Joint CME/MOC Providership

American Society for
Gastrointestinal Endoscopy

#ShTalk
Connect and educate: Empowering patients through social media

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ECU Health Gastroenterology Fellow, PGY-VI

Scan QR code to follow account
TikTok

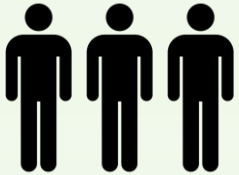
DISCLOSURES

None

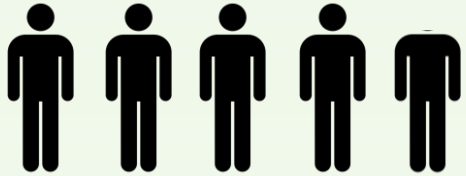
Social Media

- 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

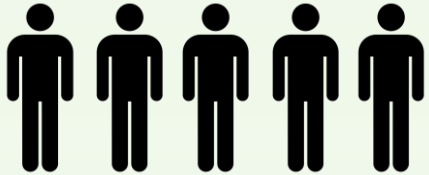
Chiang AL. Nat Rev Gastroenterol Hepatol. 2020



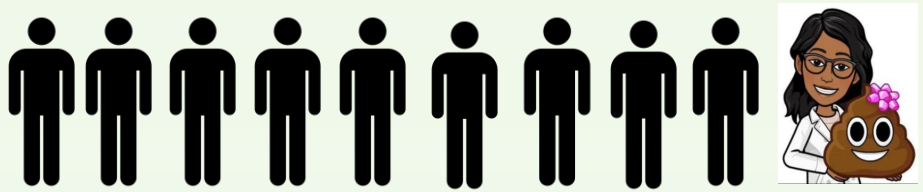
Twitter



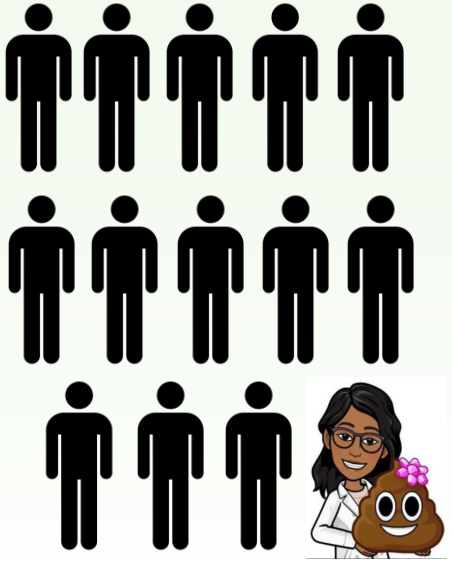
Pinterest



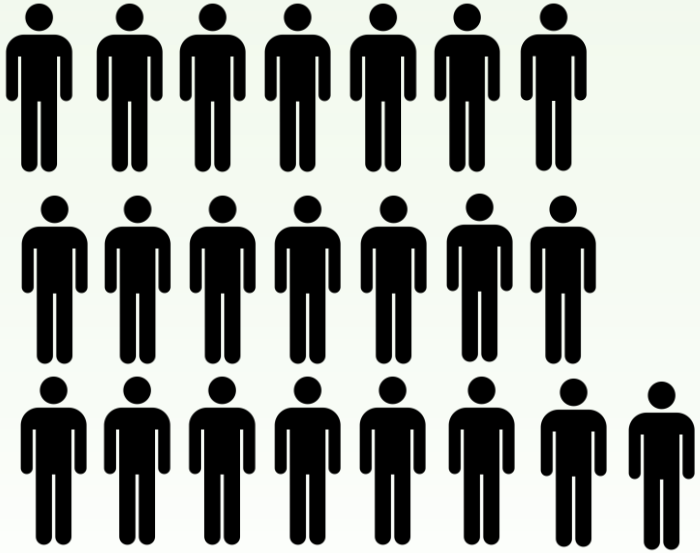
Snapchat



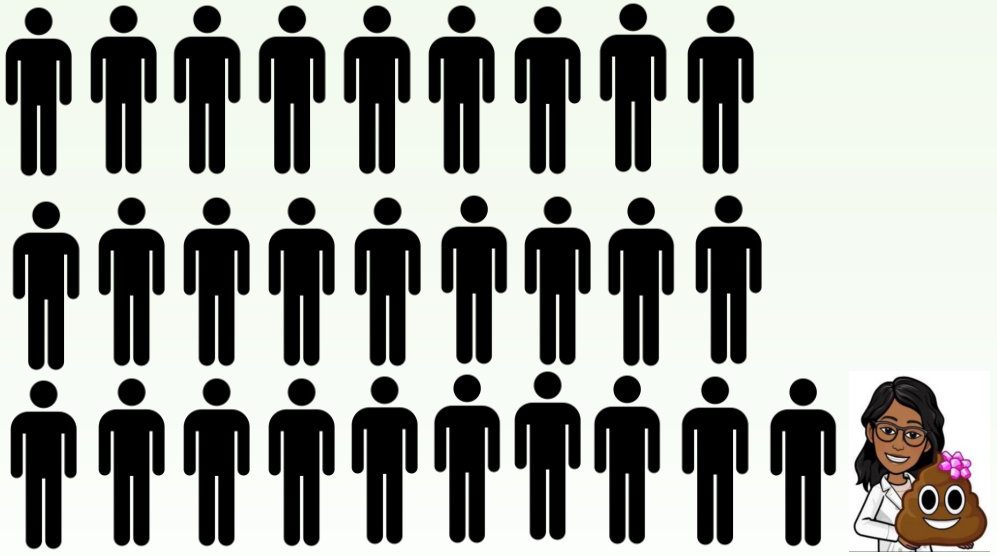
TikTok



Instagram



YouTube



Facebook

= 100 million

Platform	Brief description	Year founded	Active users in 2022	Strengths	Weaknesses	Role in GI practice
Twitter	Text-based microblogging platform with limited photo and video sharing capability	2006	217 million	• Ease of use, brevity • Most medical professionals, societies, journals	• Only 240 characters per tweet • Limited reach outside professional circles	• Networking within among GI community • Accessing info from societies, journals
Facebook	Multimodal social networking platform with photo and video sharing, and e-commerce. Now under parent company, Meta.	2004	2.91 billion	• Historically largest platform with greatest reach • Accommodates multiple formats (photo, video, etc) • Allows for business profiles	• Highly convoluted platform • Unfavorable public opinion	• Marketing GI practice with business page • Direct communication with established patients
