

Learning from Social Media


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University of Iowa

No Financial issues to disclose

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Objectives

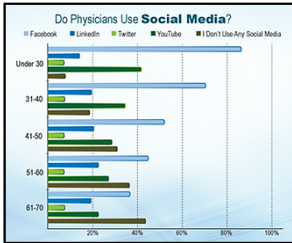
- Intro to Iowa Social Media
- Discuss 5 things I learned
 1. Give the people what they want
 2. Stay up to date
 3. Details Matter
 4. Attribution
 5. Get a read



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When in Rome do as the Romans

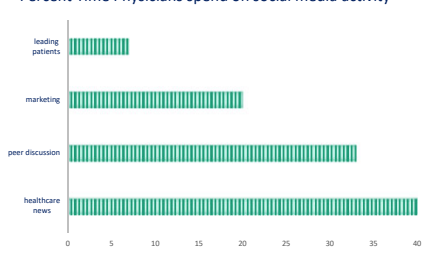
- Marketing
 - Reach alumni/patients
 - Reputation/Recruiting
- “Academic” media
 - Curate content
 - Share created content
- Virtual Meetings



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Not all playtime on social media

Percent Time Physicians spend on social media activity



<http://midigitalife.com/how-are-physicians-using-social-media/>

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Not all playtime on social media

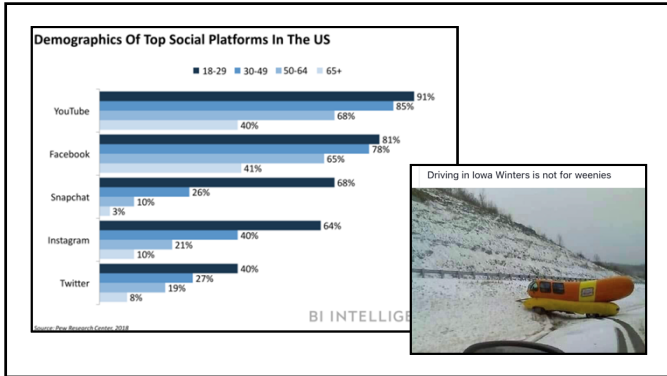


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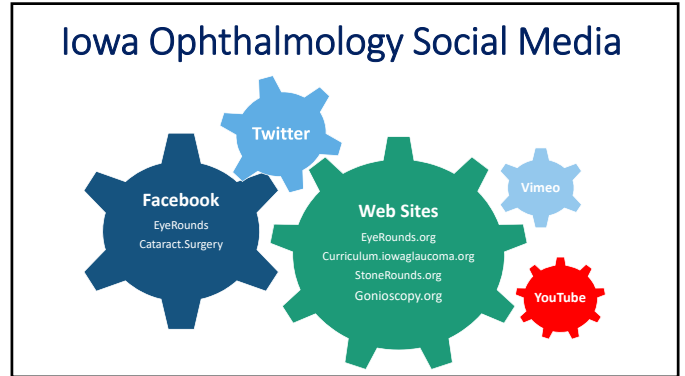
Social Media



