



A Solenis Company



How Social Media Makes Me a Better IP



Rebecca Battjes, MPH, CIC, FAPIC

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Diversey**

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July 11, 2024

DISCLOSURES



SENIOR CLINICAL ADVISOR



Rebecca Battjes is employed by Diversey, Inc.

– A Solenis Company.

The relevant financial relationship has been mitigated.

No relevant financial relationships were identified for any other individuals with the ability to control the content of the activity.



OBJECTIVES



Let's review what we hope to accomplish with today's presentation!

Describe *who* is using social media today & *how* they're using it.

Identify key accounts, influencers, educators & IPs on social media.

Acknowledge that social media is an increasingly utilized academic medical resource.

Articulate key benefits & pitfalls of professional social media activity.



#definitions

Social Media Glossary



Algorithm: An algorithm is how a social platform determines which content to display at any given time to a particular user. **What appears on your feed is *not* “just a coincidence.”**

- **Bio:** or biography. Your social profile with information about your chapter.
- **Dashboard:** A social media dashboard is a tool that allows marketers and social media managers to manage all of their social platforms from one screen.

- **Direct Message:** A direct message (DM) is a private message sent through a social platform. Others can slide into ‘em.
- **Engagement:** Engagement is any form of interaction with your brand on social media. Likes, comments, and shares are all forms of engagement.

See more: <https://blog.hootsuite.com/social-media-definitions/>

Social Media Glossary

- **Feed:** A feed is an updated list of all the new content posted by the accounts a user follows on social media. Rather than being purely chronological, most social media feeds are controlled by an algorithm.
- **Hashtag:** *Not “pound sign”* for those born in the 70s & 80s. A hashtag is a word or phrase preceded by the “#” sign. Hashtags are used on social media to tag posts as part of a larger conversation (such as #HootChat) or topic (such as #Superbowl). Clicking a hashtag reveals the latest posts that include the tag. Hashtags are searchable, and serve a similar role to keywords



- **Impression:** Measures the number of people who have seen a post, even if they didn't click, comment, or otherwise engage with that post. They are a particularly important metric on Twitter, Facebook, Instagram, and LinkedIn.
- **Mention:** A mention is the act of tagging a user in a social media message. Sometimes called @ mentions, these usually trigger a notification for that user and allow your audience to click through to their bio or profile.

See more: <https://blog.hootsuite.com/social-media-definitions/>

Disclaimer

- Acceptance & utilization of social media varies across groups.
- Keep an open mind!
- “I would **never** encourage social media.”
- “CDC website info found on Twitter. Are you kidding?! **Not impressed.**”



	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Presenter					
The presenter communicated effectively and demonstrated expertise in the subject matter.	1	2	3	4	5
The presenter utilized effective teaching methods and strategies.	1	2	3	4	5

Do you have additional comments or feedback related to this session?

The literature did not / does not say soap water is better H₂O. It says soap + H₂O best for visibly soiled hands esp using rest room here best spaces best sought after is soap n H₂O. A B H₂O better than nothing. I would never encourage social media

What is one idea or takeaway presented that you plan to share or implement within your professional practice?

CDC @direction for H₂O - its very opinionated. CDC website info found on twitter. are you kidding?! Not impressed.

The Bright Side

- Specific YouTube mentions in remaining evaluations = 11/59 (19%!)
- Demonstrates that more IPs are looking to social media for support & communication.
- You can't win 'em all!



Generic Ongoing Infection Prevention Activities: Episode 1 Daily Activities

Today's Primary Focus



Facebook



TikTok



YouTube



Twitter

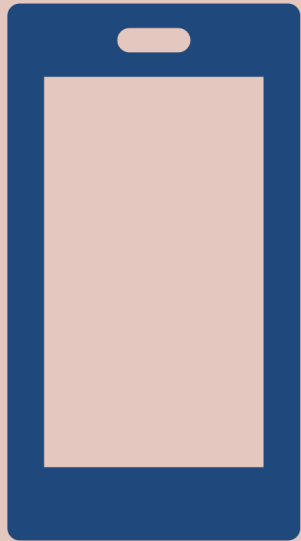


Instagram



LinkedIn

Live Polling!



- Point your smartphone camera at the QR code.
- Browser will open.
- Questions will appear when I advance the slides.

slido



**I use social media to
inform & educate myself
about IP-related topics.**

① Start presenting to display the poll results on this slide.

slido



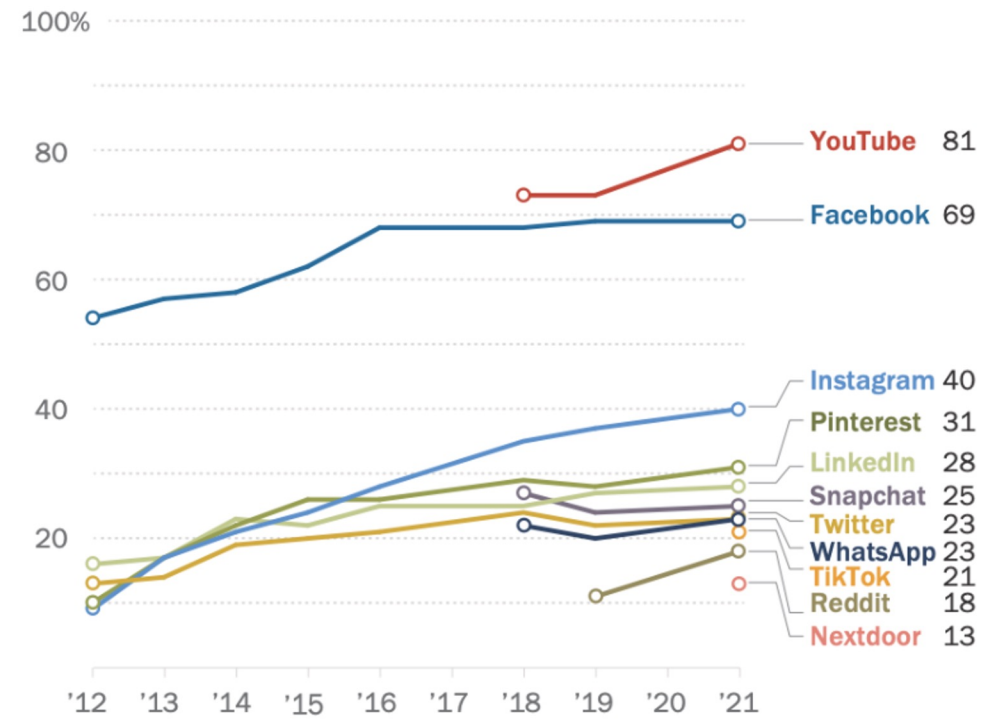
I use social media (LinkedIn, Facebook, Instagram, X/Twitter, etc) professionally to promote IP.

① Start presenting to display the poll results on this slide.

#basicstats

**Growing share of Americans say they use YouTube;
Facebook remains one of the most widely used online
platforms among U.S. adults**

% of U.S. adults who say they ever use ...



72%

U.S. adults are using social media.

81%

Use YouTube.

