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# Using Social Media to Promote Research

27 May, 2015



# Welcome

- ▶ Welcome to the Webinar
  
- ▶ Presenters
  - Lindsey Willis, MSKTC
  - Gretchen Carrougner, Northwest Regional BMS
  - Carolann Murphy, Northern New Jersey SCIMS
  - Elissa Flannery, New York TBIMS
  - Karla McKenzie, MSKTC

# Objectives

- ▶ Understand **pervasiveness** of social media
- ▶ Understand **who** uses social media
- ▶ Learn about the **uses** for different social media platforms
- ▶ Think about **what you can do** with social media
- ▶ Learn about the steps needed to **manage** social media
- ▶ See how a few **model systems** are effectively using social media

A black and white close-up photograph of a man with a prominent mustache, looking directly at the camera with a stern, angry expression. The background is slightly blurred, showing what appears to be an office setting with a framed picture on the wall. The image is overlaid with white text.

**Social Media?**

**Why Should I Care?**

# People Want Digital Health Info

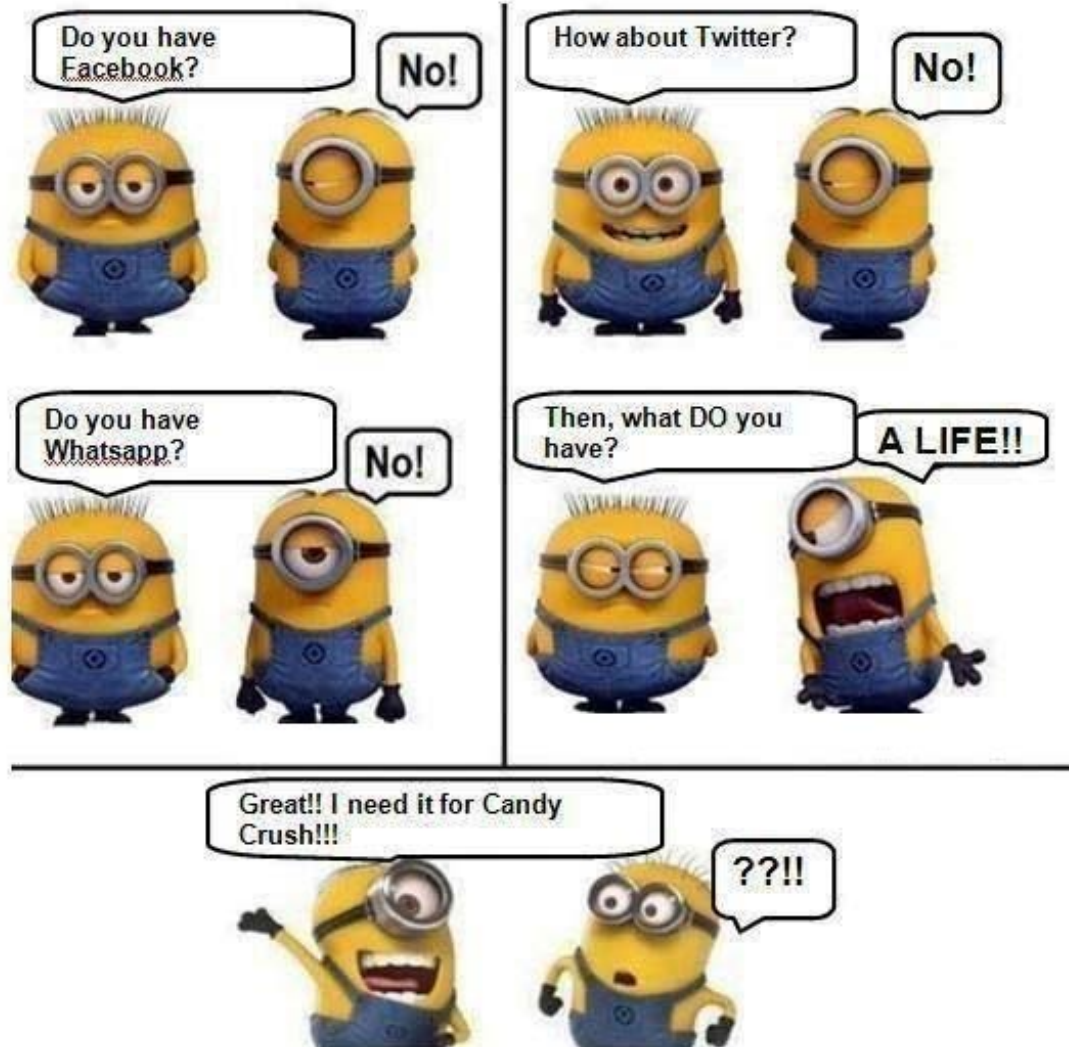
- **90%** of all media interactions are screen-based
- **72%** of internet users look online for health information
- **Half** of online health research is on behalf of someone else











# #ICYMI



# Who Uses Social Media?



# Social Media Explained

-  **Twitter** I am eating a #donut
-  **Facebook** I like donuts.
-  **Foursquare** This is where I eat donuts
-  **Instagram** Here's a vintage photo of my donut
-  **YouTube** Watch me eat a donut.
-  **LinkedIn** My skills include donut-eating.
-  **Pinterest** Here's a donut recipe
-  **Google+** I've joined a circle of donut-eating enthusiasts.





