



Social Media 101

A simple guide to understanding how to utilize
and interact with the
CIHC Blog, Facebook, Twitter and RSS Feeds.

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Canadian Interprofessional Health Collaborative
Consortium pancanadien pour l'interprofessionnalisme en santé

Social Media 101

Powerful tools for real-time collaboration & interprofessional knowledge sharing.

These social media tools provide huge opportunities for collaboration, interactivity, knowledge sharing and real-time information updates.

They help to increase our ability to put the patient first and to share information very quickly about public health risks around the world or across the city.

Q: “But what are these tools and how do they work?”

*A: “In order to understand how these tools work together to create these exciting opportunities for collaboration we need to look at the most important piece of our Social Media strategy:
The CIHC Blog!”*

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SOCIAL MEDIA STRATEGY PART ONE: THE BLOG

You can find it by going to www.cihc.ca/blog
or by clicking the image to the left!

Q: Why is the blog so important to our Social Media strategy?

A: The CIHC Blog is the primary platform for sharing important information with health professionals across Canada and the world.

You will find announcements, op-ed commentaries from fellow health care practitioners, updates on conferences, great videos and interviews with students and colleagues.

It is like a one-stop shop for our vital and growing community.

Q: What does it do and how can I make use of it?

A: The blog provides all kinds of unique information on interprofessional collaborative health care from many different sources.

You can read articles, watch videos, listen to interesting interviews, follow our twitter feed, check out the CIHC Library and even find out how YOU can share your expertise and knowledge with health care professionals across Canada.

(more about the blog on the next page...)



Blog



MORE ABOUT THE CIHC BLOG

Q: Can I access the blog from anywhere?

A: You can access the blog from any computer that has general internet access.

Many work computers may not allow for use of sites like Facebook and Twitter but most should allow for access to the CIHC Blog.

The CIHC Blog will contain almost all the information that is shared on the CIHC Facebook page and the blog also provides a real-time Twitter feed (located in the right margin) that will provide you with real-time information and links from our international network.

Q: Where does the blog's content come from and how can I participate?

A: The blog is updated by our social media consultant, Sean Cranbury, with stories, articles, cartoons, videos, etc... that are sent to him by CIHC members or via information gathered from other social media networks.

You are encouraged to contribute to the blog! You can share information - about a conference, meeting or committee - promising practices, opinion pieces or links to great sites that you want to share with the CIHC community.

Home
About CIHC/CPIS
How Can I Contribute?

Thinking about Scopes of Practice in the IP Context, by John Gilbert

How to approach scopes of practice is one of the many questions that confront practitioners when they are implementing interprofessional learning programs in practice settings.



Over a rather long period of time, individual professions have developed scopes that accord with perceived competencies, and which are congruent with regulation and legislation. Although these scopes of practice appear to work well for individual professions, at times they overlap with other professions and can be an obstacle to interprofessional learning and care.

There are a number of ways to address this question, which might then lead to a closer integration of learning "interprofessionally".

First, in developing interprofessional collaborative learning and practice environments, we need to articulate clear role definitions and differentiations between and among health care providers. We have learned that in high functioning teams, such understandings need to happen before the blurring of professional boundaries can occur as a precursor to interprofessional practice.

Next, we need to carefully plan the education and training of students in interprofessional learning and practice environments so that the learning which takes place both enhances and enriches each student's understanding of scopes of practice, and the regulatory and legislative issues that attach to them.

LINKS

- [About CIHC](#)
- [CIHC](#)
- [CIHC Library](#)
- [CIHC on Facebook](#)
- [CIHC on Twitter](#)

TWITTER

- RT @NessBemient @inspiringtweet: Mental Heal Letting go of grudges, accep constructive criticism, key to mental <http://bit.ly/7bG5dl> an hour ago
- Univ. of Aberdeen, Scotland Conference: Interprofession: Education's contribution to Effective Joint Working <http://70X5tj> about 4 hours ago
- Health Ministers Work Toget Benefit Atlantic Canadians <http://bit.ly/4xY9gv> about 1 ago
- Collaborative aid in Haiti <http://bit.ly/6ljpjR> 3 days ago
- RT @chrismccreery: @nurse1 NYTimes: The Americanizati Mental Illness <http://s.nyt.c/u/Ayl> 6 days ago

CATEGORIES

- [Announcements](#)
- [Committees](#)

- SOME CONTEXT -

Take a Break to Consider These Thoughts:

“The H1N1 outbreak was **the world’s first open-source outbreak**. And what I mean by that is that data about this virus was being **generated in real-time** and it was being shared with researchers around the world **freely with no restrictions** and the community really **came together as kind of a hive-mind** to solve this problem of pandemic influenza.”

- and -

“Advances in technology... and a sea change in scientist’s attitudes towards becoming more **open access oriented** and **more collaborative** - those two things together have brought us to the brink of this **new era in public health** where our response to emerging infectious diseases and emerging threats is **much more rapid and much more collaborative** than it’s ever been in the past.”

- Dr. Jennifer Gardy

from her TEDx Terry 2009 lecture at UBC entitled:
Public Health in the 21st Century: the Open-Source Outbreak

- A SHORT RECAP -

The CIHC Social Media Strategy utilizes a coordinated interplay between Facebook, Twitter, RSS and the CIHC Blog to provide:

A central collaborative platform for sharing and archiving relevant news and information: **The Blog**
- which we've discussed already -

- AND -

An automated means of staying informed via email about updates to the CIHC Blog: **The RSS Feed**

A fun and engaging place to share information and meet colleagues: **The CIHC Facebook Page**

A means of sharing information in real-time with health care professionals around the world:
The CIHC Twitter Feed

SOCIAL MEDIA STRATEGY PART TWO: THE RSS FEED

Q: What does RSS stand for and what does it do?