69%

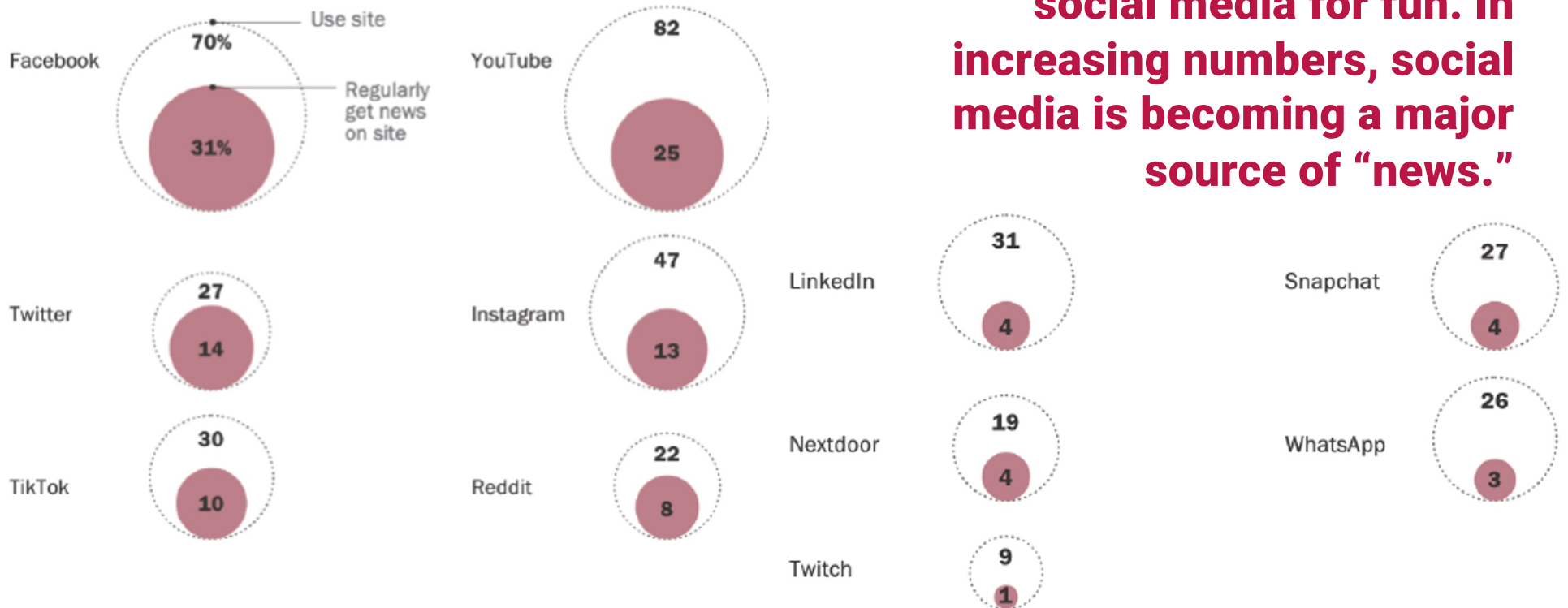
Use Facebook.

<https://www.pewresearch.org/global/2022/12/06/internet-smartphone-and-social-media-use-in-advanced-economies-2022/>

<https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>

News consumption and use by social media site

% of U.S. adults who ...



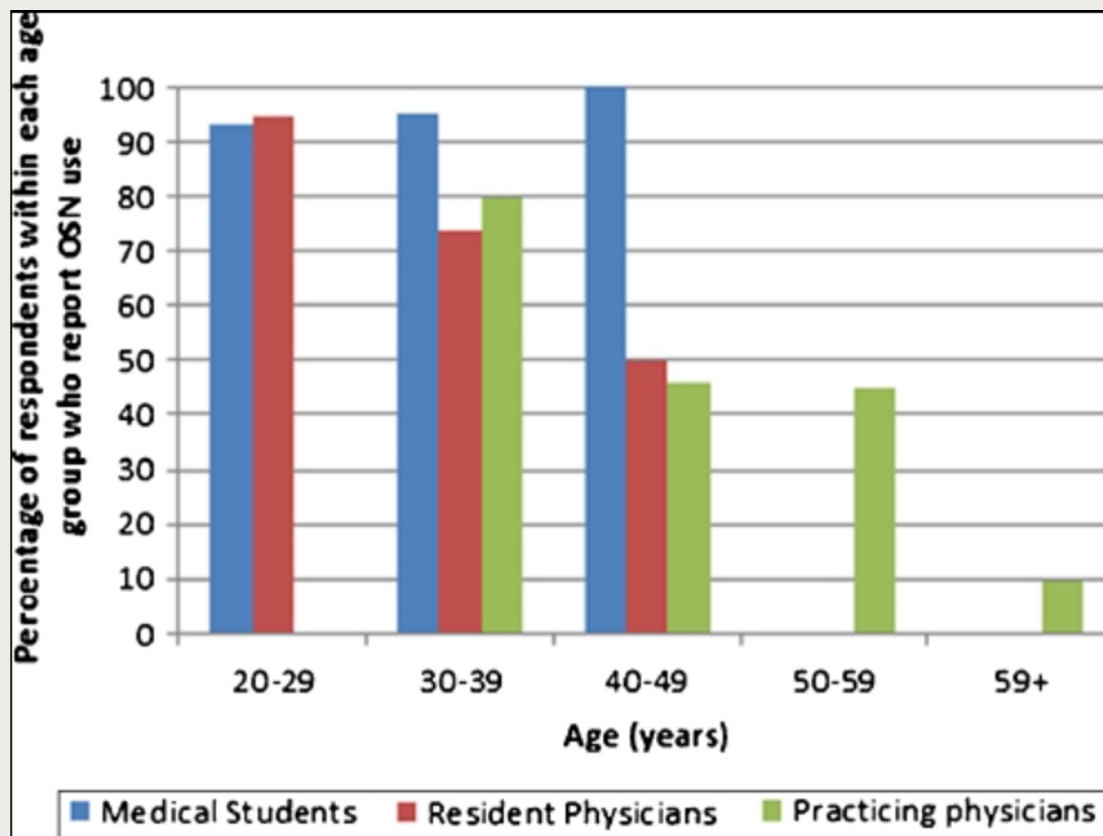
U.S. adults aren't just using social media for fun. In increasing numbers, social media is becoming a major source of "news."

<https://www.pewresearch.org/journalism/fact-sheet/social-media-and-news-fact-sheet/>

Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

PEW RESEARCH CENTER

Physician Online Social Network Use



93.5%

Medical students

79.4%

Resident physicians

41.6%

Practicing physicians

Physician Social Media Usage

Table 1. Physician Social Media Usage

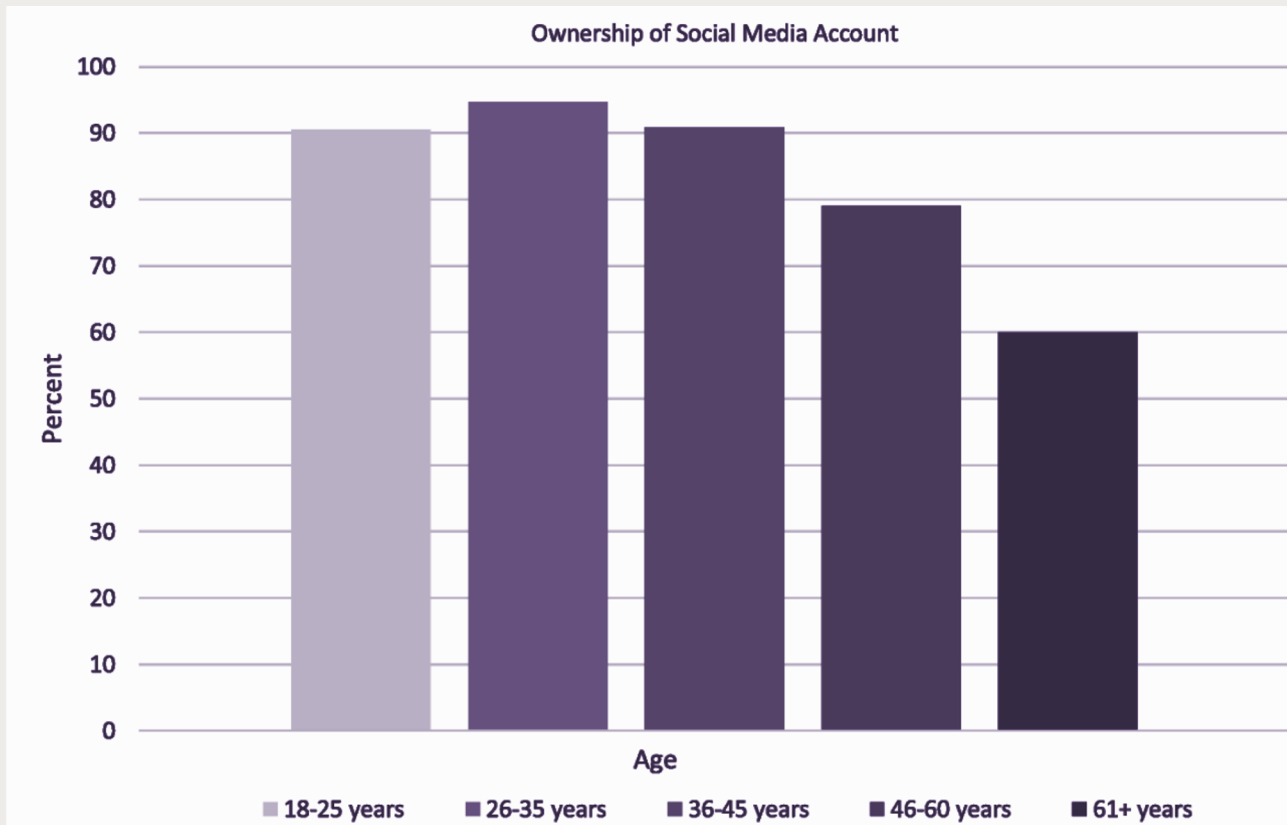
	Physicians, N (%)
	Total
No.	650
Men	456 (70.2)
Age, mean (SD)	54.0 (12.4)
Graduation year, median (IQR)	1994 (1983-2003)
≥1 SM profile	459 (70.6)
SM platforms per physician, median (IQR)	1 (0-3)

SM presence by platform

Twitter	121 (18.6)
Facebook	152 (23.4)
Instagram	95 (14.6)
LinkedIn	292 (44.9)
ResearchGate	97 (14.9)
Personal website or blog	43 (6.6)

- Cross-sectional survey to docs at US News & World Report “top 10”
- Breaks down use per speciality
- **70%** reported using social media; 90% has 0 posts per month (majority not active)
- Female and younger physicians had higher odds of SM presence
- Surgeons & older physicians had higher SM activity & more followers (ID docs not surveyed 😞)

Nursing Social Media Usage



- Single-center prospective observational study
- 28% response rate (397/1455)
- **87%** reported using social media
- Lower usage associated with increasing age.

Lefebvre et al 2020 JONA

#lit review

Misinformation & Disinformation

- Misinformation & disinformation plagued social media throughout the COVID-19 global pandemic.
 - Misinformation: **misleading** or sometimes **false statements** that run contrary to the epistemic consensus of the scientific community.
 - Disinformation: deliberate spread of false information for secondary gain, be it financial, political or both.
- COVID-19 consequences include self-medication, inappropriate medication consumption, global panic-buying & increased calls to poison control centers (Deseai 2022, Chang 2020).
- Khullar (2022) recommends “meeting patients where they are at virtually to **‘prebunk’** medical myths.”
 - Duke University has developed a program to educate clinicians on how to address medical misinformation!

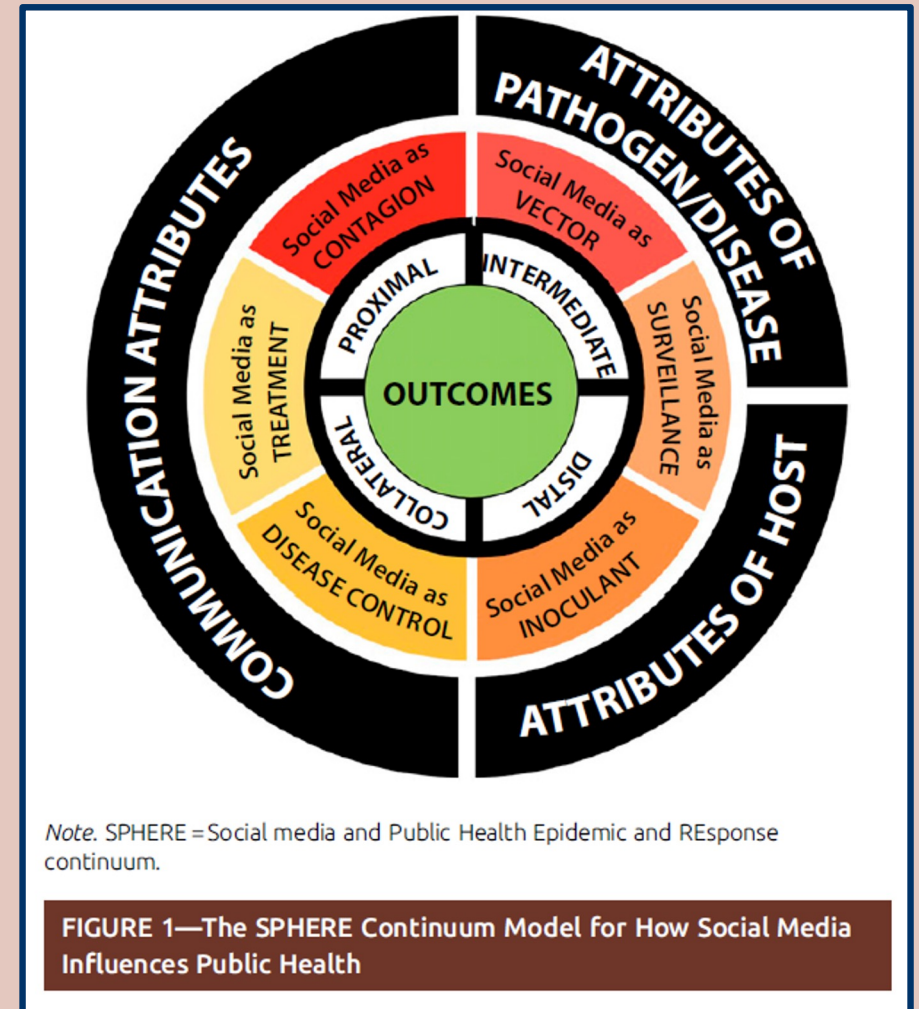


Desai et al's (2022) Tools to Combat Misinformation and Disinformation on Social Media

Type of Misinformation	Strategy to Address Misinformation (Calls to Action!)
Misinformation spread through social media feeds and “echo chambers”	<ul style="list-style-type: none">● Modification of machine learning algorithms to take into account other factors, such as the source and accuracy of information, rather than promotion of posts solely based on user engagement
Challenges with misinformation identification	<ul style="list-style-type: none">● Social media platforms to flag and remove misinformation● Acknowledge impact of evolution of science on misinformation● Initiatives supporting misinformation identification in languages apart from English
Unclear validity of information, mixed messaging	<ul style="list-style-type: none">● Consistently disseminate reliable information from trusted institutions and community leaders in near real-time● Promotion of domain experts● Respectful peer review of social media● Careful consideration of information source and content prior to sharing on social media platforms

SPHERE (Social media & Public Health Epidemic & Response) Continuum

- A framework to guide investigations & assessments of social media's effects on public health.
- Illustrates the functions of social media across the epidemic-response continuum.
- Positions social media as both the disease & the cure.
- Takeaway? For better or worse, social media plays an integral role in public health.