# #TMI



PINTEREST

**SOCIAL SITE THAT IS ALL ABOUT DISCOVERY**

**LARGEST OPPORTUNITIES**



**USERS ARE:**

**32% MALE**  
**68% FEMALE**

**70 MILLION ACTIVE USERS**



TWITTER

**MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS**

**LARGEST PENETRATION**



**BUT SPREADING SLOWLY AND STEADILY**

**5,700 TWEETS**

**HAPPEN EVERY SECOND**



**560 MILLION ACTIVE USERS**



FACEBOOK

**SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE**

**LARGEST OPPORTUNITIES**



**COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY**

**USERS SHARE**

**2.5 BILLION PIECES OF CONTENT EACH DAY**



**1 BILLION ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS**

**MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS**

**AND POSTING**

**PICTURES CONSUMERS CAN RELATE TO**

**MOST FOLLOWED BRAND IS**



**150 MILLION ACTIVE USERS**



GOOGLE+

**SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES**

**NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING**

**GROWING RAPIDLY WITH 925,000**

**NEW USERS EVERY DAY**

**400 MILLION ACTIVE USERS**



LINKEDIN

**BUSINESS ORIENTED SOCIAL NETWORKING SITE**

**BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT**



**79% OF USERS**

**ARE 35 OR OLDER**

**240 MILLION ACTIVE USERS**

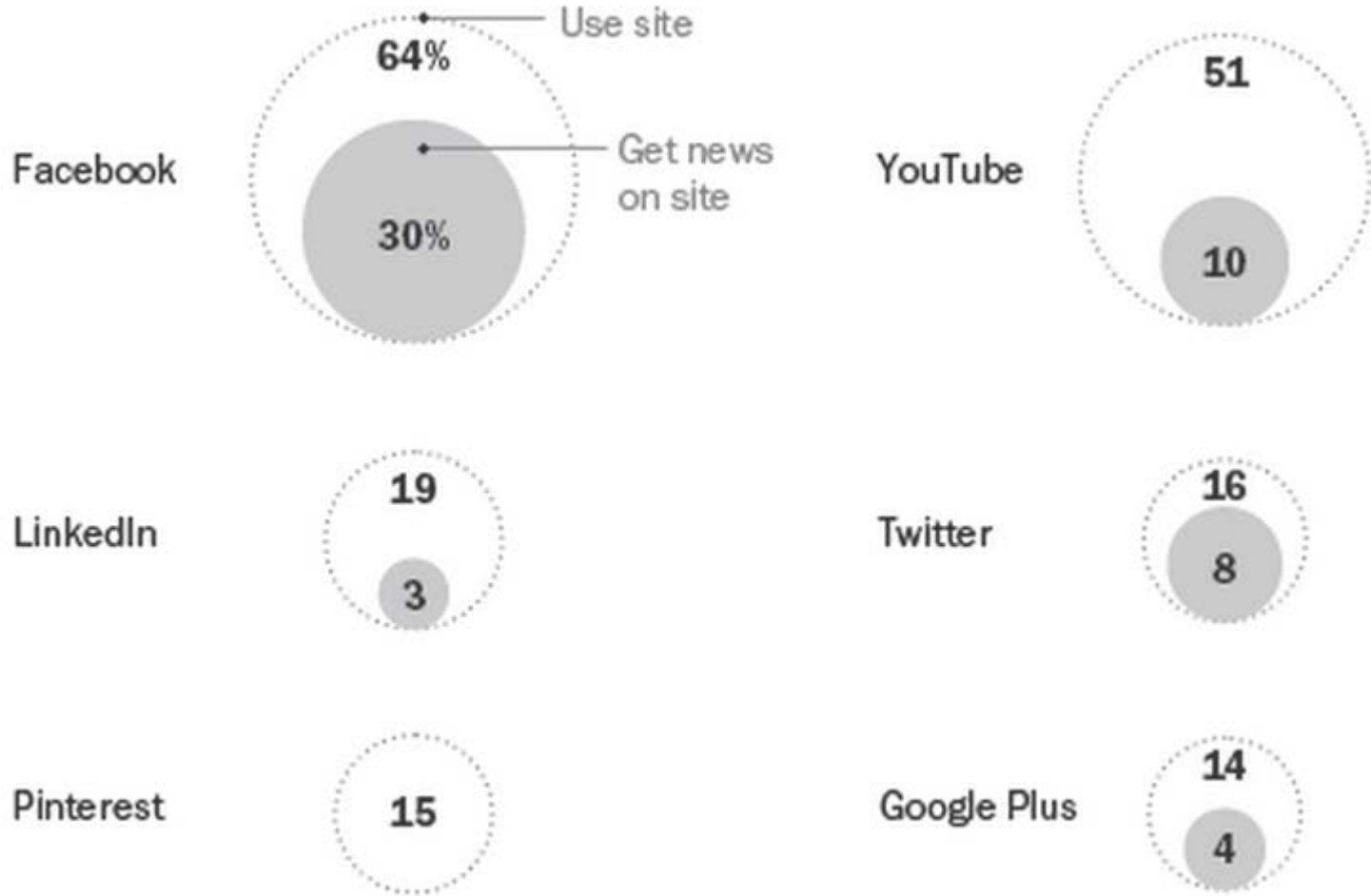
Designed by: Leverage - leveragenewagemedia.com



