

# HARNESSING THE UNIQUE BENEFITS OF SOCIAL MEDIA: TRENDS, BENEFITS, AND PITFALLS

ROBIN PICKERING PHD  
RPICKERING@WHITWORTH  
.EDU

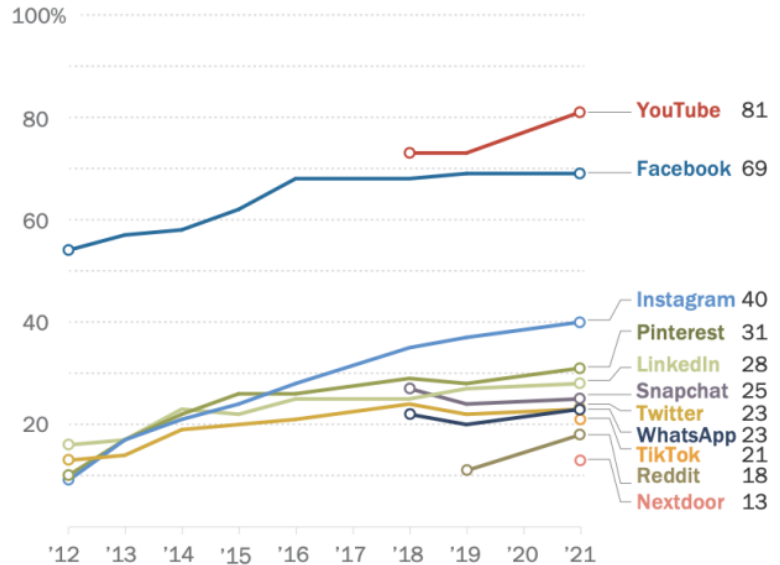
“ Observing others like ourselves successfully performing tasks, we make judgments about our own capabilities.

Self-Efficacy and  
Vicarious Experience

# SOCIAL MEDIA USE TRENDS

## Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

# BENEFITS



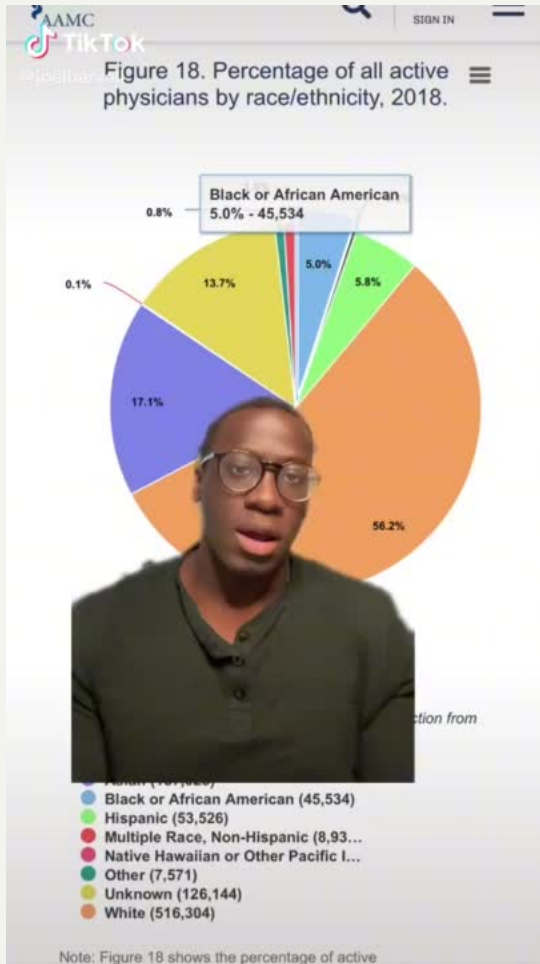


# PATIENTS

Personal Health Awareness  
and Support  
Low Barrier Access to Medical  
Information  
Access to Trusted Messengers

# PROVIDERS

Communicating amongst  
providers  
Building trust  
Empowering patients  
Addressing "lay epidemiology"  
Maximizing provider efficiency



Joel Bervell, WSU Elson S. Floyd College of Medicine



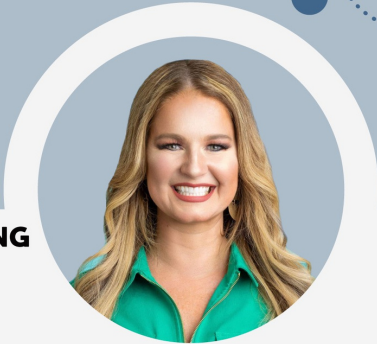
Jen Gunter, OB/GYN

sponsored by  
**Inland Imaging**

# A CLOSER LOOK

WITH

**DR. ROBIN PICKERING**



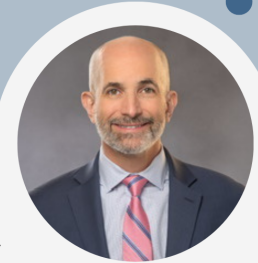
PRODUCED BY

**spokast!**

MEET OUR GUESTS

## A CLOSER LOOK

DR.  
**MICHAEL  
CALDWELL**



Chief Medical Officer, Dry January  
USA

Associate Professor, Internal  
Medicine and Professional and  
Medical Education

Meharry Medical College

Follow on Instagram:

[@dryjanuary\\_usa](https://www.instagram.com/dryjanuary_usa)



## A CLOSER LOOK

GUEST

**MICHAEL MCDONELL, PHD**



Professor

Department of Community and Behavioral Health  
Elson S. Floyd College of Medicine  
Washington State University



## **Communicating with patients via SM**

HIPAA Compliance

## **Breaches in privacy, sharing without consent**

Professionalism

## **Accuracy**



**AVOIDING  
PITFALLS  
AND  
REDUCING  
RISK**