Schillinger et al. Am J Public Health. 2020.

“No corner of medicine remains free from the social media ‘eye,’ or the need to optimize the quality of care and patient safety by preventing HAIs, outbreaks, and adverse events secondary to inappropriate antimicrobial use. Independently, each have power to change medicine; however, **synergistically**, the impact could be **transformative.**”

Kelly Cawcutt, MD, MS, FACP, FIDSA FCCM

Associate Professor, Medical Director of Medical Quality,
Associate Director of Infection Control, Co-Director: Digital Innovation at UNMC

Using social media to disseminate research in infection prevention (IP), hospital epidemiology & antimicrobial stewardship (AS)

- How many lives could have been saved if Dr Robert Koch (TB), John Snow (cholera) & Sir Alexander Fleming (penicillin) had “gone viral”?
- “Paucity” of IP & AS content means the healthcare industry must “embrace & integrate” social media into its framework.
- IP & AS research, treatments & interventions are constantly evolving, requiring faster dissemination & implementation
 - Diagnostic stewardship is a great example! Check out ASHE podcast, Episode 3: Deconstructing the urinalysis” with Dr Mohamad Fakhri (Michigan-based ID doc)



<https://podcasts.apple.com/us/podcast/the-ashe-podcast/id1647841750>

Cawcutt 2019, ICHE

#visual_abstracts

What is a visual abstract?

- A brief summary of the **key findings** of an article, presented in a **graphical format** for **easy uptake** by readers.
- Gives the reader a quick overview of the main study findings **at a glance**, and helps them decide whether the paper is relevant to their interests.
- Supports greater **dissemination** to a broader audience.
- Heather Gilmartin, PhD, NP has presented on this topic at national APIC (awesome content!)



<https://support.jmir.org/hc/en-us/articles/360053387451-What-is-a-Visual-Abstract->

COVID-19: Clinical Snapshot from the Epicenter

Patient Population

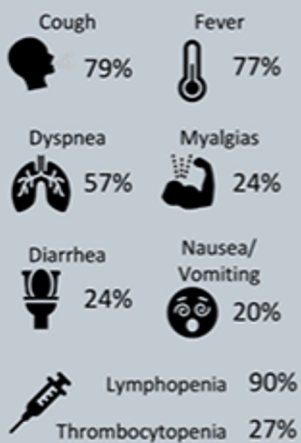
The first **393** consecutive confirmed COVID-19 patients (>18 yo) admitted to 2 New York City hospitals between **March 3 - March 17, 2020**.



Demographics



ED Presentation



Clinical Course

Between March 3 – April 10:

33% Required invasive
(n=130) **mechanical ventilation**

These ventilated patients were more likely to:

- Be male
- Have **obesity**
- Have elevated **LFTs**
- Have elevated **inflammatory markers** (ferritin, D-dimer, C-reactive protein, and procalcitonin)

95% Needed vasopressors
(vs. 1.5% of non-ventilated)

Needed renal replacement therapy
(vs. 0.4% of non-ventilated) **13%**

19% Had arrhythmias
(vs 1.9% of non-ventilated)

Outcomes



Limitations

Incomplete outcome data for 93 patients (24%)

Admitting patients with more severe disease (vs. China)

Implementing earlier intubation measures (vs. Chinese protocols)

Conclusions

This *retrospective case series* had similar findings to one in China. Notable differences included a **10x higher** proportion of NYC patients requiring **invasive respiratory measures**, but this can reflect differing admission protocols. Respiratory failure requiring invasive ventilation occurred in **1/3** of patients, who were more likely to be **male, obese**, and **3x** more likely to require **vasopressors** and **renal replacement therapy**.

04/28/20

Goyal, Parag et al. *New England Journal of Medicine*. April 2020. <https://doi.org/10.1056/NEJMc2010419>.

Creators: Dale Tager, M3, Danielle Mustin, M3 @danielle_mustin

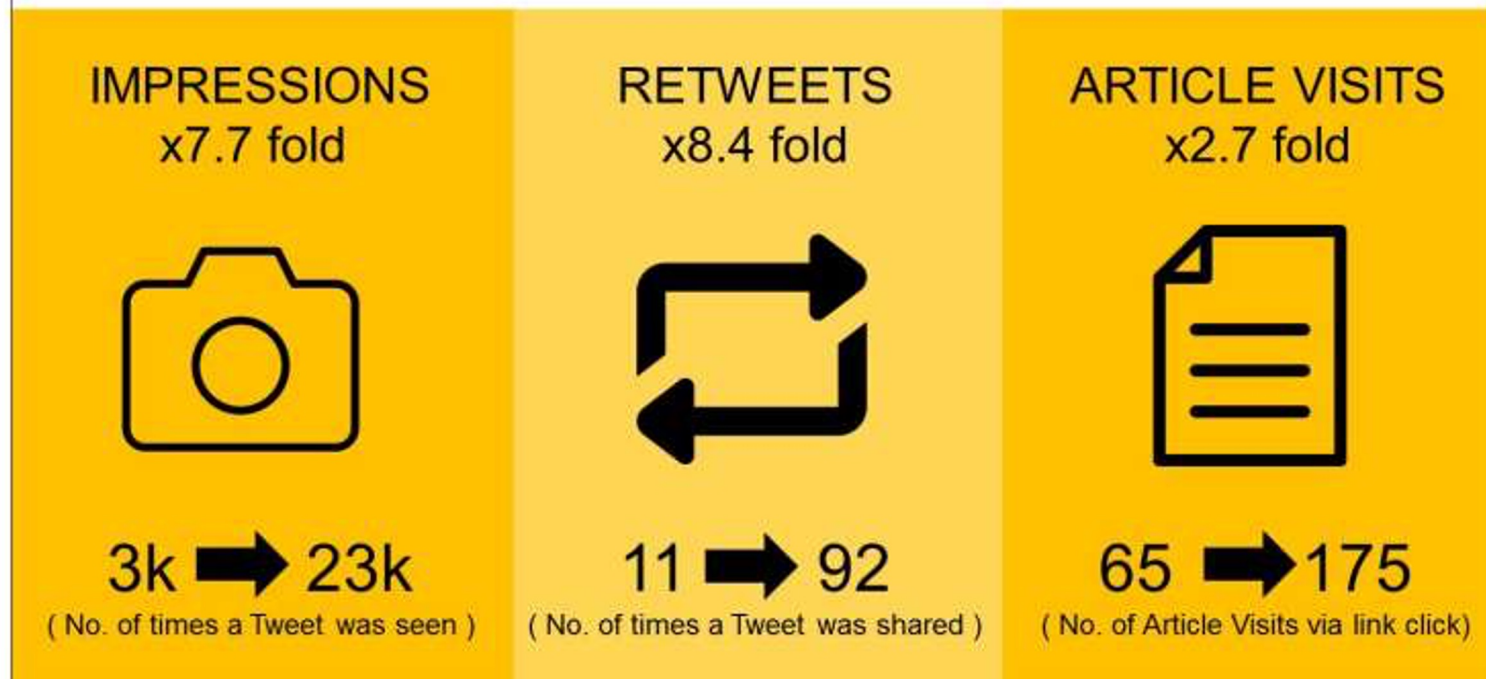
Editor: Angel Xiao, M3 @an_xiao, Caroline Coleman, M4 @cg_coleman

Peer Reviewer: Amy Sherman, MD @amycs88



The NEW ENGLAND
JOURNAL of MEDICINE

Visual Abstracts Increase Article Dissemination: a prospective, case-control crossover study



Ibrahim et al. *Ann Surg.* April 2017.

