



Using Social Media Effectively

Gemmae Fix, PhD

[@GemmaeFix](#)

[@VA_CHOIR](#)

Ryann Engle, MPH

[@RyannLEngle](#)

[@VA_CHOIR](#)

Ranak Trivedi, PhD

[@ranaktrivedi](#)

[@Ci2iVA](#)

#HSRDSocialMedia

Cyber Seminar Series

Communication Strategies for Health Services Researchers - Evidence-based changes in healthcare policy are reliant on communicating and disseminating research findings. Additionally, continued funding may depend on your ability to communicate the value of your research to policymakers, colleagues, and the public, with each of these groups requiring its own messaging approaches. This Cyberseminar series focuses on communication strategies specifically for health services researchers. Presenters are researchers or communication professionals working in health services. The series will start with an introduction and overview, then move on to working with stakeholders, identifying your audience, and writing in plain language. Later, dissemination strategies and using social media will be addressed. More sessions may be added in 2019.

[+ View CSHR CyberSeminars](#)

CSHR Seminars		
Date	Title	Presenter(s)
12/17/2018	Using Social Media Effectively	Engle, Ryann Fix, Gemmae Trivedi, Ranak
11/19/2018	Writing for a Lay Audience	Frakt, Austin Humphreys, Keith
10/15/2018	Dissemination Strategies for Health Services Researchers	Elwy, Rani
9/17/2018	Identifying Your Audience and Tailoring Your Outreach	Clark, Carson Connor
7/16/2018	Utilizing Stakeholders as Communication Partners	Elwy, Rani
6/18/2018	Research Communications Introduction and Overview	Clark, Carson Connor

<https://www.hsrdr.research.va.gov/cyberseminars/series.cfm>

Acknowledgments

- The views expressed in this article are those of the authors and do not necessarily reflect the position or policy of the Department of Veterans Affairs or the United States government.
- No conflicts of interest
- Fix is a VA HSR&D Career Development awardee at the Bedford VA (CDA 14-156).

Presentation Goals

1. Increase familiarity with a range of social media based dissemination strategies
2. Understand why & how to effectively use Twitter
3. Learn strategies to avoid common pitfalls of social media

Ask us questions NOW on Twitter!



Poll Question #1: Which of these social platforms do you use to LEARN about professional news?

- Facebook
- Twitter
- VA Pulse
- Instagram
- Other (which)

Poll Question #2: Which of these social platforms do you use to DISSEMINATE your work?

- Facebook
- Twitter
- VA Pulse
- Instagram
- Other

Outline

- Dissemination along the Research Continuum
- Why Social Media?
- How to Effectively Use Commonly Used Social Media Tools
 - Twitter
 - Facebook
 - Instagram
 - VA Pulse
- Avoiding Common Pitfalls
 - Ethics
 - Diffused persona

Dissemination along the Research Continuum

CHOIR Veteran Engagement in Research (VERG) *Dissemination* Subcommittee

- Gemmae Fix & Ryann Engle; Martin Charns; Valerie Clark; Jason Smith; Amanda Solch; Kate Yeksigian
- Internal Report; Spring 2018
- Assess ways CHOIR currently disseminates research & identify opportunities for broader dissemination