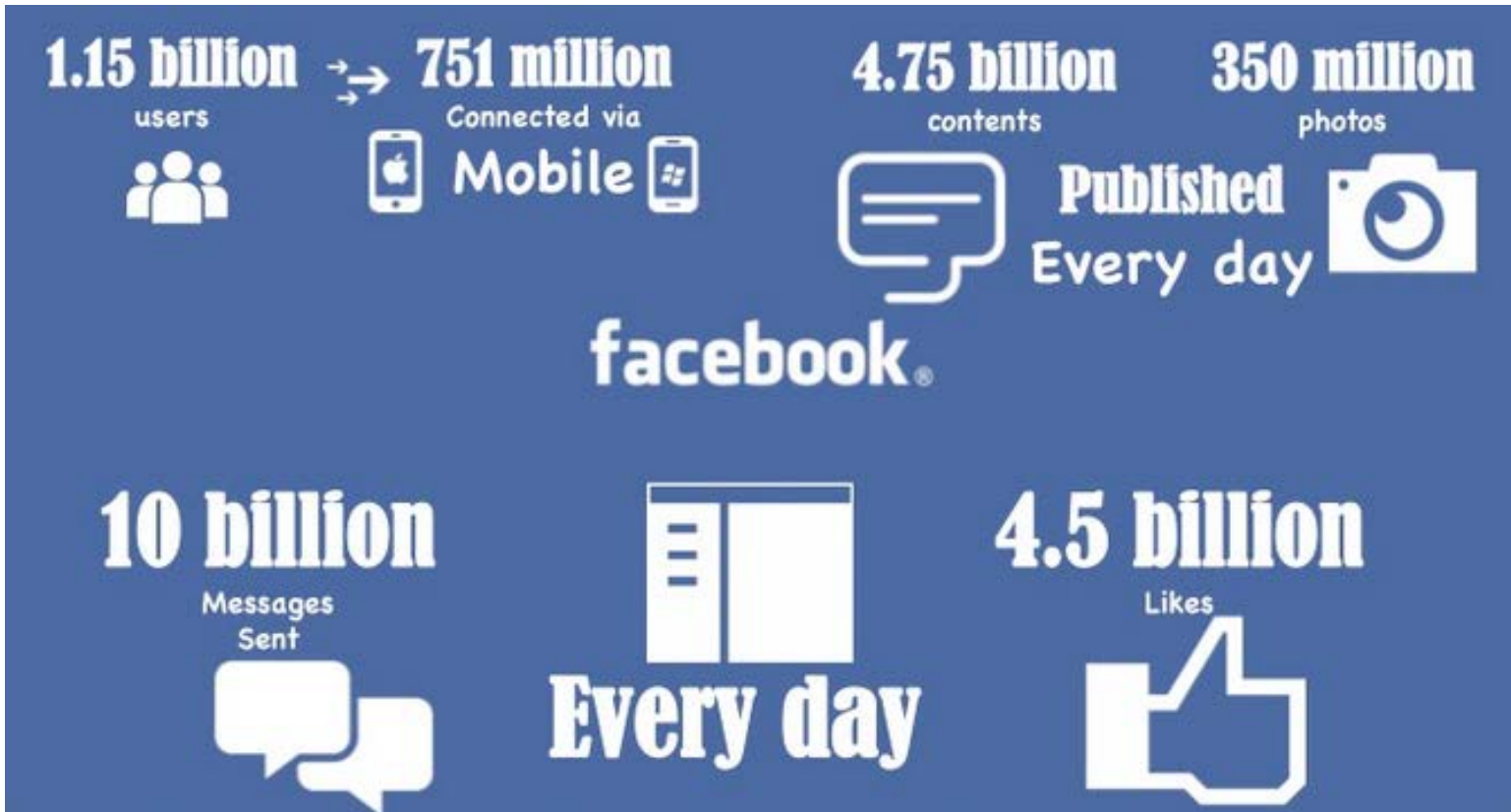
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# Pathway to News



# Facebook



# Twitter

First tweet sent March 21st, 2006

Launched to public on July 15th, 2006

284 million monthly active users

500 million Tweets are sent each day

80% of Twitter users are on mobile

77% of accounts are outside the U.S.

Twitter supports 35+ languages

3,600 employees around the world

50% of employees are engineers



# YouTube



# Scientists on Social Media

- **79%** of people believe news reports **don't distinguish** between well-founded and not well-founded scientific findings
- **47%** of **scientists use social media** to communicate about science;



A black and white photograph of a man with a beard and glasses, wearing a jacket, talking on a mobile phone. He is standing at night, with a truck and some lights visible in the background. The image is overlaid with text.

**Sounds Great...**

**...But How Do I Do This?**



# What Do You Have to Say?

## SIX IDEAS FOR WHAT TO SAY ON SOCIAL MEDIA

### 1 WHAT INSPIRES YOU?

Discuss what inspires you, share inspirational images and quotes.

### 2 SHARE A SUCCESS STORY

Sharing a success story — how you met a new team member, how you overcame an objection or how a lead strategy is working — can inspire your team and give everyone a confidence boost.

### 3 SHARE A RESOURCE.

Read a great article? Share it! Your team can benefit from the read and from the on-the-fly training.

### 4 SOMETHING FUNNY

We're in this in this business to have fun and laugh right? Sharing something funny can make your team smile and be encouraging. Use a real-life story or a cartoon to lighten things up.

### 5 BRAG ON A TEAM MEMBER.

Sharing a little praise gives your team a little boost and shows success to new prospects.

