

WHAT CAN SOCIAL MEDIA DO FOR ME?

A Guide to the Benefits



ARE YOU A RESEARCHER?

Reach new audiences

Use hashtags when sharing your work on Twitter, Facebook and other social networks to help it appear in relevant search results.



Collaborate with other researchers

Join ResearchGate, a network for scientists and researchers.



Follow news and industry events

When you can't attend a conference, follow the event hashtags and presenters to see highlights.



ARE YOU A CLINICIAN OR MEDICAL ASSOCIATE?

Keep up with new discoveries and emerging best practices

Follow respected experts in your field, and then follow whomever they follow.

60%



of doctors in one survey said social media improves the quality of care delivered to patients.*

Network with fellow doctors

Try Doximity, a favorite social network for as many as 70% of US doctors.



Put your best foot forward when patients search for you online

Your social media profiles can replace sites like healthgrades.com in the first page of search results and give patients better insight into you and your work.



FOR ANYONE WORKING IN HEPATOLOGY AND LIVER DISEASE

Find new communities

Join new groups for peeks into their culture and concerns.



Broaden your horizons

Follow people you'd never get to interact with in real life.



Uncover new insights

Follow experts and advocates, not just fellow health care professionals. Also try following organizations (like AASLD!) and conference hashtags.



READY TO GET STARTED?

To learn more about social media and health care, visit **Social Media Essentials** at:
aasld.org/socialmedia