

Social Media & Treatment

Amy L. McIntosh MD



UT Southwestern
Medical Center

Facebook

- As of the 3rd quarter 2017, Facebook had 2.07 billion monthly active users
- 1.37 billion people log in daily.
- Patient support groups
- Facebook Live allows you to stream live video and interact with viewers in real time.



Early Onset Scoliosis & Mehta Casting Facebook Group

The screenshot shows a Facebook group page for "Early Onset Scoliosis & Mehta Casting". The browser address bar shows the URL: <https://www.facebook.com/groups/290661207707504/>. The group name is visible in the search bar and the left sidebar. The main content area features a purple banner with a quote: "Infants and young children with progressive infantile scoliosis are like wildflowers, each being individually unique. Some can withstand mother nature's elements and will grow straight, while others need a little growth guidance in the beginning." To the left of the quote is a purple wildflower illustration. Below the banner is a "Join Group" button. The page also displays "Join this group to see the discussion, post and comment." with a green "+ Join Group" button. The "Members (1,346)" section lists two administrators: Sherry Rohn Clancy and Heather Hyatt-Montoya. The "DESCRIPTION" section states "PARENTS ONLY" and "We screen for membership: (1) Send msg to an admin... See More". The "CREATE NEW GROUPS" section includes the text "Groups make it easier than ever to share with friends." and a "Create Group" button. The bottom of the image shows a Windows taskbar with a search bar, task icons, and system tray icons, along with a yellow sticker that reads "EMS7006" and a "DELL" logo.

Facebook Live on MAGEC rods

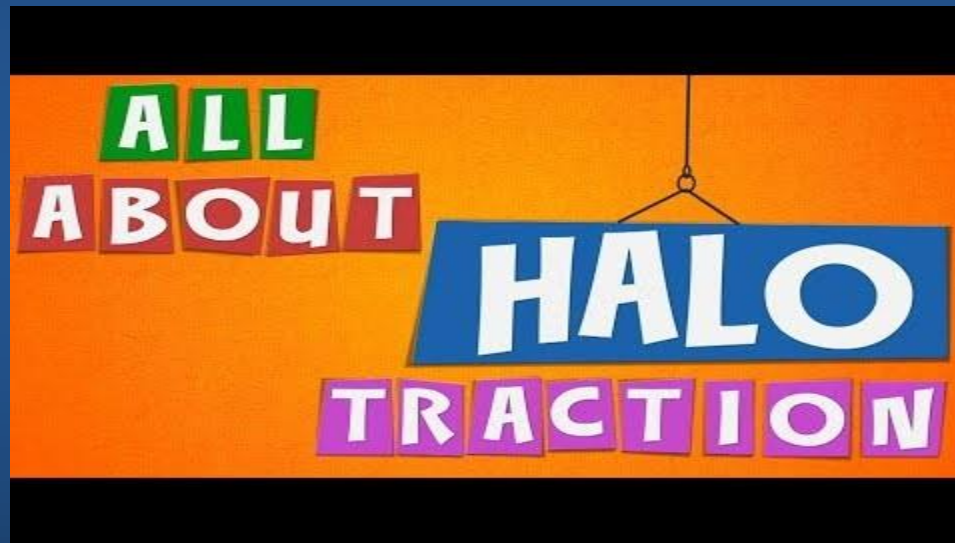


You Tube

- 1 billion active users each month
- 300 hours of video are uploaded each minute.
- 5 billion videos are viewed on you tube each day.
- 180 million users in the USA
- You or your hospital can create your own channel



Patient & Family Education



Patient Stories



Shameless Self Promotion



Instagram/ Snapchat

- 800 million monthly users
- Share photos and videos
- Has a snapchat feature that deletes pictures and videos after 24 hours.




Twitter

- 328 million twitter users
- 500 million Tweets sent/day
- 80% of users are on mobile devices
- Tweet: a post on Twitter that only allows 280 characters




Tweets on EOS



michael vitale @mgv16 · 9/27/17 ▾
Meet the Team: WALTER A. NANCE, BOCO, OTC, **Early Onset Scoliosis** Casting Technician
pediatricscoliosissurgery.com/team/
Together we can #cureAIS


increased his knowledge and continued specialization while working with Dr. Michael Vitale and the Columbia Orthopaedic staff here in New York.
For more information on Jennifer and the team please visit:
<http://pediatricscoliosissurgery.com/team/>
Together we can #cureAIS




Team | Michael Vitale MD MPH
We all work together as a team to give the best care to our patients. We find it helpful if our patients and parents are able to put a face to a name and read a little more about their caregivers. Please click below to find additional information about each team member. If

PEDIATRICSCOLIOSISSURGERY.COM

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Stanford Children's ✓ · 10/5/17 ▾
Kora was diagnosed as a baby with **early onset scoliosis**. A new magnet technology is being used to correct her spine. bit.ly/2hPQuIK



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- Here to stay
- Many patients and families would prefer to watch a video on you tube than get written handouts
- Facebook and You Tube most widely used
- Twitter, Instagram, and Snapchat gaining popularity