Instagram	Formerly photo-based sharing platform, now focused on video. Also under parent company, Meta.	2010, acquired by Facebook in 2012	1.48 billion	• Instagram "Stories" feature is highlight of platform • Image/video based • Now integrated with Facebook	• Increasingly convoluted platform • Image/video based	• Marketing GI practice or individual physician to patients • Sharing moments throughout the day
YouTube	Online video-based sharing platform.	2005, acquired by Google in 2006.	2.56 billion	• Best platform for long-form video • Content easily searchable • Integration with Google search engine • Content can be monetized	• Highest barrier to entry and time consuming • Requires proficiency in filming, editing	• Best for long-form video explanations or public education, especially if proficient in video production
TikTok	Short-form video-based social platform that gained rapid popularity between 2019-2021.	2016 (as Douyin); 2017 (outside China)	1 billion	• Fastest growing major platform • Interface allows for unparalleled reach • Interface now mimicked by YouTube and Instagram	• Requires comfort with appearing on camera and storytelling ability	• Short form video for general audiences (rather than local marketing)
LinkedIn	Business and employment-oriented social networking platform	2003	810 million	• Highly professional and credible with visible credentials • Best platform for job recruitment	• Limited reach for public education and medical professionals	• Best for staff recruitment • Best for showcasing credentials and professional achievements

