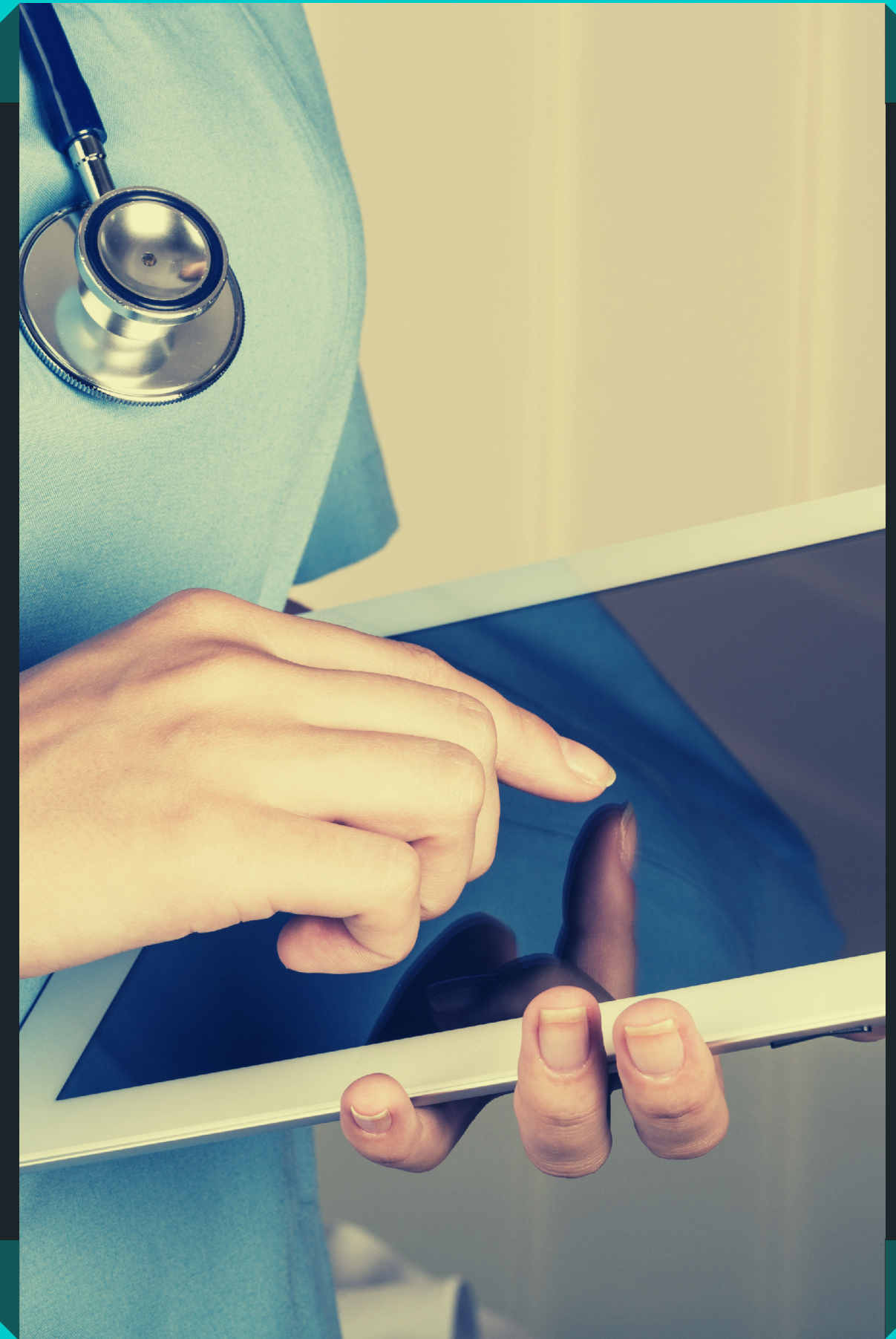


# THE USE OF SOCIAL MEDIA IN HEALTHCARE

PART I





# SOCIAL MEDIA IN HEALTHCARE

## WHAT IS SOCIAL MEDIA?

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.<sup>1</sup>



**45%**

**OF THE  
WORLD USES  
SOME KIND  
OF SOCIAL  
MEDIA<sup>2</sup>**



# SOCIAL MEDIA IN HEALTHCARE

## BENEFITS OF SOCIAL MEDIA FOR THE HEALTHCARE INDUSTRY

Social media can have many benefits for the healthcare industry.

Healthcare related organizations can use social media to: <sup>3</sup>

- Educate the community about medical news, changes to policy, health tips and best practices
- Create safe, supportive environments for general health awareness and improved patient care
- Allows for dialogue for questions about healthcare topics such as symptoms, diagnosis and rights