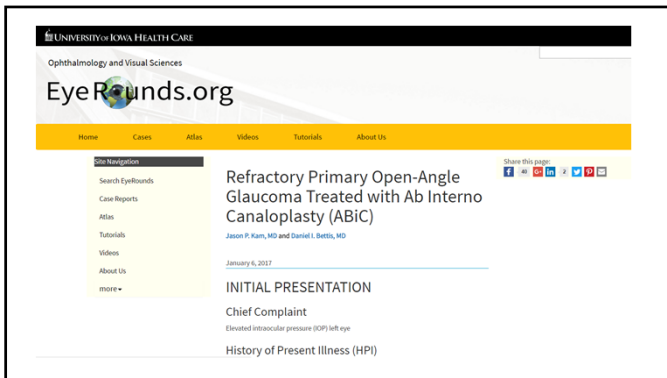
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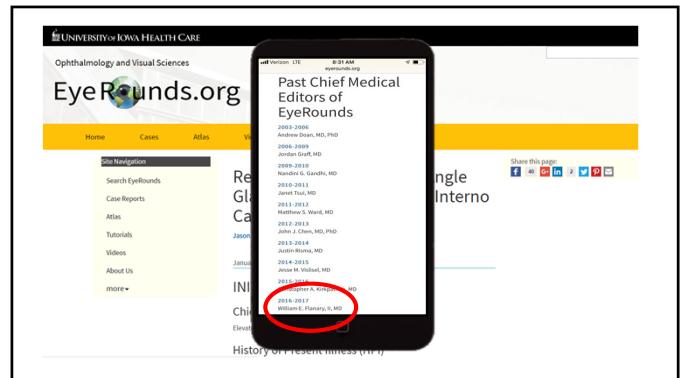
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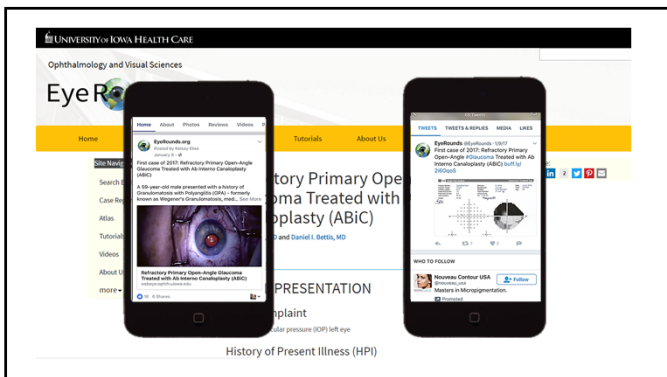
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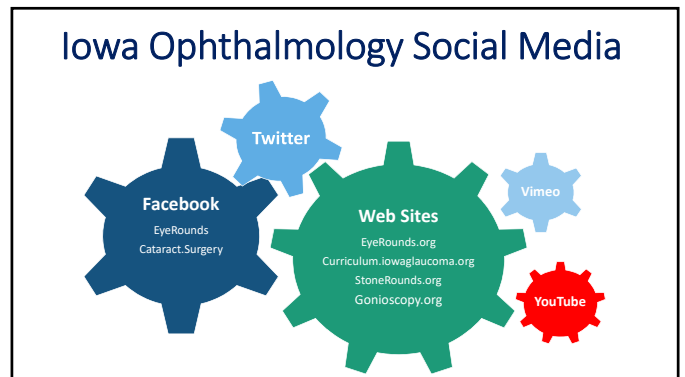
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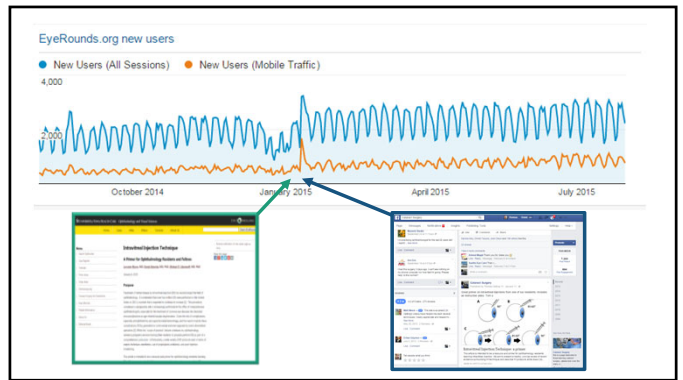
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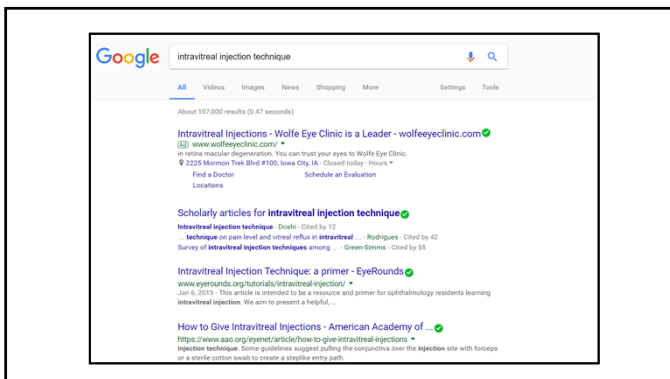
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The screenshot shows the Google AdWords Keyword Planner interface. The "Keyword Planner" section is active, displaying a table of search terms. The table includes columns for "Search terms", "Avg. monthly searches", "Competition", "Suggested bid", and "Ad imp.". The search terms listed are "intravitreal injection", "glaucoma", "macular degeneration", "cataract surgery", "diabetic retinopathy", and "blepharitis".