Chiang AL. Gastrointest Endosc Clin N Am. 2021

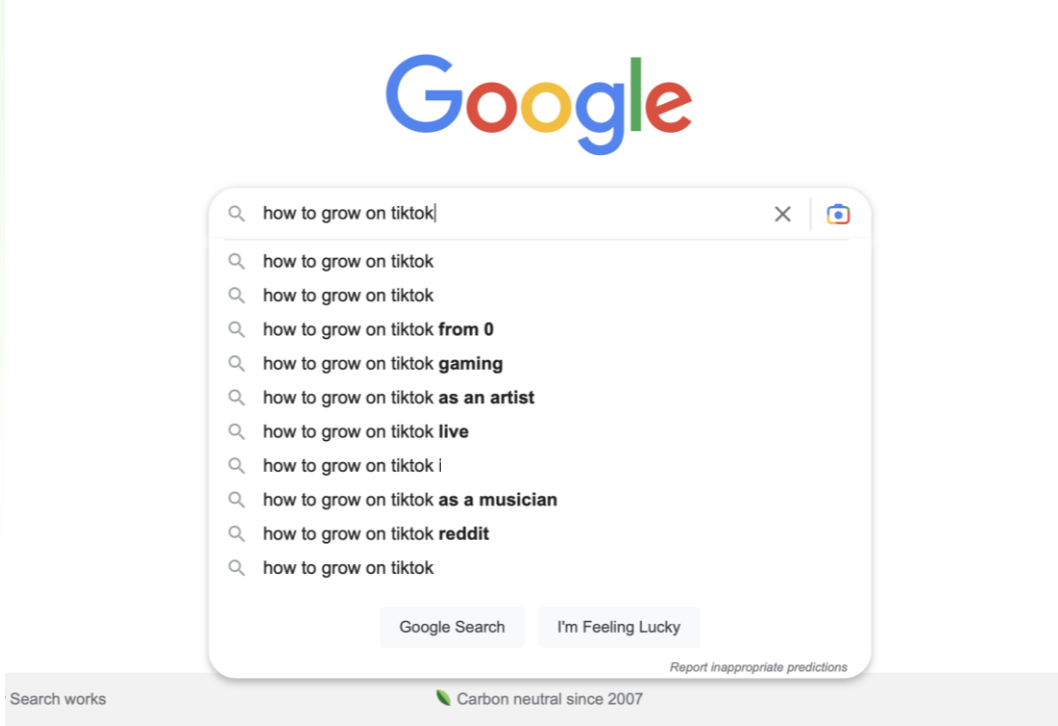
Navigating social media as a health professional

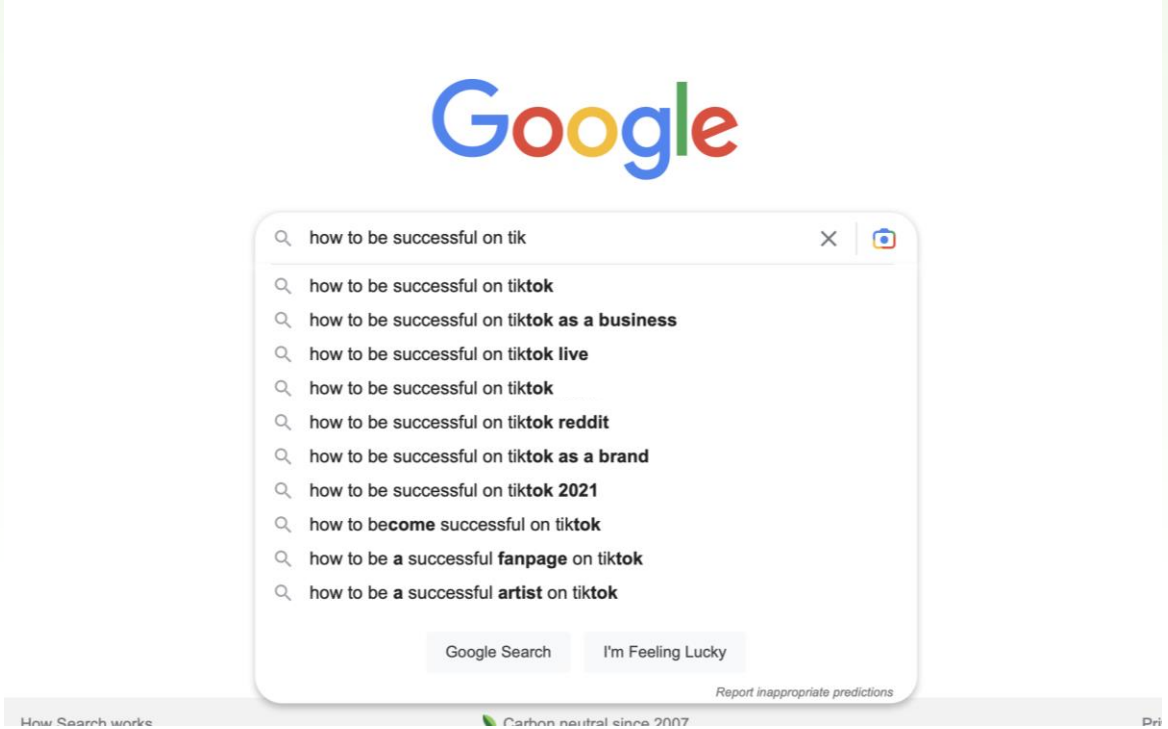
- There has been a growing presence of health professionals using social media
- Social media allows us to connect with a larger community, educate, and dispel medical misinformation
- Marketing tactics and social media training are not included in a medical school curriculum