### 6 PRODUCTS THAT WORK

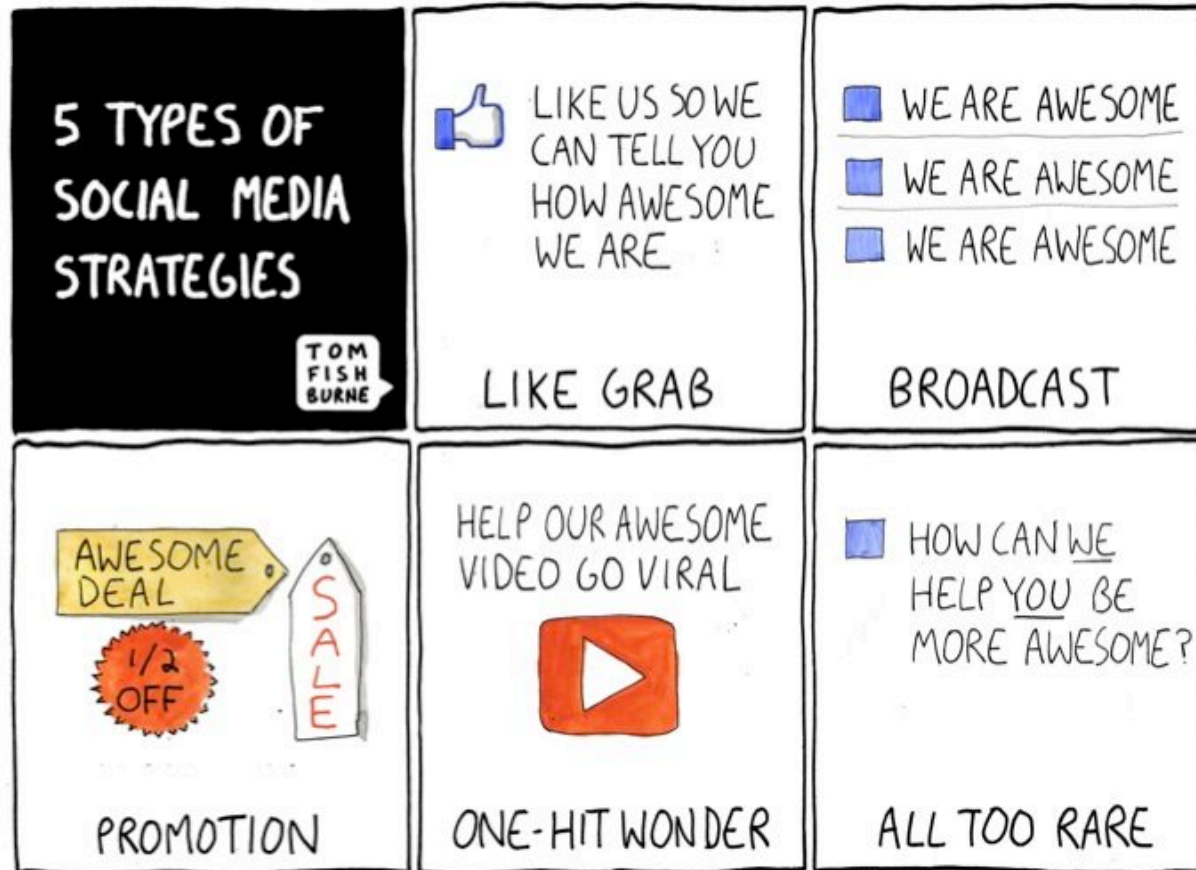
Do you have a favorite training tool or new gadget that saves you time and money? Share it!



