

The Interactive ePDF to Social Media in Family Medicine



AIM

Our aims in creating this ePDF, through using actual case studies in peer-to-peer social media usage, is to empower family doctors, GP trainees and medical students, enabling them to make good use of social media, and to develop professional social media strategies that support the maintenance of a healthy work/life balance.

RESULTS

Areas, which are covered in the interactive ePDF, include social media myths, professional use of social media, social media trends and codes of conduct that will empower the reader with the necessary tools to enable skilful, proficient and effective usage of social media.

METHOD

We had wonderful contributions from many individuals from inside and outside of EQiP and VdGM. These strategic and experienced users of social media told us their stories; stories, which we hope will inspire and motivate readers to experience social media for themselves, whilst in a very practical and tangible sense, highlight the nature and functionality of social media.

BACKGROUND

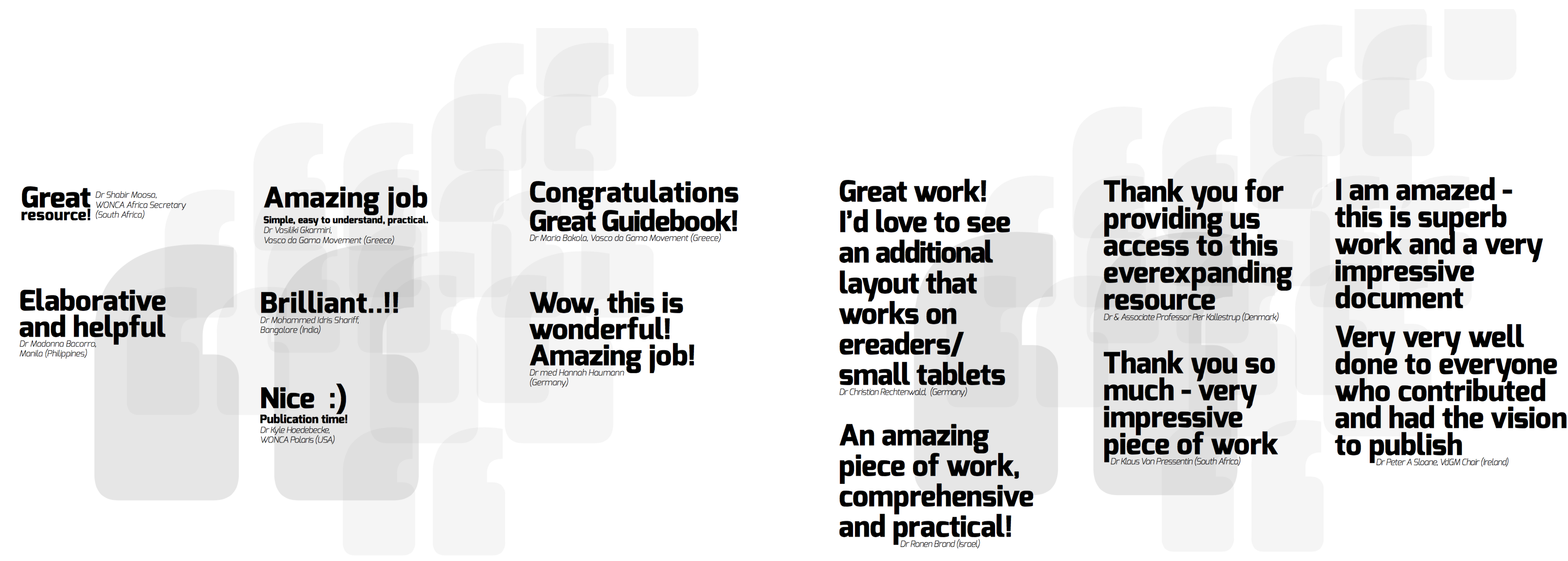
While many of us may find it difficult to remember a time before Facebook, Twitter, LinkedIn or WhatsApp, not all family doctors are engaged in social media. Despite widespread use of this new paradigm of interpersonal communication, “social media” remains in its infancy and many of us have a lot to learn.