Chiang AL. Gastrointest Endosc Clin N Am. 2021

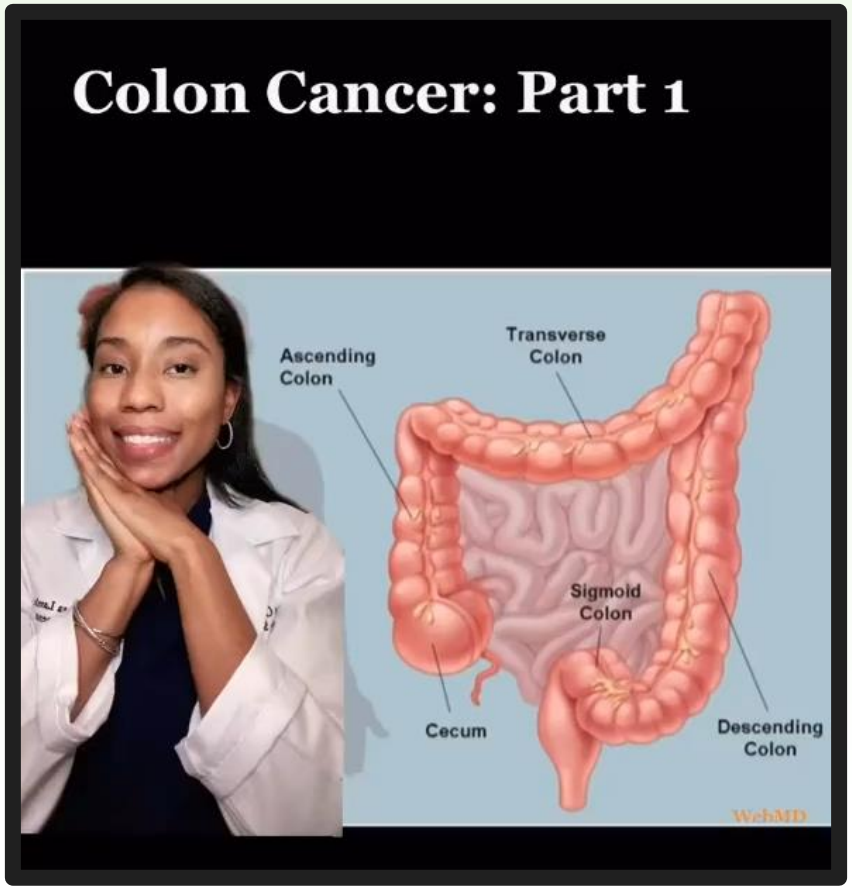
My social media journey…

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





How it started…



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

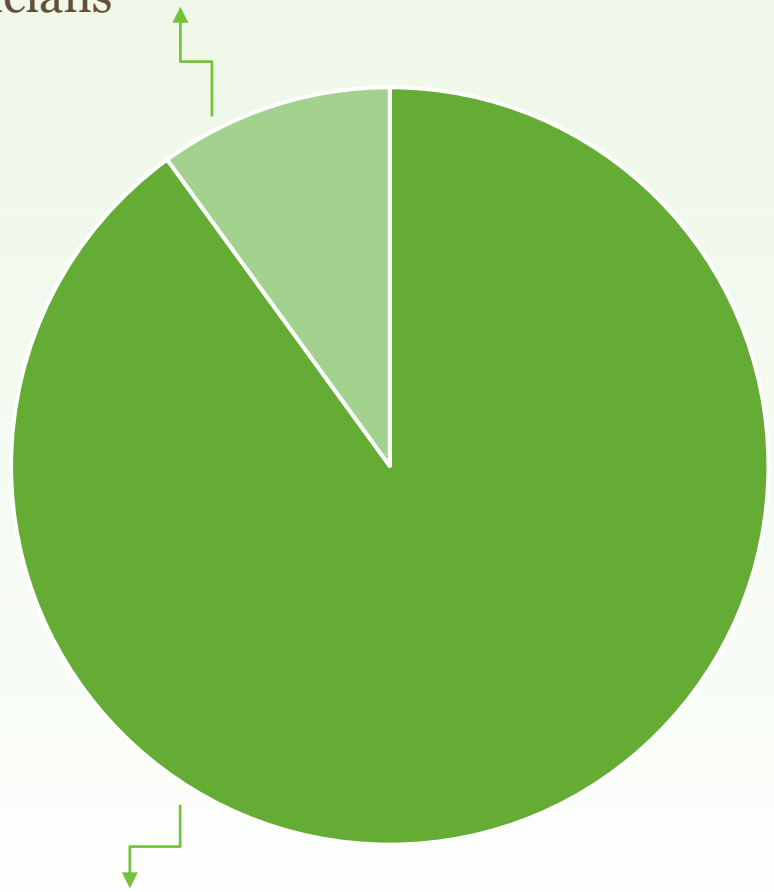
#Guthealthtrends

- Bone Broth
- Coconut oil
- Juice cleanse – “to flush out 8-10 lbs of stool”
- Lymphatic drainage