# Social Media Management



# Strategic Planning



© marketoonist.com

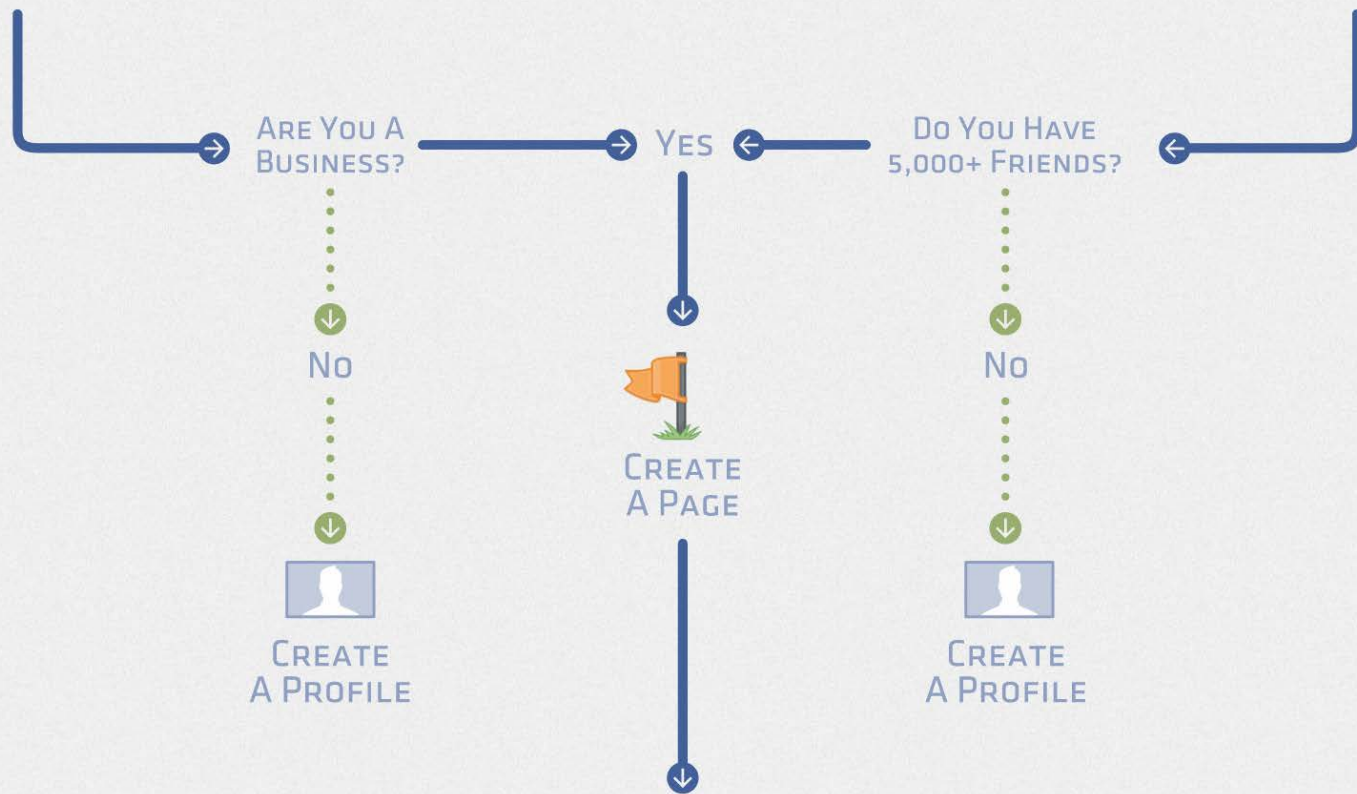


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# Implementation and Launch

## Creating A Facebook Page



# Content Development and Publishing



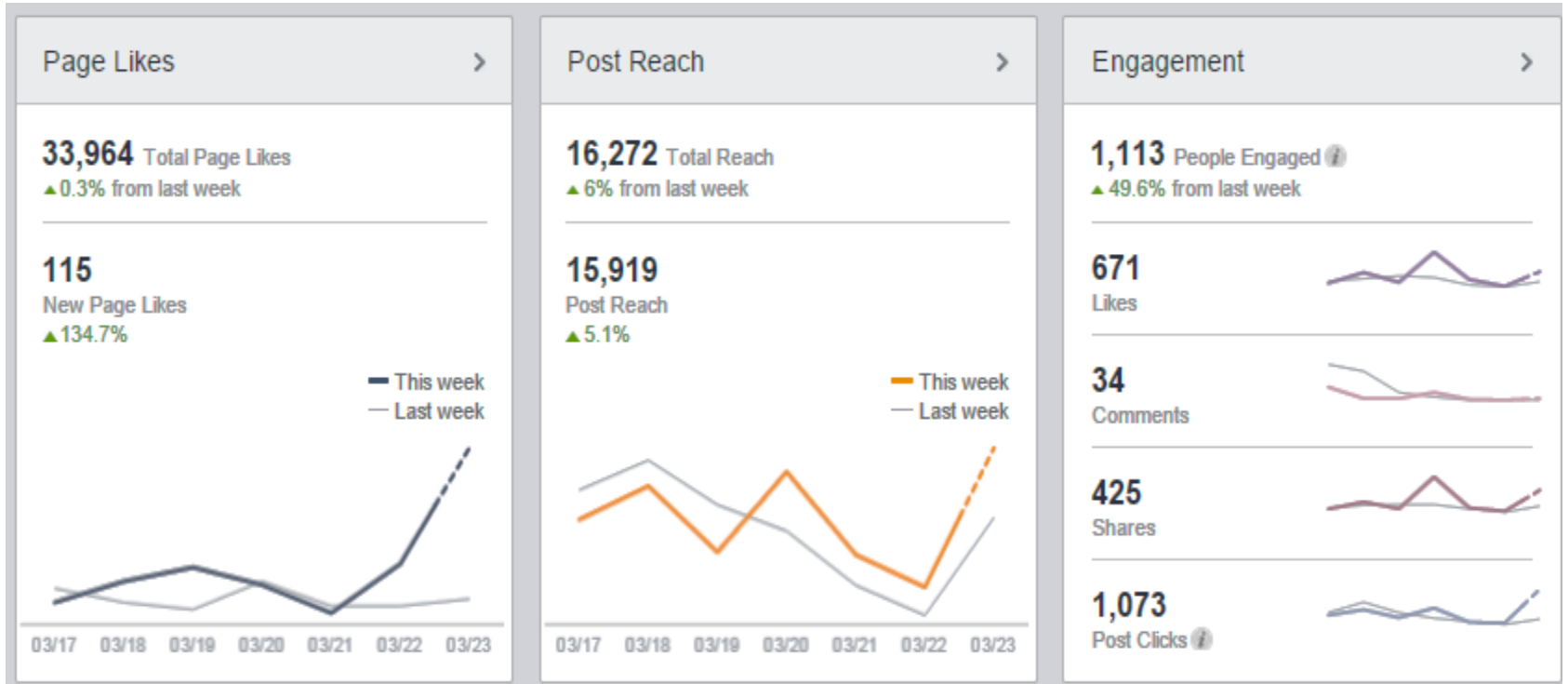
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# Monitoring and Dialoguing



# Evaluation



# Case Studies

# **Elissa Flannery**

**Senior Clinical Research Coordinator**

***NY Traumatic Brain Injury Model  
System: Brain Injury Research  
Center (BIRC), Icahn School of  
Medicine at Mount Sinai***



# Facebook.com/braininjuryresearchcenter

## YouTube @ BIRCMTSINAI





Promote ▾

THIS WEEK

14  
Page Likes

1,522  
Post Reach

- Recent
- 2015
  - 2014
  - 2013
  - 2012
  - 2011
  - 2010
  - 2009

915 likes +14 this week

4 visits 0 this week

1,522 post reach this week

Reach a new milestone  
**1,000 Likes**  
Promote Page

ABOUT >

- Want to participate in TBI research at the Brain Injury Research Center of Mount Sinai (BIRC-MS)? Check out our photos for current studies.
- <http://www.tbicentral.org/> Promote Website

Status Photo / Video Offer, Event +

What have you been up to?

**Brain Injury Research Center of Mount Sinai (BIRC-MS) via I fucking love science**

Posted by birc@mountsinai.org [?] · 21 hrs ·

Often times traumatic brain injury is diagnosed using CT and MRI scans-- procedures that are expensive, time-consuming, and could involve radiation exposure. The use of a blood test to determine if a patient suffered a TBI, and to what severity, would be an extremely important addition to the detection, monitoring, and treatment of TBI.

Brain Injury Research C...  
Want to participate in TBI research at the Brain Injur Research Center of Moun Sinai (BI...  
Like Page · 915 peop like this page  
Promote Page

Facebook.com/braininjuryresearchcenter

# Account Usage

## ▶ Audience:

- Individuals with TBI
- Family & friends
- Healthcare providers
- Researchers
- Students

## ▶ FACEBOOK (915 likes):

- <https://www.facebook.com/BrainInjuryResearchCenter>

## ▶ E-Newsletter (605 subscribers):

- <http://fusion.mssm.edu/tbicentral/>



# Recent Posts

**Brain Injury Research Center of Mount Sinai (BIRC-MS) via BrainLine.org**  
 April 23 at 11:31am · Edited ·

We're working with the Brain Injury Association of America to develop new #TBI Rehabilitation Guidelines. There are many ways in which this effort is necessary and important, one of which will have on No Fault insurance approval for TBI auto accidents.