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad imp.
intravitreal injection	1K - 10K	Low	\$1.14	
glaucoma	100K - 1M	Low	\$0.42	
macular degeneration	100K - 1M	Medium	\$1.01	
cataract surgery	100K - 1M	Medium	\$4.07	
diabetic retinopathy	10K - 100K	Low	\$1.12	
blepharitis	100K - 1M	Low	\$0.49	

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Google AdWords Keyword Planner interface. The 'Search terms' table is as follows:

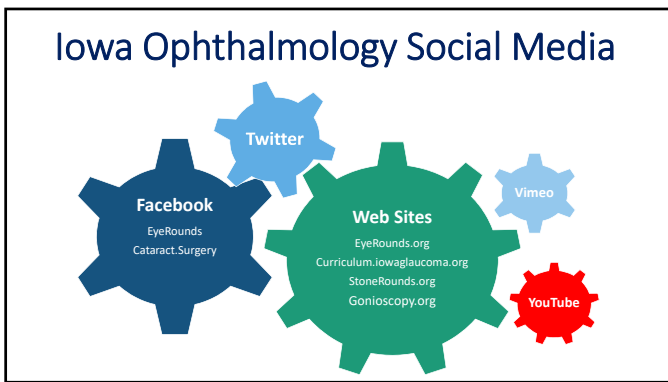
Search terms	Avg. monthly searches	Competition	Suggested bid	Ad Imps	Add to plan
intravitreal injection	1K - 10K	Low	\$1.14		

The 'Suggested bid' of \$1.14 is circled in red.

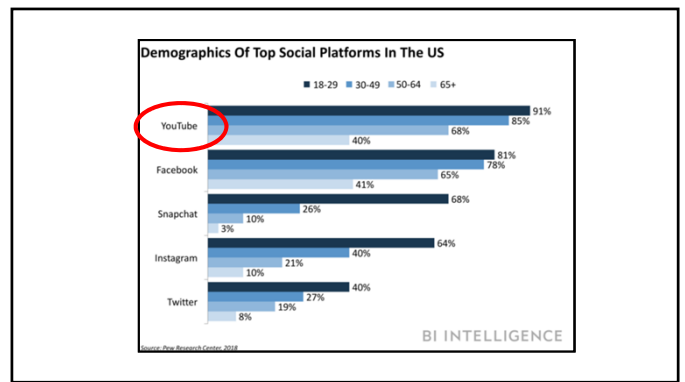
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Google search results for 'intravitreal injection technique'. The top result is from 'wolveeyeclinic.com' with the title 'Intravitreal Injections - Wolve Eye Clinic is a Leader - wolveeyeclinic.com'. Below it are several scholarly articles from sources like 'Survey of Intravitreal Injection Techniques' and 'How to Give Intravitreal Injections - American Academy of Ophthalmology'.

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YouTube video player showing a surgical procedure. The video title is 'Planned intracapsular cataract extraction'. The video has 64,479 views. A watermark 'www.eyepodvideo.com' is visible on the video.