- Gut health supplements

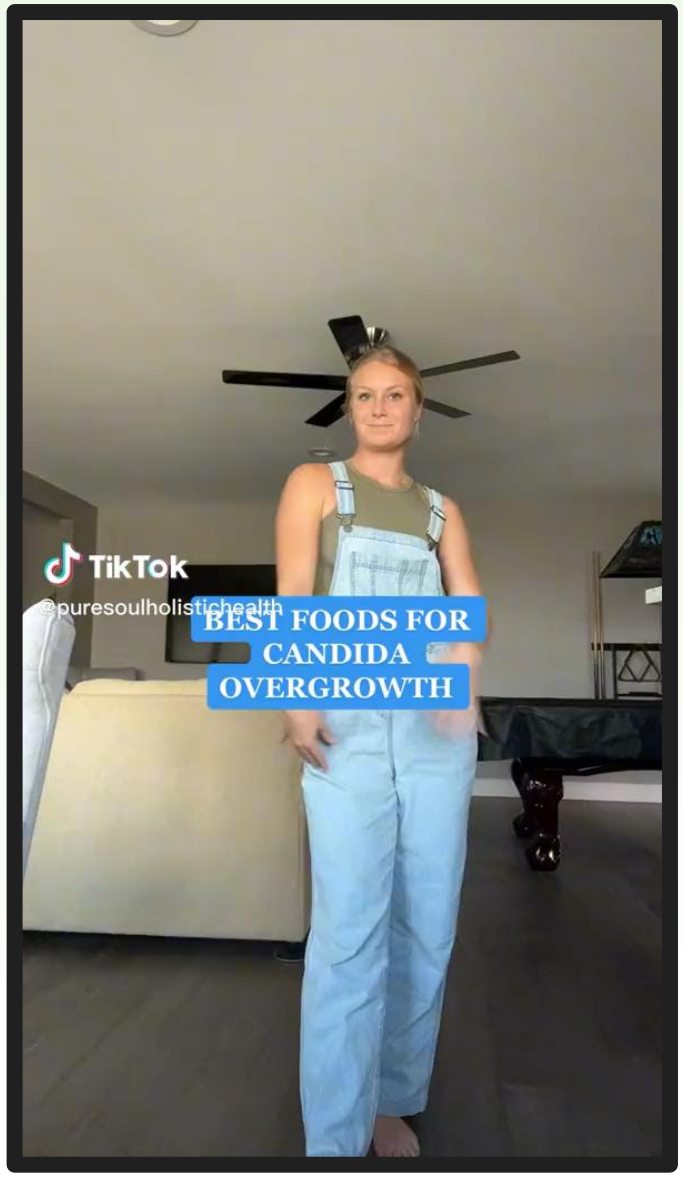
#Guthealthtrends

- Parasite cleanse
- L-glutamine
- Drinking olive oil - 3 M views and 300K ‘likes’
- Internal shower - chia seed water

Gastroenterologists, gastroenterology APPs, registered dieticians



gut health scientists, holistic health practitioners, holistic nutritionists, gut health coaches, 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