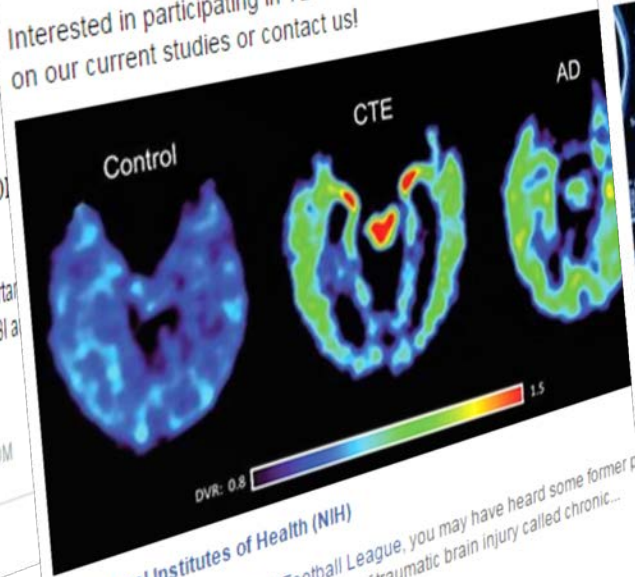


**New TBI Rehabilitation in the Works**  
 New guidelines will have important implications for No Fault insurance approval for TBI auto accident victims.  
 DETROIT.LEGALEXAMINER.COM

Unlike · Comment · Share

**Brain Injury Research Center of Mount Sinai (BIRC-MS) shared National Institutes of Health (NIH)'s photo**  
 April 29 at 1:47pm · Edited ·

"The good news for people suffering from traumatic brain injuries is that great many research groups are working on developing tau tracing imaging CTE and other neurodegenerative disorders. So, there should soon be more definitive answers regarding diagnosis." Interested in participating in TBI research? See our photos for info on our current studies or contact us!



**National Institutes of Health (NIH)**  
 If you follow the National Football League, you may have heard some former players describe their struggles with a type of traumatic brain injury called chronic traumatic encephalopathy (CTE).  
 See More  
 Unlike · Comment · Share

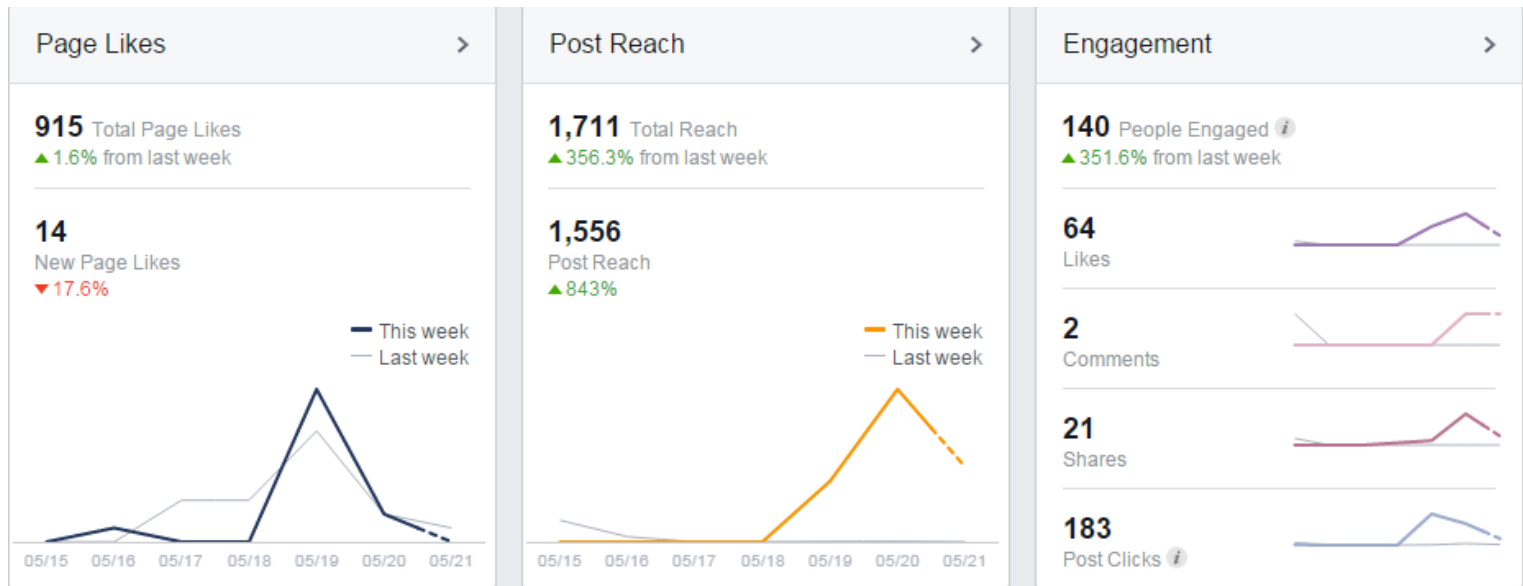
**Brain Injury Research Center of Mount Sinai (BIRC-MS) via I fucking love science**  
 21 hrs ·

Often times traumatic brain injury is diagnosed using CT and MRI scans-- procedures that are expensive, time-consuming, and could involve radiation exposure. The use of a blood test to determine if a patient suffered a TBI, and to what severity, would be an extremely important addition to the detection, monitoring, and treatment of TBI.