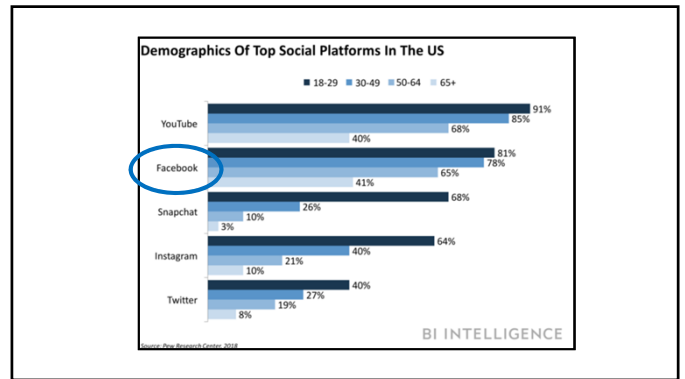
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YouTube video player showing a surgical procedure with a comment overlay. The video title is 'Planned intracapsular cataract extraction'. The video has 64,479 views. A comment overlay is visible on the right side of the video player.

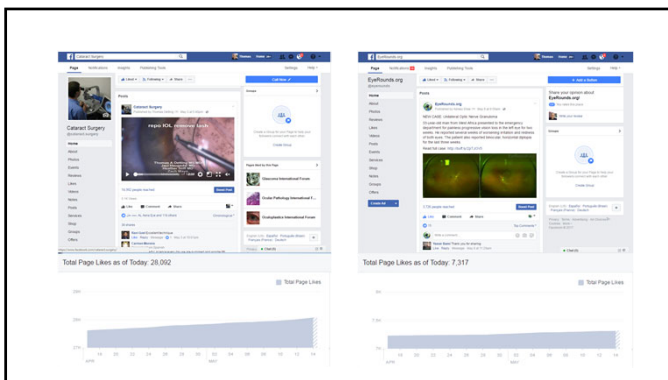
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#1

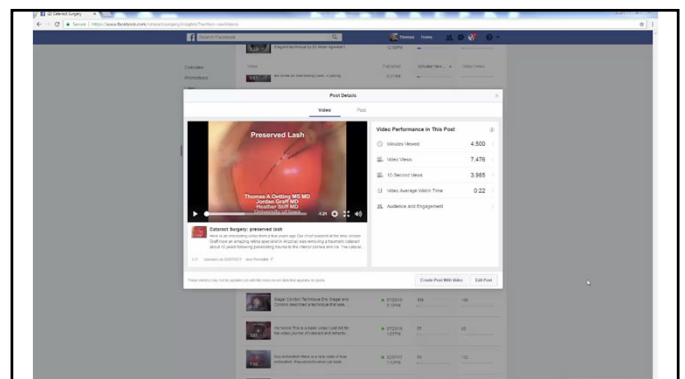
Give the people what they want

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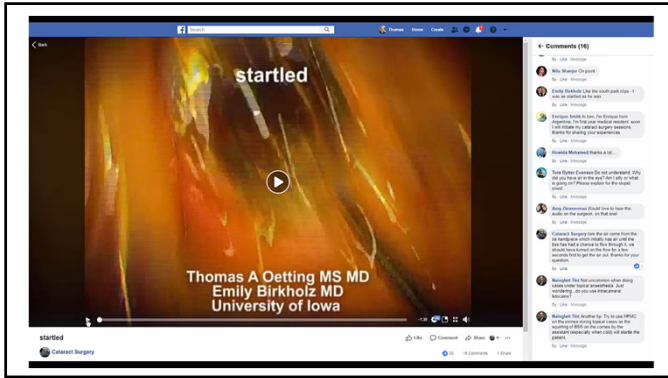
Overview	Notifications	Insights	Publishing To...	Ad Center	Page Quality	Settings
Overview		03/17/2017 6:53 PM	Here we show a few useful tips when placing a CTR early before nucleofacts. 1) the use of the sideways OVD		28K	2.6K 228
Promotions		03/16/2017 6:40 AM	Clever technique for iridodialysis repair using a sewing machine technique.		11.5K	2.3K 246
Followers		03/07/2017 12:26 PM	Here is an interesting video from a few years ago Our chief resident at the time Jordan Graf (now an amazing		43.2K	2.8K 187
Likes		02/22/2017 9:23 PM	here is a relatively common issue. The phaco needle during growing can catch the iris and cause damage.		18.4K	3K 350
Reach		02/07/2017 2:12 PM	Here is a rare case of true exfoliation. Pseudoexfoliation (at least here in Iowa) is very common with material		15.1K	2.5K 232
Page Views		12/25/2016 9:18 PM	Here are some tips on how to teach cataract surgery from a course at the AAO this past year.		0	0 0