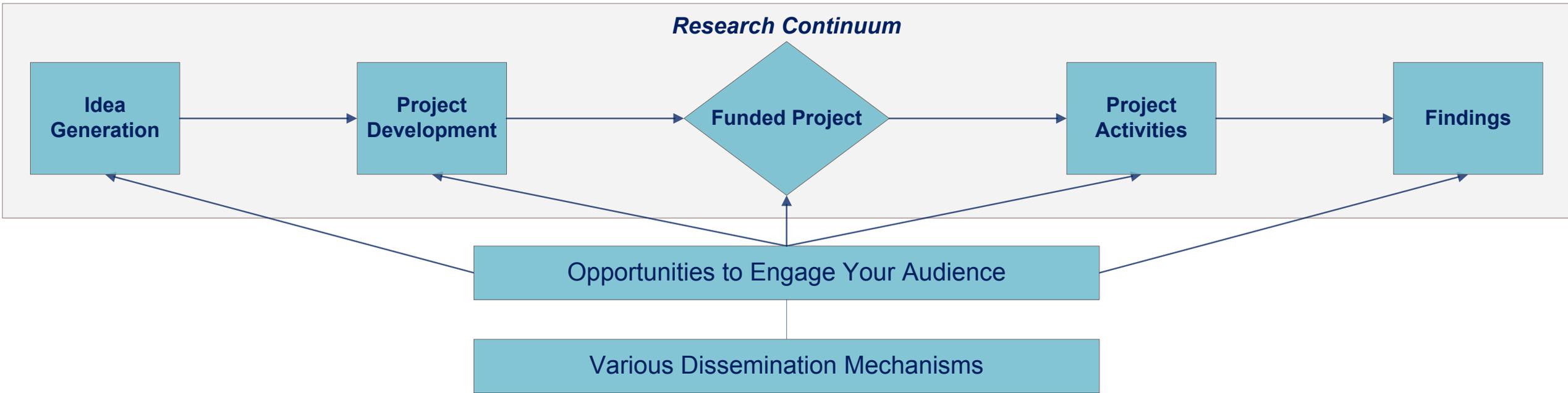
Traditional Dissemination

- Academic Conferences & Journal Articles
- VA specific communications
 - Home medical center
 - VISN
 - Operational Offices
- University invited presentations to academic community
- Grand Rounds

- End of research project

However, dissemination can be...

- Dynamic process
- Occur across project life cycle
- Audiences
 - Academic community
 - VA clinical & research communities
 - Veterans
 - Broader public



Why Social Media

Why Social Media?

- Traditional dissemination through manuscripts/conferences is time consuming and costly
- For many, journals may be prohibitively expensive
- Allows for interaction with other professionals in real time
- Allows for information to be disseminated to people outside the field, including lay people
- The world is a big place!

Why [@RyannLEngle](#), [@ranaktrivedi](#) & [@GemmaeFix](#) use Social Media



Ryann L Engle, MPH

@RyannLEngle Follows you

Health Services Researcher, Senior Project Manager, Qualitative Researcher

📍 Boston, MA

📅 Joined December 2009

Tweet to

Message



Ranak Trivedi

@RanakTrivedi Follows you

clinical health psychologist, caregiver researcher, health services researcher, avid college basketball fan with a distinct Duke bias. Prof at Stanford and VA.

📍 San Francisco Bay Area

🔗 [linkedin.com/in/ranaktrivedi](https://www.linkedin.com/in/ranaktrivedi)

📅 Joined April 2013

🎂 Born September 25



Gemmae Fix

@GemmaeFix

Anthropologist. Health Services Researcher. Optimist.