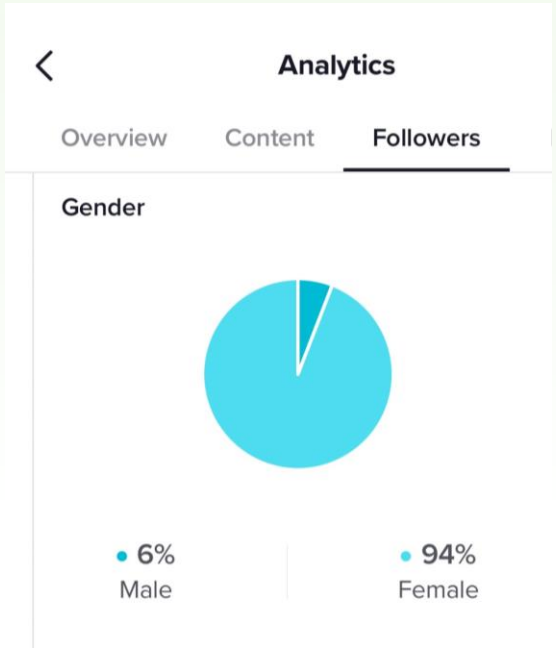
Steps to social media success

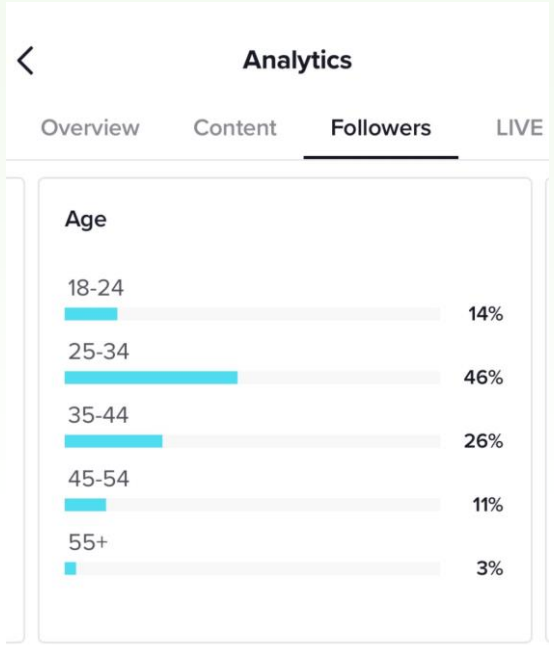
Step 4: Understand your target audience

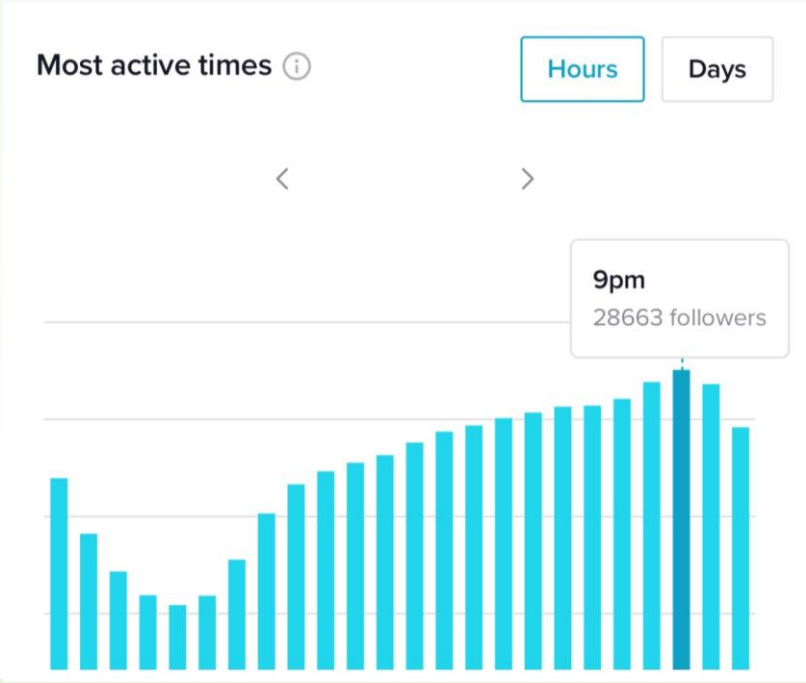
Step 5: Familiarize yourself with the trends

Step 6: Post and engage your audience

Step 7: Have fun and be consistent!







How it's going...

THANK YOU!

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TIKTOK: TIKTOKPOOPDOC

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