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Social media to the cardiologist

M Chadi Alraies

Georgetown University/MedStar Washington Hospital Center, USA

Social media changed the way we follow news, events, share knowledge and education. On average, adult person spend 1 hour and 40 minutes a day using social media. This includes posting photos, articles, sharing news or just browsing others work. Currently, social media is used heavily for marketing and research purposes. Furthermore, major cardiovascular societies and journals use social media as platform to broadcast news, publish table of content or generate discussions among members and followers. However, majority of the practicing cardiologist don't use social media due to lack of time or even disbelieving in the value of having Twitter® or Facebook® account. The purpose of this session is to help the current cardiologists who are in early, mid or late-career understand the impact of social media on current practice, start up account in major social media domains, and show strategies on how to create focused audience and follow cardiologist who share the same interest. This session also will show how to use social media to conduct research, educate patients and market cardiology practice.

alraies@hotmail.com