Legend: Reach: Fans / Non-Fans, Post Clicks, Reactions, Comments & Shares

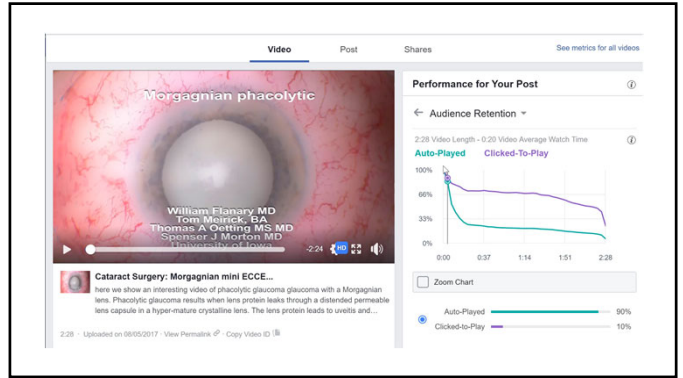
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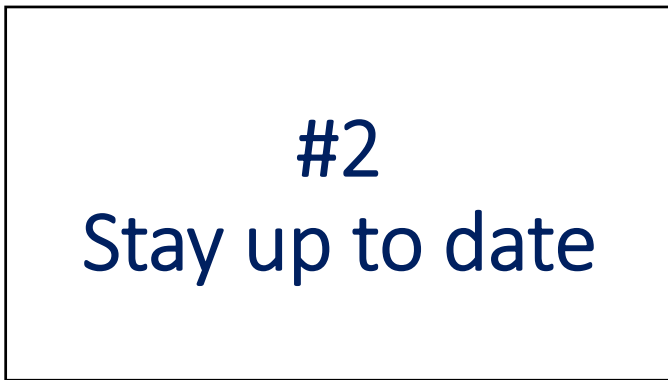
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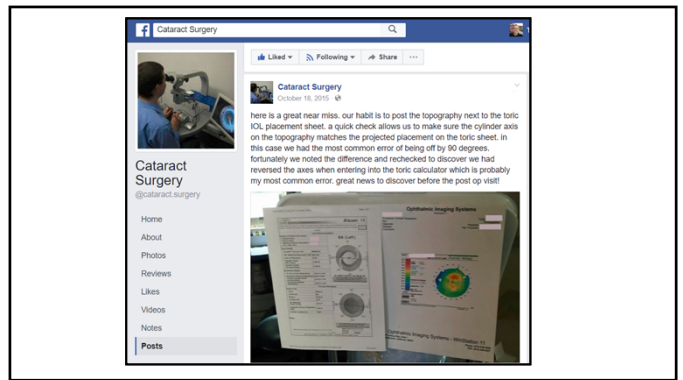
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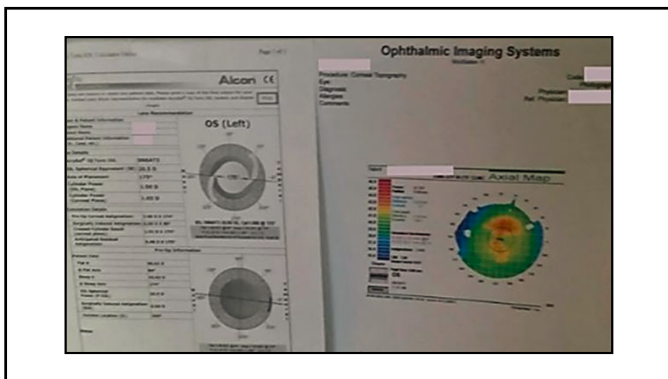
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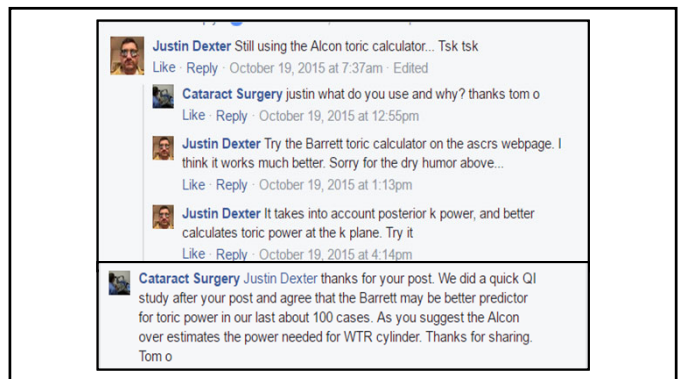
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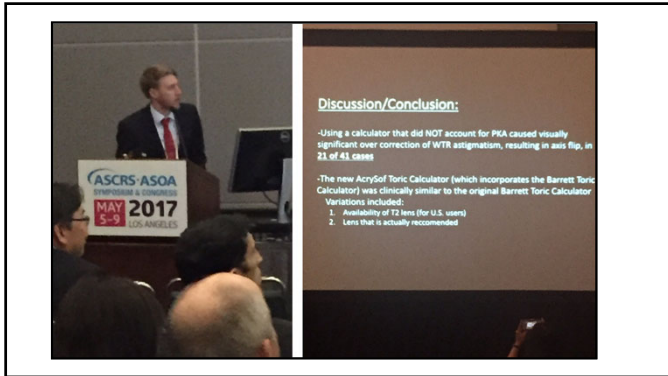