🔗 profiles.bu.edu/Gemmae.Fix

📅 Joined September 2015

📷 34 Photos and videos

Commonly Used Tools

- Twitter
- YouTube
- Facebook
- Instagram
- VA Pulse

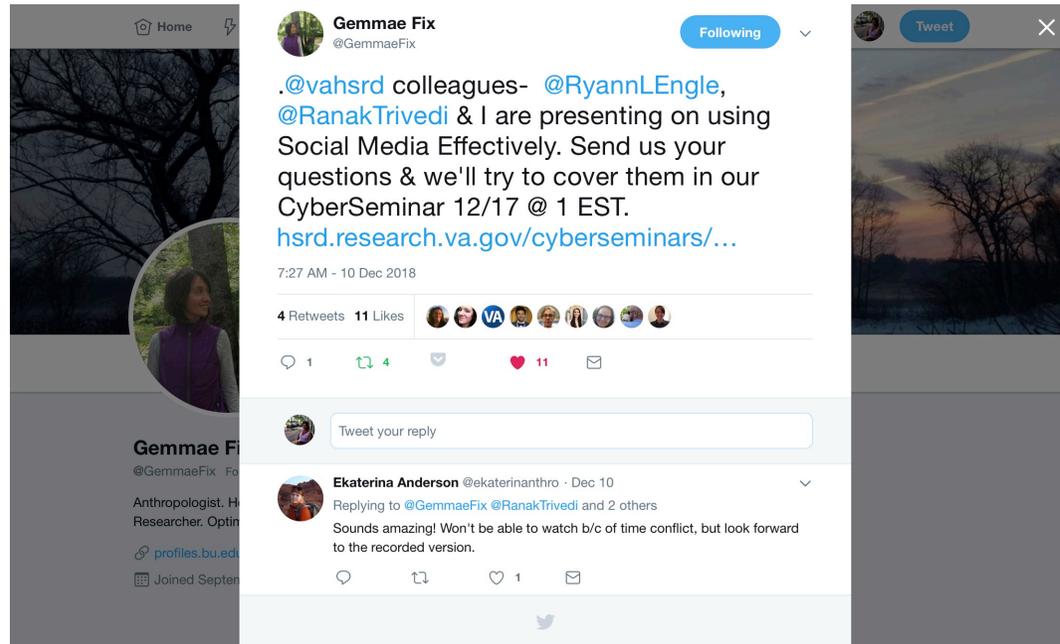
Effective Use

- Build a Targeted Profile
 - Who are you trying to talk to?
 - What do you want to tell them?
- Follow professional societies, leaders of the field & people whose work you regularly consume
 - Amplify through likes, shares & retweets
- Make Social Engagement a Habit
 - Daily or at least regular tweets

Effective Use (contd.)

Engage Your Audience

- Effective use of hashtags (#)
- Connecting with @
- Tweetdeck



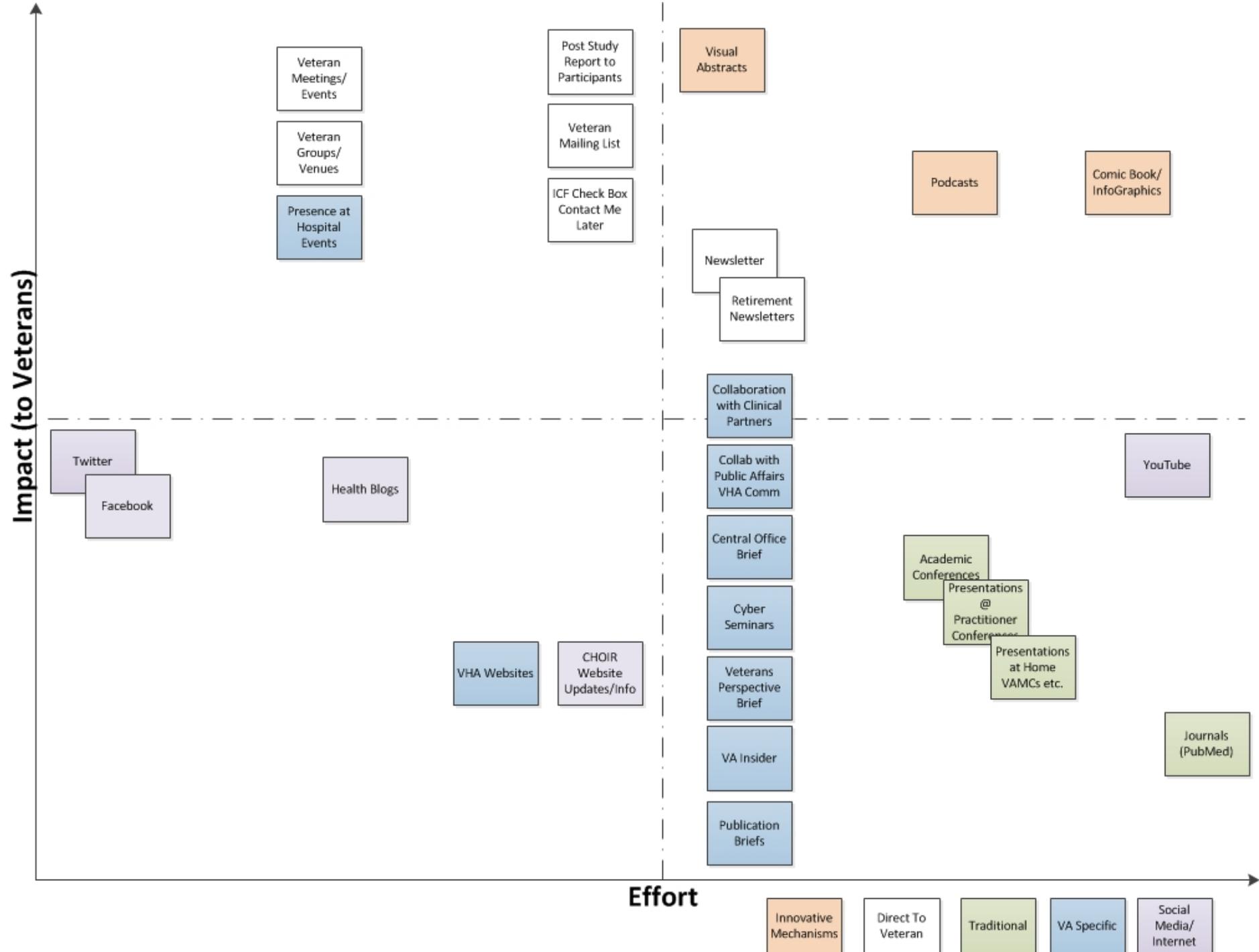
How to Effectively Use Commonly Used Social Media Tools