**Blood Test Could Detect Traumatic Brain Injury**  
 Traumatic brain injury (TBI) is one of the dominant causes of death and disability in the United States. The leading cause for TBI is from falls, although car accidents, blunt trauma and assaults are also major contributors. Classified as...  
 IFLSCIENCE.COM  
 Like · Comment · Share

# Account Activity



## Your 5 Most Recent Posts

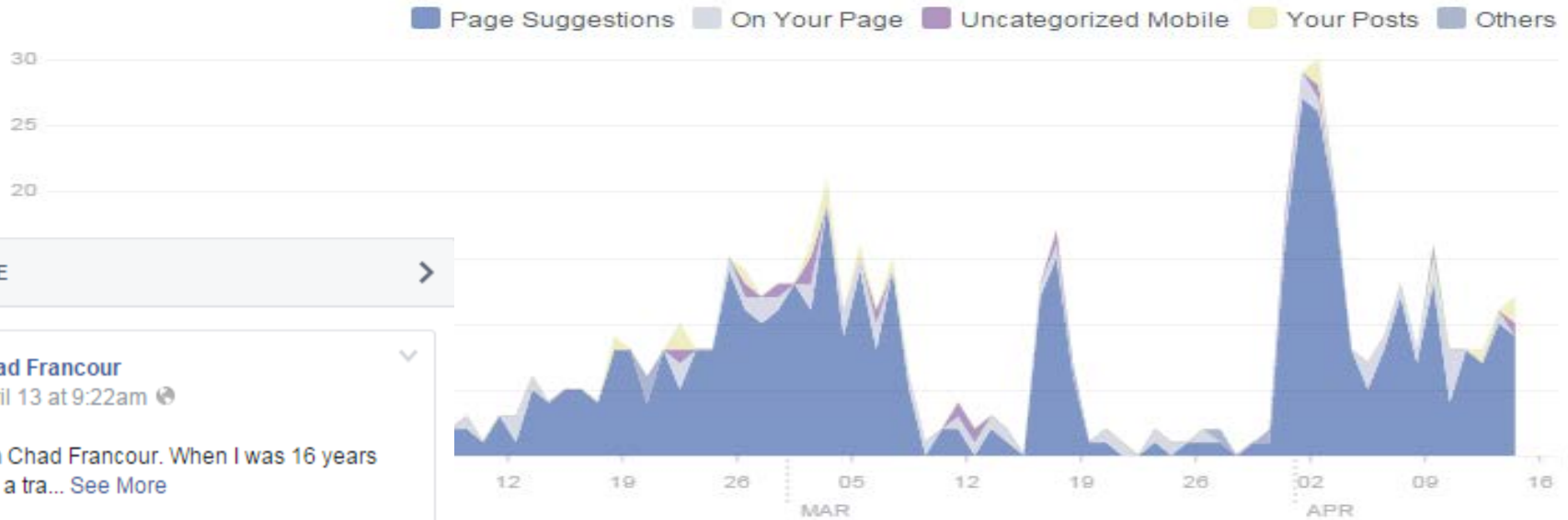
■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/20/2015 2:33 pm	Often times traumatic brain injury is diagnosed using CT and MRI scans--procedures that are			1.3K	75 58	<a href="#">Boost Post</a>
05/19/2015 12:09 pm	Our Late Effects of Traumatic Brain Injury (LE-TBI) Project is featured in the Spring 2015 Chair Report			443	56 23	<a href="#">Boost Post</a>
05/08/2015 12:47 pm	Mayweather, Pacquiao and the Physics of Brain Injury			183	8 8	<a href="#">Boost Post</a>
04/29/2015 1:47 pm	"The good news for people suffering from traumatic brain injuries is that a great many research groups			180	6 6	<a href="#">Boost Post</a>
04/24/2015 3:11 pm	Did you know that you can also become a brain donor and help future TBI-survivors? One of the			104	6 2	<a href="#">Boost Post</a>

ns  
translation

# Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.



## POSTS TO PAGE

**Chad Francour**  
April 13 at 9:22am

Hello I am Chad Francour. When I was 16 years old I suffered a tra... See More

Like · Comment

**Wendy Abraham Berk**  
March 28 at 5:41pm

I'm sporting my Ucan2 shirt and I love it! Developed by a brain inj... See More

Unlike · Comment 2

**Avm Dutch**  
March 12 at 4:35am

<https://www.youtube.com/watch?v=VkaOREDfCmA>

Unlike · Comment 3 1

### REVIEWS

**5.0** ★ 5.0 of 5 stars · 1 review

**Mauricio Blandino** — **5★** I will make it my point to give back to TBI research. The answers we seek will come from within us. 'Brain Injury Awareness to us all' March 12, 2015 · 3 Reviews

Like · Comment 2

*Member of  
BIANYS NYC  
TBI Chapter*

# YouTube



## Do I Have a Brain Injury? And, What Can I Do About It?

by BIRCMTSINAI

5 years ago • 7,062 views

From the Mount Sinai School of Medicine Brain Injury Research Center, this 10 minute film discusses how it may be possible to have a brain injury and not realize it. Four people share...



## Brain injury and depression

by BIRCMTSINAI

5 years ago • 3,675 views

The Brain Injury Research Center of the Mount Sinai School of Medicine produced this educational video on depression that may occur after brain injury. For more information on...





# Brain Injury

Mount Sinai  
Research Center  
Volume 1, Issue 1

NEWSLETTER  
SPRING 2014



# Brain Injury

Mount Sinai  
Research Center  
Volume 1, Issue 2

NEWSLETTER  
FALL 2014



# Brain Injury

Mount Sinai  
Research Center  
Volume 2, Issue 1

NEWSLETTER  
WINTER 2015



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Visit us at [tbicentral.org!](#)

## Research Study Highlights

### MANAGEMENT OF POST-TBI FATIGUE AFTER LIGHT EXPOSURE

Many patients who have sustained a TBI experience fatigue and difficulty getting a sufficient amount of sleep. A particular study is for people who had a traumatic brain injury and are experiencing fatigue after sustaining a TBI.

We are trying to see if two weeks of light, red and white, can help people's fatigue, sleep, and abilities.

If you are interested, please contact **Michelle Urman** at (212) 243-2000 or email her at [michelle.urman@mountsinai.org](mailto:michelle.urman@mountsinai.org).