ANNALS OF SURGERY
A Monthly Review of Surgical Science Since 1885

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***#publichealth influencers who
flipped the script in 2020***



403K

FOLLOWERS

Jessica Malaty Rivera, MS
ID Epidemiologist

L.A.-based, mother-of-three and COVID-19 Tracking Project epidemiologist. Became amplified by celebrities like Kristen Bell & Dax Shepard.



281K

FOLLOWERS

Katrine Wallace, PhD

Dr Kat

Funky, retro chic who listens to punk rock on rollerskates whilst promoting all things public health. Teaches at Uni Illinois Chicago.



396K

FOLLOWERS

Katelynn Jetelina, MPH, PhD

Your Local Epidemiologist

Facebook updates & subsequent newsletter helped me stay ahead of all of the COVID-19 misinformation. Subscribing to her newsletter is a MUST.





165K

FOLLOWERS

Wendy Goodall McDonald, MD

Dr Everywoman

Board-certified OB/GYN and Medical Influencer who uses music & humor to educate on women's health. During the pandemic, she was an excellent resource to women of childbearing age & debunked many conspiracies.



106K

FOLLOWERS

Emily Smith, PhD

Friendly Neighbor Epidemiologist

Her tagline is "science and faith through the lens of equity and love-thy-neighbor." She leverages her faith to communicate with the public & respectfully deconstructs public health issues commonly tied to religion (abortion, vaccination, etc).



2.1M

FOLLOWERS

Darien Sutton, MD, MBA

Doctor Darien

Board-certified Emergency Medicine physician who hosts TikTok med school training scenarios. He is a member of the LGBTQIA community, and uses his platform to educate both the general public and his medical colleagues.





111K

FOLLOWERS

Those Nerdy Girls/Las Nerdy Giras

Creators of the Dear Pandemic blog, the nerdy girls are an interdisciplinary team of women scientists & clinicians. They are committed to help the public navigate the overwhelm of health and science information.



2.5M

FOLLOWERS

Zubin Damania, MD/ZDoggMD

Hospitalist who uses comedy and parody to teach others about common medical issues and highlight challenges in our current healthcare systems. His “tribe” now has over 2 million members, many of whom are fellow healthcare providers.



107K

FOLLOWERS

Kizzmekia Corbett, PhD

Virology researcher/vaccine advocate who helped develop the Moderna COVID vaccine. Corbett has worked to rebuild trust with vaccine-hesitant populations such as the Black community. She was featured with Dr Anthony Fauci on *Time's* 100 Next list.



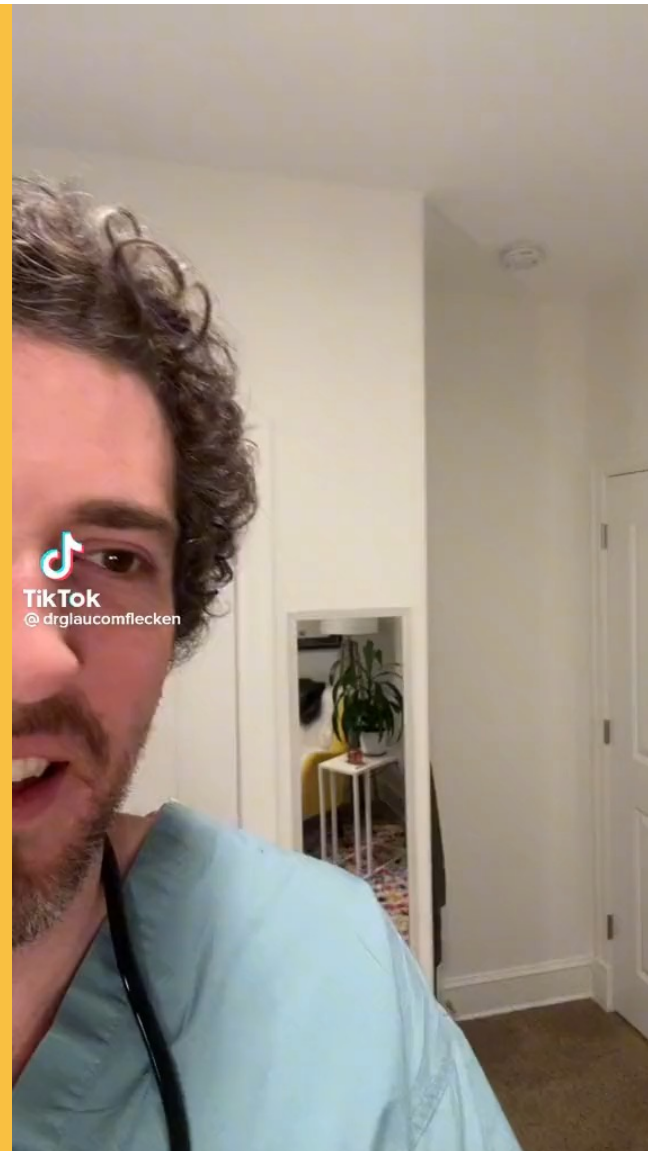
2.3M

FOLLOWERS

AN HOMAGE TO ID DOCS

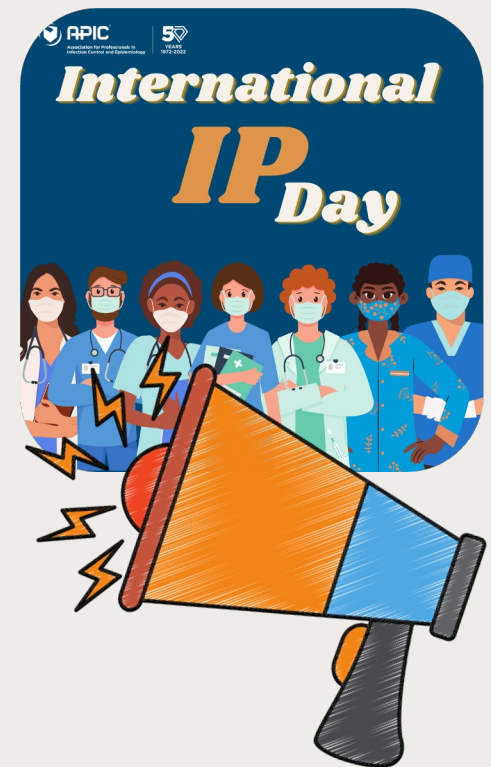
ID physicians rejoice! Dr. Will Flanery is an ophthalmologist by day and TikTok comedian by night. Dr. Glaucomflecken parodies his physician peer specialities (ER, ortho, peds, etc) in these hilarious videos.