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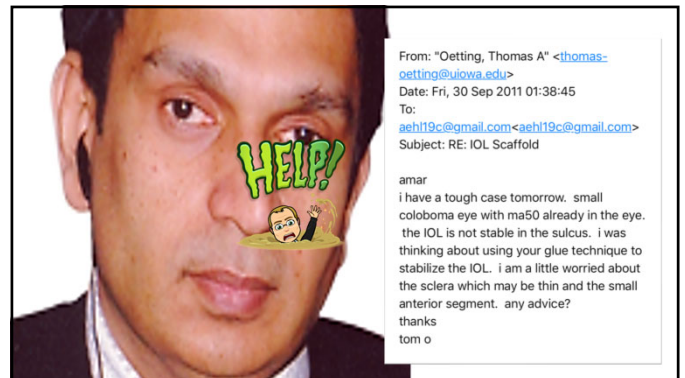
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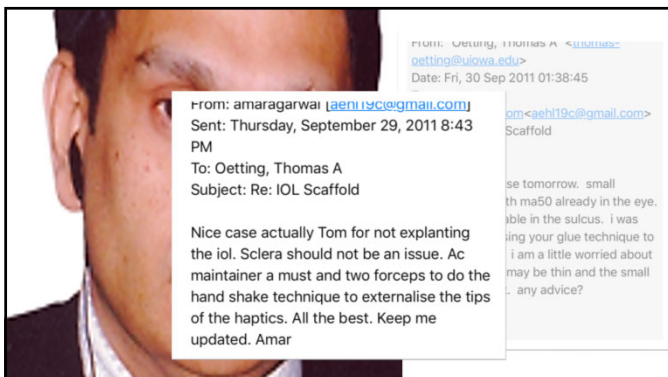
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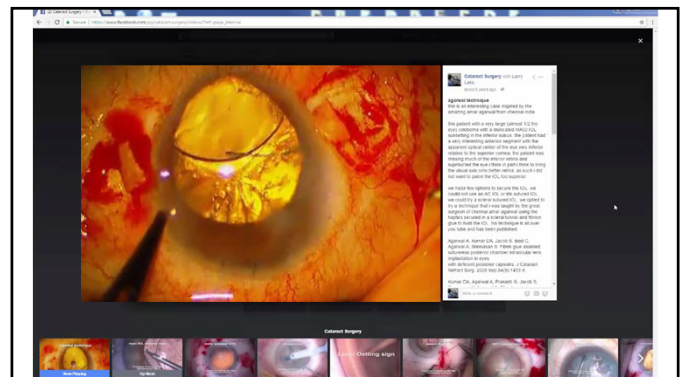
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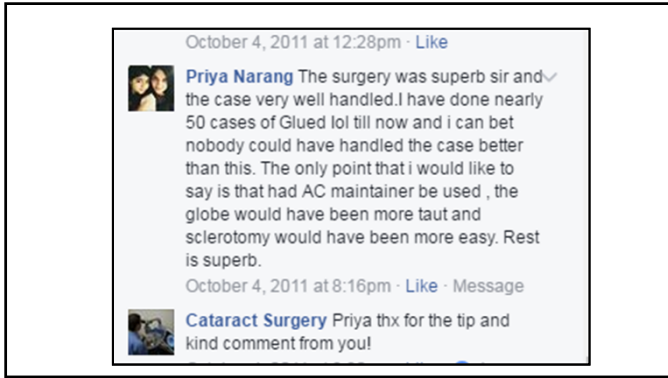
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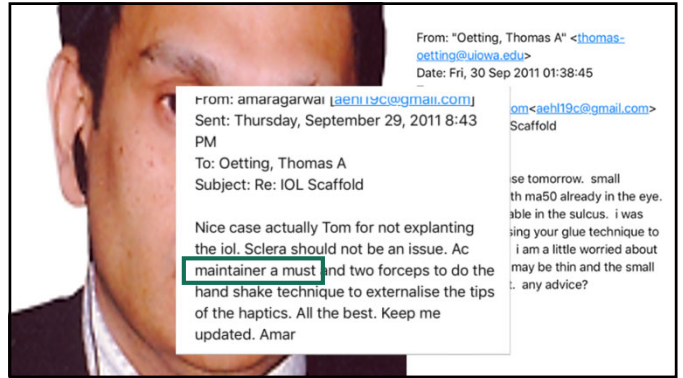
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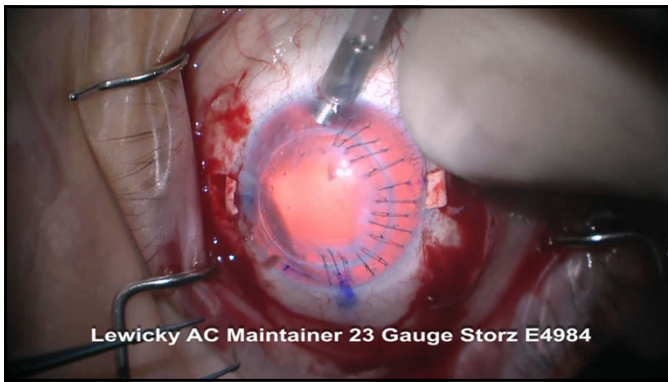
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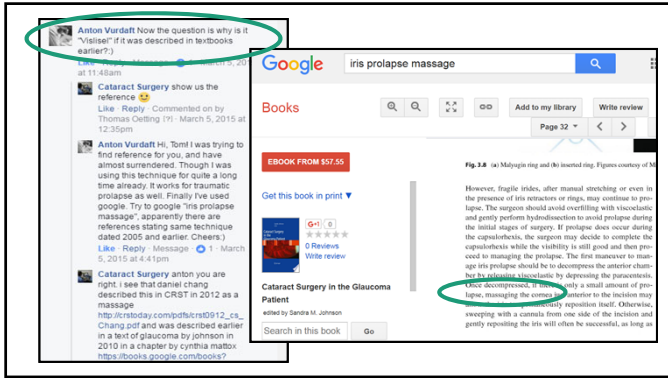
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Summary

1. Give the people what they want
2. Stay up to date
3. Details Matter
4. Attribution
5. Get a read

A cartoon illustration of a woman in a pink coat standing in a hallway. There are two doors: one labeled "EXIT" and another labeled "DROMATIC EXIT". A man in a yellow shirt is running towards the "DROMATIC EXIT" door.

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Thank you!

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