A: RSS stands for Really Simple Syndication and it provides you with notifications when the CIHC Blog has been updated with a new post.

Q: How does it work?

A: By clicking on the RSS Button - like the ones to the right - you will receive updates from the CIHC Blog right in your email inbox!

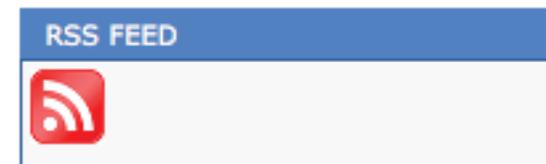
Instead of checking the CIHC Blog every day for updates, RSS brings the updates to you! What can be easier than that?

Q: Where can I find this little RSS Feed button?

A: The RSS Feed button is located at the bottom in the right margin of the blog below the 'categories' and 'archives'.

Q: OK, I've clicked the RSS Feed button, now what?

A: The RSS Feed button will open up a new window that will ask you how you would like to receive the CIHC Blog updates. You can point the RSS Feeds to your home email address or you can receive updates via Google Homepage or Google Reader.



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SOCIAL MEDIA PART THREE: FACEBOOK

(click the image to left to see our Facebook page)

Q: What is Facebook and why should I care?

A: Facebook is the world's largest and best social networking site. It puts countless numbers of people in touch every day.

Friends, family, professional colleagues all connect and share information via this powerful collaborative tool.

Q: What about privacy? I don't want to share my personal information with just anybody.

A: Facebook has personalized privacy settings that you can set to control what people can see on your profile.

Share as much or as little as you like.

The important thing is to participate and connect!

MORE ABOUT FACEBOOK AND WHY IT'S AN IMPORTANT PART OF THE CIHC STRATEGY

If Facebook were a country it would have the fourth largest population in the world.

That's a lot of people. That's a lot of opportunities for making connections and collaboration.

As the digital revolution continues to shape the way that we communicate and interact, platforms like Facebook and Twitter (which we'll be covering next) will become more and more important.

They are gateways to instantaneous resource sharing opportunities. World wide!

It is a highly associative - and therefore collaborative - space. New interprofessional connections can be made through interactions with your colleagues and friends on Facebook.

The more that you participate and share information the larger your collaborative network will become.

Facebook is what you want it to be. It can be a place where you communicate with your friends or it can be a strictly professional networking platform. Or both!

You set the rules and the boundaries.

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SOCIAL MEDIA PART FOUR: TWITTER

You can follow CIHC on twitter by clicking the image to the left or by going to www.twitter.com/cihc_ca

Q: What is twitter?

A: Twitter is a social networking tool and micro-blogging site that enables its users to send and read messages known as tweets.

Q: What is a tweet?

A: A tweet is a message that is sent via Twitter of no longer than 140 characters. It can be read by any one of the people 'following' you on Twitter and can be 'retweeted' by anyone to their own network.

Tweets contain information and links that are of interest to our community of followers. People will 'retweet' content if they feel it contains info of interest to their personal community and vice versa.

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MORE ABOUT TWITTER:

The best way to understand twitter is to try it. It's free and and it's easy!

Go to twitter.com and sign up for an account. Don't worry, there's no spam or annoying emails involved. It's a very clean and easy process.

Once you are signed up use the 'search' function to find CIHC_ca (that's US!). Now you will see all of our 'tweets'. Most of these tweets will contain brief phrases and links.

Click on the links and they will take you to sites and information that may be interesting and relevant to our community and/or to health care in general.

Once you've experimented with following a few links and started to get a feel for things by reading some of our tweets, you can start to 'follow' other people/organizations of interest to you.

To do this go to our CIHC_ca twitter page and click on the link in the right hand margin that says 'following'.

You will now see all of the people that CIHC_ca is following - meaning these are the people that we like and whose information we find valuable.

You will begin to see some familiar faces and names. Click on their profiles to 'follow' them, too!

NOW YOU'VE STARTED TO BUILD YOUR OWN COMMUNITY ON TWITTER!

EVEN MORE ABOUT TWITTER!

So, you've got a twitter account and you're following some people.

Now what?

Now you send a message that looks like this:

Hello @CIHC_ca! I'm on twitter. Now what?

When we see that tweet appear we will respond by tweeting something like this:

Hello @New_Person! Welcome to twitter. To all our followers please also follow @New_Person.

Others in our twitter community will begin to 'follow' you - meaning they want to see the information and links that you post on twitter. They will pass along those links to their communities and others will follow you because they see value in your 'tweets'. And the community conversation grows.

From there it's all about signing in to twitter from time to time to check in on what your community is discussing and sharing some thoughts/links of your own.

Some people spend all day on twitter. They used to be called 'nerds' but now they're more likely to be thought of as 'thought leaders'. They're often the first ones to get good information out to their community.

WHEW! GOT ALL THAT? DON'T WORRY. IT TAKES TIME AND WE'RE HERE TO HELP.

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In Conclusion

We know that this is a LOT of information to absorb. It's a whole new way of looking at communicating, collaborating and community.

And we know that nobody will become an expert overnight but we also know the power and efficiency that these social networks and tools will provide going forward.

It takes time and it takes a little experimenting and talking about these tools with people whom you who can share their experiences with the technology.

Real time collaboration. Helping each other get better.

You can help us make this presentation better
by offering feedback, advice, suggestions to sean@cihc.ca

Was there enough information to get you started?

Would a video presentation of some of these tools
be more useful to you?

Are you comfortable getting started?

Would it be helpful to create an ongoing
Social Media 101 series of blog posts by CIHC
members on the blog?

Would you be willing to share your experiences with
Social Media is with the CIHC community?