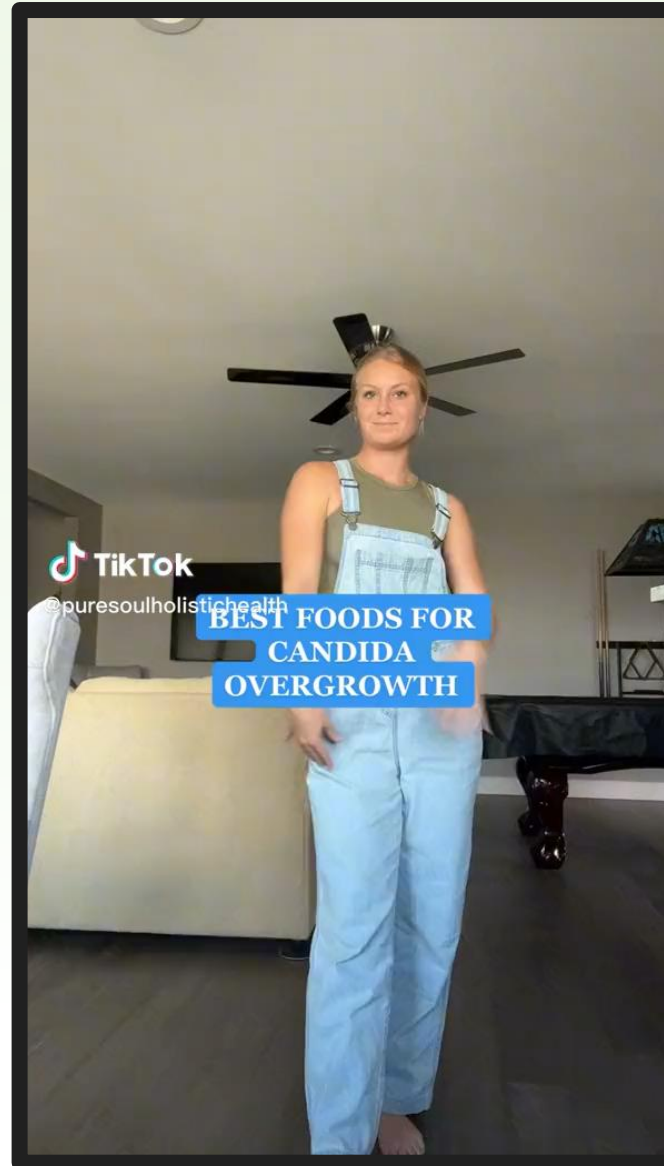
- Bone Broth
- Coconut oil
- Juice cleanse – “to flush out 8-10 lbs of stool”
- Lymphatic drainage
- Gut health supplements
- Parasite cleanse
- L-glutamine
- Drinking olive oil - 3 M views and 300K ‘likes’
- Internal shower - chia seed water



Gastroenterologists,
gastroenterology APPs, registered
dietitians



gut health scientists, holistic health
practitioners, holistic nutritionists, gut health
coach, “influencers”



Steps to social media success

Step 1: Create an account

Step 2: Identify your goals and purpose

- Patient education and dispelling misinformation
- Elevating recognition
- “Humanizing” medicine
- Professional education/networking
- Raise medical awareness

Step 3: Know your strengths and weaknesses

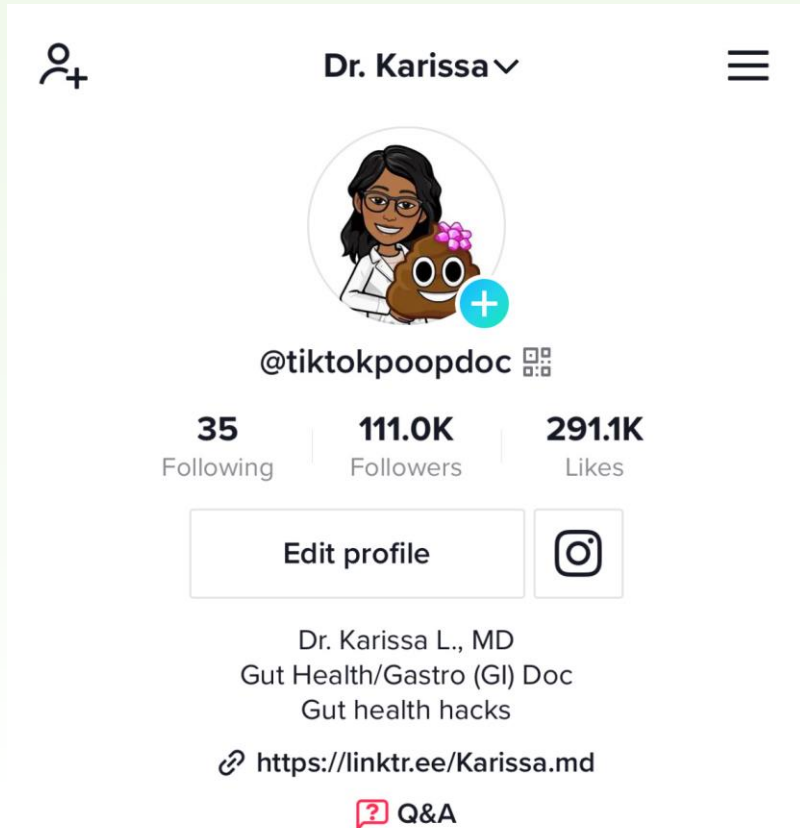
Step 4: Understand your target audience

Step 5: Familiarize yourself with the trends

Step 6: Engage your audience

Step 7: Adapt, be flexible, have fun, and be consistent!

How it's going...



Dr. Karissa

@tiktokpoopdoc

35 Following | 111.0K Followers | 291.1K Likes

Edit profile

Dr. Karissa L., MD
Gut Health/Gastro (GI) Doc
Gut health hacks

<https://linktr.ee/Karissa.md>

Q&A



Questions?

THANK YOU!

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TIKTOK: TIKTOKPOOPDOC