Dr. Glaucomflecken is why you should have TikTok.



Gaps in Certified IP Presence


- Despite all of the amazing public health & medical influencers actively across social media platforms, very few (if any) are CICs.
 - Compared to aforementioned accounts, APIC has 13.7K followers.
- Public health influencers have not yet tackled healthcare-associated infections (HAIs) in a transformative manner
 - Public health epi \neq hospital epi & IP
- How can we amplify our mission & vision if we continue to stay hidden in the background?




#infectionpreventionposse



 **Sarah Smathers, MPH, CIC, FAPIC**
@sasmathers Follows you

 **Rebecca D Hamel** 🇺🇸 🇨🇦 🇩🇪
@AKBugsBeware Follows you

 **Jessica Tarabay**
@tarabay_jessica Follows you

 **Mommajen55**
@ApicIndiana

 **Joe Kurland**
@InfectiousJK


 **Heather Saunders MPH RN CIC**
@PreventionChick

 **Doe RN CIC MPH**
@DoeKley_RN_MPH

 **Iowa Infection Prevention**
@uiowaIPC

 **Kelsey Peterson Ostergren, MPH, CIC**
@kpeterson025 Follows you

 **Jeff Chludzinski**
@jpchludz Follows you

 **Dr. Nina, Preventionist**
@HeyDrNina Follows you

 **DA**
@dberriecass



Rebecca Battjes, MPH, CIC, FAPIC
@boxfulloletters

 **Stephen Pirkle** ✓
@stephen_pirkle Follows you

 **Lisa Sturm**
@lksturm Follows you

 **Amanda Valyko**
@amvalyko Follows you

 **Tiffany Horsley Kesinger**
@tiffany_horsley Follows you

 **Anne (she/her)** 🌱 🧘
@_annielou_ Follows you


 **Amy Huff** 🇺🇸
@AmyHuff1 Follows you

 **Noreen M CIC, FAPIC**
@hughesmollon Follows you

 **Nicole Nomides**
@nikkinomides Follows you

 **Lilian Chiwera**
@lilian_chiwera

 **Frankie** 🌱
@fcatalfumo

 **Denise Parr**
@DeniseParrBSN


 **Karen M. Jones**
@Jones2Rn Follows you

 **Jill Holdsworth**
@JillHolds Follows you

 **Janet Haas**
@JanetHaasIP

 **Jim Gauthier**
@diversebugman

 **Nicole**
@whatbugsmaycome

 **Barbara A. Smith**
@BASmithRN Follows you

 **Angela Vassallo** 🔒
@angievassallo Follows you

 **Monika Pogorzelska-Maziarz**
@mpmaziarz Follows you

 **EpidemioLakshmy**
@epidemioLakshmy

 **IPCWell - Dr. Buffy Lloyd Krejci**
@IPCWell Follows you

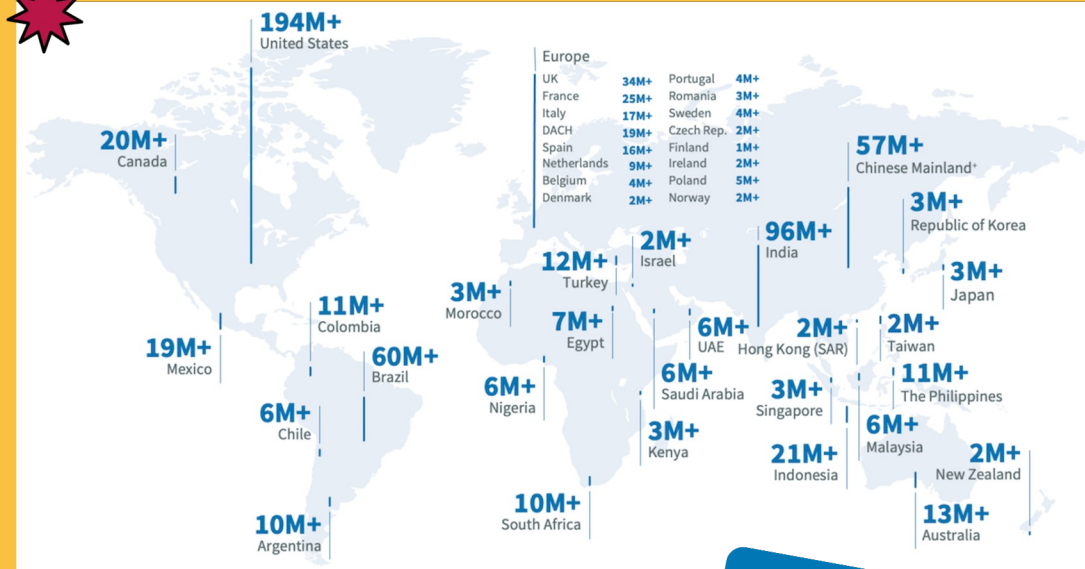
 **Timothy Bowers (He/Him)**
@InfectionPrvntn Follows you



A World of Networking Opportunities



- LinkedIn now has more than 900 million members—most of whom are surprisingly well-behaved!
- 40% of users access it daily, but don't spend more than a few minutes on the app/site
- 44% of users make more than \$75k per year
- Job seekers with a comprehensive LinkedIn profile have a **71% higher chance of getting a job interview.**
- Employers will & do look you up online. Don't leave them guessing.



<https://www.linkedin.com/pulse/5-mindblowing-linkedin-statistics-job-search-harshad-bhaqwat-1e/>

<https://kinsta.com/blog/linkedin-statistics/>

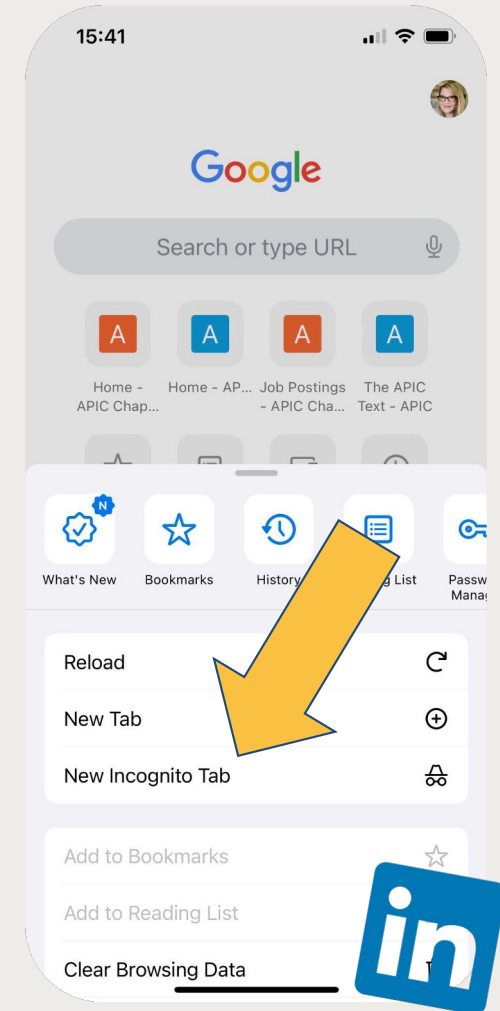
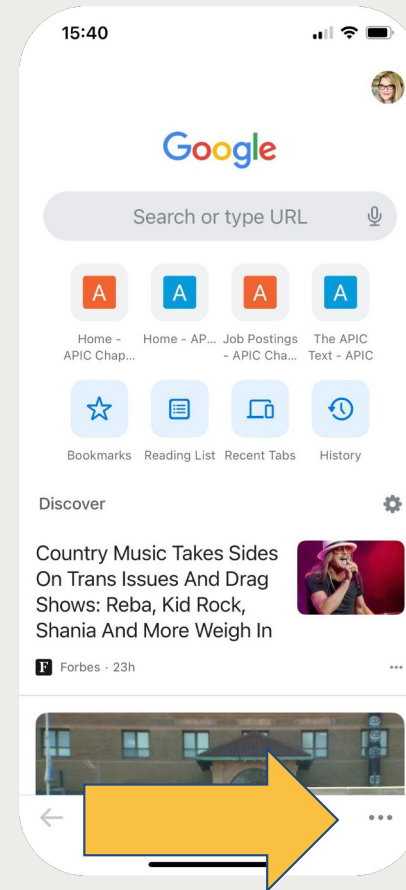
Additional LinkedIn Tips