## Resources for People with TBI & their Friends and Family

### TBI IN THE NEWS

**Traumatic Brain Injury Reauthorization Act of 2014** - The Senate recently approved bipartisan legislation introduced by Sens. Orrin Hatch (R-Utah) and Bob Casey (D-Penn.) to reauthorize the traumatic brain injury (TBI) program. The measure would reauthorize the program for five years at current funding levels. Millions of Americans suffering from brain injuries receive assistance through the program. [Read more here!](#) You can also [learn more about this legislation here.](#)



### MEDICAID WAIVER FOR PEOPLE WITH TBI

**Home and Community-Based Services Medicaid Waiver for Individuals with Traumatic Brain Injury (HCBS TBI)** is a Medicaid waiver for people with TBI from the New York State Department of Health to provide support and services to assist individuals to live as independently as possible in the community of their choice.

Each waiver participant selects a Service Coordinator who will assist them in the Service Plan development as well as oversee the provision of all services provided through the TBI to the participant. To learn about the requirements for the full range of services offered, [visit the program home page](#) or [refer to this handout](#) about the waiver.

## Resources for People with TBI & their Friends and Family

### TBI IN THE NEWS

**ABLE Act Signed into Law** - The Achieving a Better Life Experience (ABLE) Act made its way through the House and Senate and was signed into law by President Barack Obama in late December. The ABLE Act will allow individuals with disabilities and their families to save and accumulate funds in tax-free savings accounts before the end of 2015.

These accounts can pay for housing, transportation, home health, and other eligible expenses without jeopardizing benefits and eligibility for Medicaid or Social Security benefits. [Click here to learn more](#) about the Act and its potential impacts on your life from the National Disability Institute.



### PARENTING FOR ADULTS WITH A TBI

Raising a child is never easy, but the problems that often arise after a traumatic brain injury can make parenting even more challenging. To address the specific task of parenting with a TBI, researchers at *TIRR Memorial Hermann* and *Baylor College of Medicine* have published a new manual which explains how TBI can affect parenting, discusses some of the common challenges faced by parents with TBI, and offers some suggestions and tips to help parents deal with these challenges. [Check out the manual here.](#) This manual is [also available in Spanish.](#) You can also check out a [past](#)

### IN THIS ISSUE

Resources for People with TBI & Friends and Family

Resources for Health Care professionals

Research Study Highlight

Publication Highlight

Links from Newsletter

### ABOUT US

The Brain Injury Research Center of Mount Sinai (BIRC-MS) conducts cutting-edge research, with a primary focus on addressing the challenges of living with traumatic brain injury, or TBI. Our research aims to expand what is known about the long-term challenges that people with TBI face and approaches to leading better lives after injury.

### CONTACT US

Brain Injury Research Center of Mount Sinai  
5 E. 98th Street, B-15  
New York, NY 10029

## Resources for People with TBI & their Friends and Family

### COGNITIVE PROBLEMS AFTER TBI

After a TBI, it is common for people to have cognitive problems. Cognition is the act of knowing or thinking. It is the ability to choose, understand, remember and use information.

Problems in cognition include deficits in memory, understanding information; reasoning, problem making, and judgment; controlling impulses and acting in a socially appropriate manner; planning, organizing, and assembling information; and communication.

[Read more here](#) about how you and your friends and family can help deal with your cognitive problem.





About The School

Education

Patient Care

Research

Departments & Institutes

Home > Research > Centers > [Brain Injury Research Center of Mount Sinai \(BIRC-MS\)](#)



## Brain Injury Research Center of Mount Sinai (BIRC-MS)

- About Us
- Meet the Staff
- Clinical Trials
- Programs
- Publications
- Resources
- Support Group



[Conference Presentations Available](#)

### Educational Needs of Children with Traumatic Brain Injury



This report focuses on the extent to which public schools across America are meeting the educational needs of children with traumatic brain injury (TBI).

[View Digital Flipbook Version](#)

[View PDF Version](#)

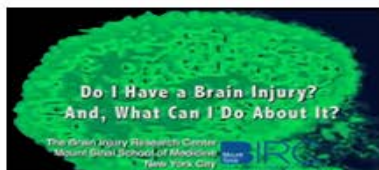
### Brain Injury Research Center of Mount Sinai

The Brain Injury Research Center of Mount Sinai (BIRC-MS) conducts cutting-edge research, with a primary focus on addressing the challenges of living with traumatic brain injury, or TBI. In several recent studies, we have evaluated the effectiveness of interventions on the cognitive, emotional and behavioral functioning of people with brain injuries. Our research, conducted since 1987, has greatly expanded the knowledge base with respect to long-term challenges that people with TBI face, as well as approaches to leading better lives after injury.

[Mount Sinai Injury Control Research Center \(ICRC\)](#)

[New York Traumatic Brain Injury Model System \(NYTBIMS\)](#)

### Do I have a Brain Injury?



Millions of Americans have experienced blows to the head but are unaware that the problems they face, such as poor memory or emotional problems, may be caused by a brain injury. [Learn More or View Video](#)

### Director



**Wayne Gordon, PhD**  
Tel: 212-824-8372  
Fax: 212-348-5901  
[View profile](#)

Wayne Gordon, PhD, is the director of the Brain Injury Research Center of Mount Sinai. Dr.

Gordon is the Jack Nash Professor of Rehabilitation Medicine, Vice Chair and Associate Director of the Department of Rehabilitation Medicine.

### Contact Us

#### Brain Injury Research Center of Mount Sinai

5 E. 98th Street, B-15  
New York, NY 10029  
888-241-5152

#### Research Volunteers

Please call: 212-241-5152

#### Questions/Comments

Please email:  
[margaret.brown@msm.edu](mailto:margaret.brown@msm.edu)

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[Feedback Form](#)

### In the News

