12 steps to smart and safe social media communication

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Disclosures

- No healthcare financial relationships
- Dr. David Geier Enterprises, LLC
- Founder, Sports Medicine University
- Talk does not reflect views of my practice or hospitals
"What if we don’t change at all ... and something magical just happens?"
See the benefits in social media instead of the risks.
Understand and follow the social media guidelines of your institution.
Participate without creating content.
Start slowly and build.
Communicate to help others instead of promoting yourself.
Look to role models, not medical organizations, for social media guidance.
<table>
<thead>
<tr>
<th>RM 1</th>
<th>Operating Room Schedule</th>
<th>Staff</th>
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<tbody>
<tr>
<td>1</td>
<td>10:00 Smith, John</td>
<td>Davis</td>
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<tr>
<td>2</td>
<td>10:00 Johnson, Edward</td>
<td>Davis</td>
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<td>3</td>
<td>10:15 Hung, Kena</td>
<td>Davis</td>
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<td>4</td>
<td>10:00 Smith, John</td>
<td>Davis</td>
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<td>5</td>
<td>10:00 Simmons, Jair</td>
<td>Davis</td>
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<td>6</td>
<td>10:00 Johnson, Edward</td>
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<td>7</td>
<td>10:00 Smith, John</td>
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<td>8</td>
<td>10:00 Johnson, Edward</td>
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<td>9</td>
<td>10:00 Simmons, Jair</td>
<td>Davis</td>
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<td>10</td>
<td>*</td>
<td>Davis</td>
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</tbody>
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*Note: The schedule includes various procedures such as Liposuction, Revision Breast, etc.*
Assume everything you publish online can be seen by everyone.
Decide what you want to share and what you don't.
Avoid patient-specific discussions.
Avoid giving medical advice online.
Carefully consider online relationships with patients.
Avoid lashing out at people who leave negative reviews.
DISLIKE
Key things you need to know about Dr. Geier Jr.:

1. Dr. Geier Jr.'s Experience
   Research training, expertise and qualifications
Last appeal: Get involved
Just for you!

• Slides
• Outline
• Links and resources
• Last year’s talk

• DrDavidGeier.com/BeckersASC
Thank you