Whilst various national associations including a number of European medical organisations have published social media guidelines for healthcare professionals, we are aware of few comprehensive family medicine resources that empower users with the necessary tools and understanding to become proficient and effective professional users of social media.



CONCLUSIONS

EQiP and VdGM have gained immeasurably during the process of putting it together. Our knowledge and understanding of social media has grown during a process, which for those involved was a labour of love.



Great resource!
Dr Shabir Moosa,
WONCA Africa Secretary
(South Africa)

Amazing job
Simple, easy to understand, practical.
Dr Vasiliki Giannini,
Vasco da Gama Movement (Greece)

Congratulations Great Guidebook!
Dr Maria Bokola,
Vasco da Gama Movement (Greece)

Great work! I'd love to see an additional layout that works on ereaders/small tablets
Dr Christian Rechterwald,
(Germany)

Thank you for providing us access to this everexpanding resource
Dr G. Associate Professor Per Killestrup
(Denmark)

I am amazed - this is superb work and a very impressive document

Elaborative and helpful
Dr Maistonia Bacarra,
Manila (Philippines)

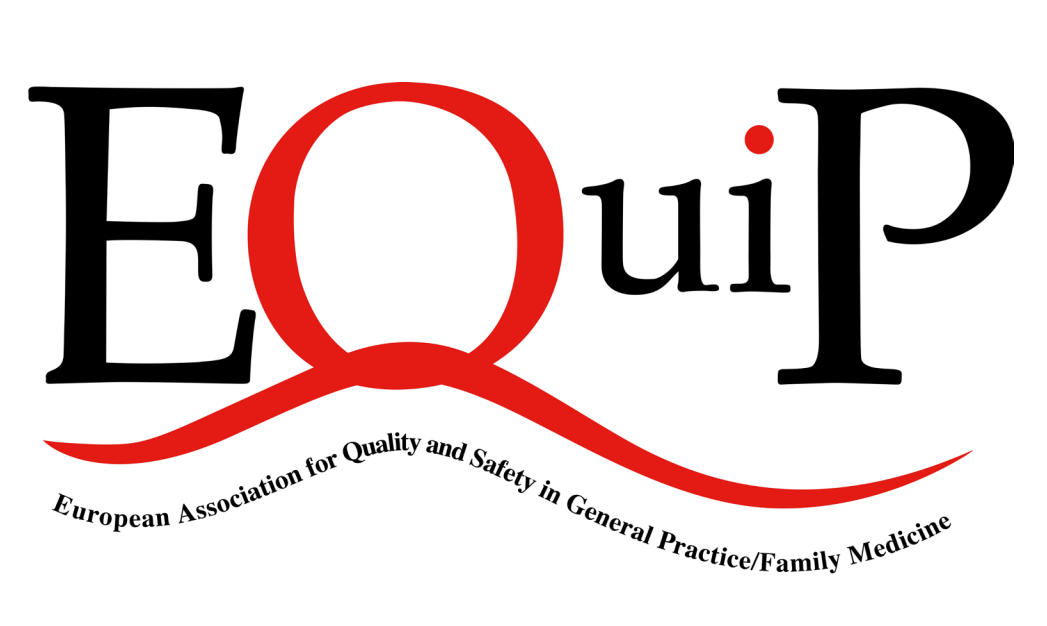
Brilliant..!!
Dr Mohammed Idris Shariff,
Bangalore (India)

Wow, this is wonderful! Amazing job!
Dr med Hannah Haumann,
(Germany)

An amazing piece of work, comprehensive and practical!
Dr Ramen Brand
(Israel)

Thank you so much - very impressive piece of work
Dr Klaus Von Pressentin
(South Africa)

Very very well done to everyone who contributed and had the vision to publish
Dr Peter A Sloane
VdGM Chair (Ireland)



How can I find the Interactive ePDF?
We invite you to download and use the ePDF "The Vasco da Gama Movement Compass: Navigating the Sea of Social Media" (SMB) launched at the 20th WONCA Europe Conference in Istanbul in 2015 during the "Social Media: An Exercise in Time Wasting for Young People?" VdGM-EQIP panel debate.
Find it here: vdgm.woncaeurope.org/content/vdgm-socialmedia-compass



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