- If you don't pay for a premium account, other users *can* see you've viewed their profile.
 - Don't freak out! This isn't high school—*no one's looking to ask you to go steady.*
 - Social media IS networking today.



- If you want to conduct hiring/professional “research” privately (and don't want to pay), open a **Chrome Incognito tab!**
 - *Don't* log in to your LinkedIn account.




LinkedIn IP Amplification

- Connect with other IPs across the globe!
- Social media sites like LinkedIn can amplify your IP platform & help build your own brand.
- Using AND following #hashtags makes your posts more visible to your peers!

Post analytics


Rebecca Battjes, MPH, CIC, FAPIC posted this • 3w

Given overwhelming positive feedback on my recent [#YouTube](#) video outlining the annual [#infectionprevention](#) [#riskassessment](#) and annual plan, I am sl ...show more

 Generic Ongoing Infection Prevention Activities: Episode 1 Daily Acti...
youtube.com

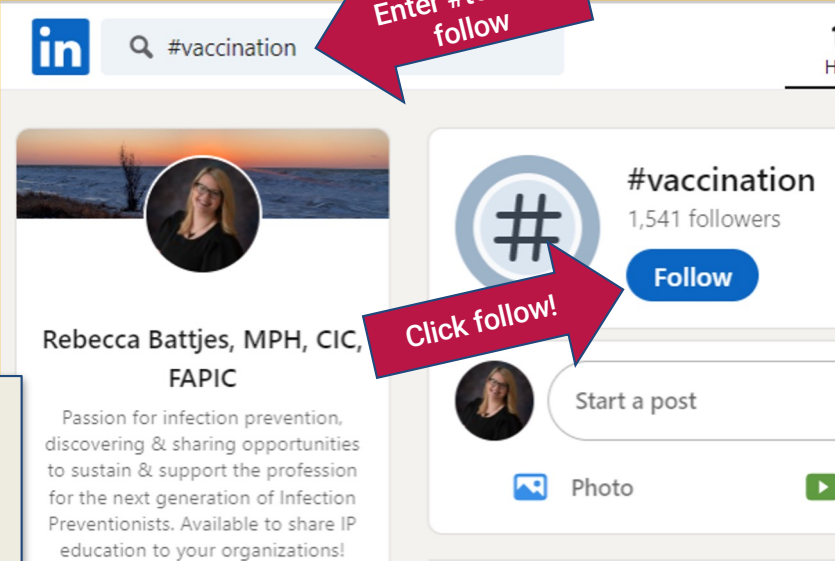
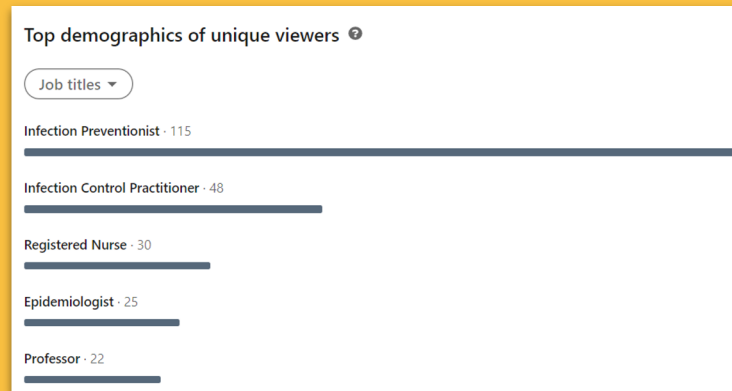
Discovery

2,297 Impressions

 Posts that spark conversations perform best. Try sharing a tip or asking a question

[Start a post](#)

#infectionprevention
#riskassessment
#YouTube (not a great idea!)



in #vaccination

Rebecca Battjes, MPH, CIC, FAPIC

Passion for infection prevention, discovering & sharing opportunities to sustain & support the profession for the next generation of Infection Preventionists. Available to share IP education to your organizations!

#vaccination
1,541 followers
[Follow](#)

Start a post

Photo



#apic

200 followers



#cleaningsolutions

224 followers



#antimicrobialstewardship

732 followers



#evs

6.4K followers



#infectionprevention

6.6K followers



#infectioncontrol

5.8K followers



#environmentalservices

15.9K followers



#publichealth

696.3K followers



#patientsafety

68.5K followers



#healthcare

9.7M followers



Nursing home "icks"



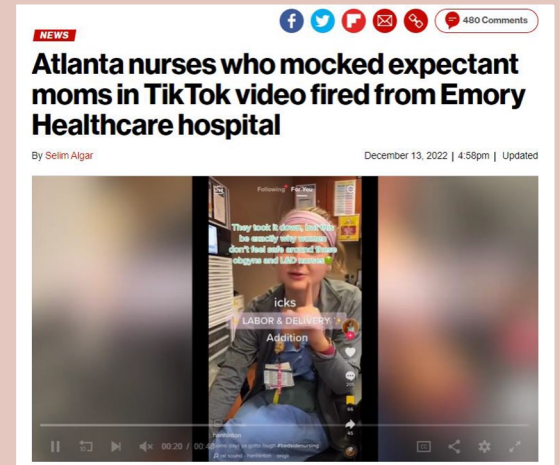
SOCIAL MEDIA PITFALLS

An exceeding number of healthcare providers (HCPs) are revealing what life is like on the other side of the privacy curtain. While major organizations may have more resources to identify & stop inappropriate content, there are many more who are unaware of employee policy violations.

Posts that shame or disparage fellow HCPs, patients, facilities or the communities we serve are unacceptable and should be reported immediately.



Labor & delivery "icks"



<https://nypost.com/2022/12/13/atlanta-nurses-who-mocked-expectant-moms-in-tiktok-video-fired-from-emory-healthcare-hospital/>

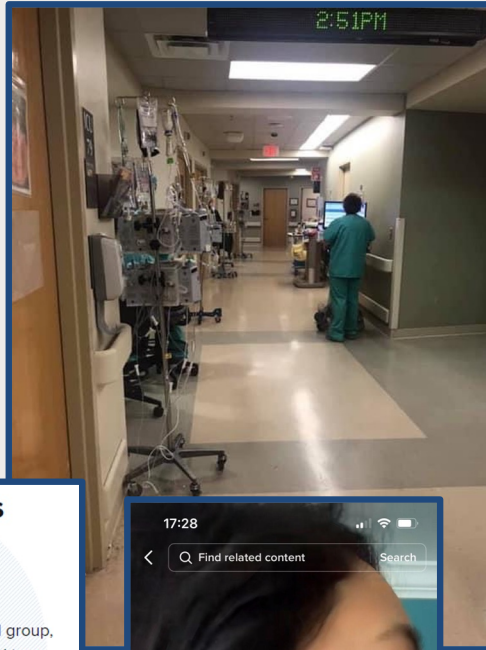
NSO* 10 Simple Dos & Don'ts

- Always maintain patient privacy and confidentiality.
- Do not post patient photos or videos of patients or identify patients by name.
- Do not refer to patients in a disparaging manner, even if patients are not identified.
- Use caution when connecting with patients or former patients via social media.
- Do not post inappropriate photos, or negative comments about colleagues or employers.
- Never discuss drug and alcohol use.
- Use social media to post positive comments about your workplace and its staff.
- Share educational information that may benefit others, such as safety notices and medical news.
- It is permissible to refer to doctors, specialists and healthcare practices.
- Use social media to enhance the role of nursing in the community, among friends and the public.

*Nursing Services Organization 2023. Available at <https://www.nso.com/Learning/Artifacts/Articles/Social-Media-Etiquette-for-Nursing-Professionals>.

social media saving lives during the pandemic



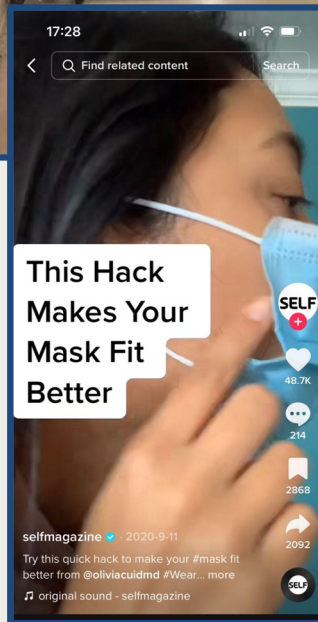


Providence St. Joseph hospitals make medical gear by hand for coronavirus fight

Because of a shortage of personal protective gear, the medical group, which includes a number of hospitals in the Seattle area, turned to a DIY solution.



Author: KING 5 Staff
Published: 5:49 PM PDT March 19, 2020
Updated: 8:09 AM PDT March 20, 2020



Detroit emergency doctor's ventilator idea is getting global attention

Keith Matheny and Kristen Jordan Shamus Detroit Free Press

Published 6:30 a.m. ET April 3, 2020 | Updated 6:56 p.m. ET April 3, 2020



978,665 views Mar 14, 2020

Watch this short video to learn how to use one ventilator to save multiple lives. To learn more about this study visit: <https://onlinelibrary.wiley.com/doi/e...>

Almost 1 million views!

how social media helps me help other IPs



The New IP's Guide to the Annual Infection Prevention... 41:21

The New IP's Guide to the Annual Infection Prevention... ⋮

1.2K views • 1 month ago

A screenshot of a YouTube video player. The video thumbnail shows a woman with glasses and a red sweater. The video title is "The New IP's Guide to the Annual Infection Prevention..." and the duration is 41:21. Below the title, it shows "1.2K views • 1 month ago".

IP SUPPORT



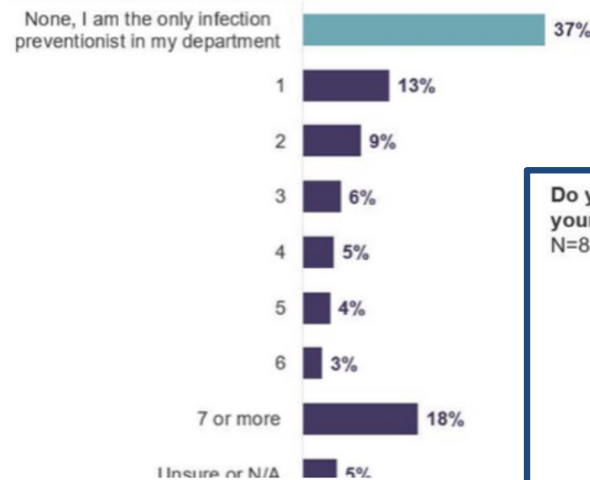
- 37% of APIC members are the only IP in their department.
 - Some of these are a part of systems
- 16% of APIC members are truly on their own with no other IP support.
 - Rural facilities
- Survey bias (not all IPs are APIC members)

As cited in Jackson 2023, March APIC Strategic Partner Call

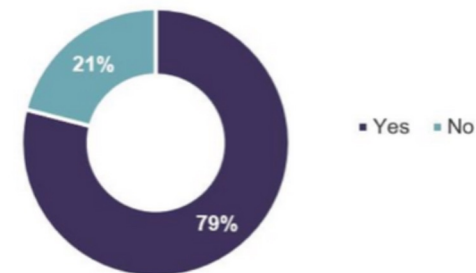
NETWORKS



How many other infection preventionists are currently employed by your infection prevention department?
N=816; Base: Current members



Do you have access to other infection preventionists in your organization or system?
N=818; Base: Current members



Solo, no IP support: 16%
Has IP support: 84%

IP Annual Risk Assessment Video

With very little preparation, no script & only one slide, I reached over 1.2K views after recording a video on how to approach the annual facility infection prevention risk assessment.



It was very helpful. I am a one-woman show at my hospital ...

I wish I had this when I first started in IP 4 years ago.

Your video made sense to me, *finally*.

I am new to my position and the old IP retired before my tenure, so I did not receive hands on training.





IPCWell

@ipcwell3847 1.05K subscribers 77 videos

My name is Dr. Buffy Lloyd-Krejci and I'm the founder of IPCWell. I help IPC



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36 views • 3 days ago



Join our Mailing List! IPCWell

14 views • 1 month ago



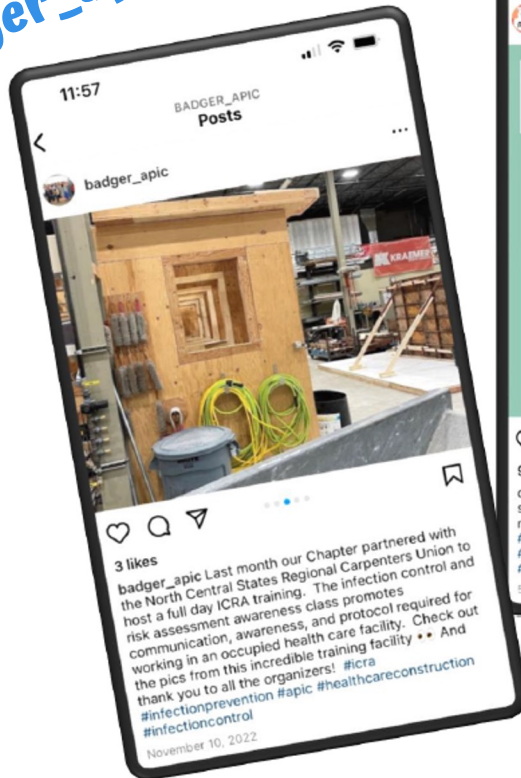
Enhanced Barrier Precautions in Long-Term Care

412 views • 2 months ago

<https://www.youtube.com/@ipcwell3847/videos>

APIC Chapters on Instagram

@badger_apic



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Questions?



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