Dissemination via Social Media

- Traditional
- VA Specific
- **Social Media**
 - Twitter
 - Blogs
 - YouTube & videos
 - Facebook

When using Social Media, think about:

- Audience/Key People
- Effort
- Potential Impact



Twitter

- Brief communication, commonly used to share research-related information
- Key People
 - Process Owners: Study Team; Journal; COIN
 - Audience: academic peers; HSRD community; possibly broader audiences
- Effort
 - Posting requires Twitter account
 - 280 characters
 - Relevant #hashtags & tag @KeyPeople
 - Twitter etiquette; Keep professional
- Potential Impact
 - Low effort way to communicate about research
 - Attaching media (see #VisualAbstracts) increases audience

Blogs

- Lay descriptions of research for specific readership
- Key people
 - Process owners: Blog editor, Study Team
 - Audience: Blog readers, academic community, general public
- Effort
 - (Re)write traditional academic content for new audience
- Potential Impact
 - Reach new or broader audience
- Examples
 - Academic Home Organization
 - Public Health Post: <https://www.publichealthpost.org/>
 - See: [Writing for a Lay Audience, Frakt & Humphreys](#)



Health Services Research & Development

[HSR&D Home](#)

▶ [About Us](#)

▶ [Research Impacts](#)

▶ [Research Topics](#)

▶ [Career Development Program](#)

▶ [Centers](#)

▶ [Cyberseminars](#)

[For Managers](#)

▼ [For Researchers](#)

[Researchers Home](#)

▶ [Awards](#)

SERVE Toolkit for Veteran Engagement

About this Toolkit

The purpose of the **Strengthening Excellence in Research through Veteran Engagement (SERVE) Toolkit** is to support VA Research Centers and investigators in efforts to include Veterans and other stakeholders in the development, implementation, and dissemination of research studies. The Toolkit was developed through a collaborative process that included representatives from 7 VA hospitals where Veteran Engagement in Research is an established priority.

The goal of this first iteration of The SERVE Toolkit is to provide guidance to VA Research Centers and investigators to support the development of opportunities for Veterans to be engaged in the research that we conduct. There are many approaches to engaging Veterans across VA. The information presented here is a synthesis of



Contents

- [Section 0: Overview](#)
- [Section 1: Planning](#)

Creating Space for Veterans' Voices in the Production of Knowledge

Anthropology in the Public Sector

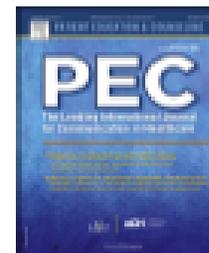
Justeen Hyde and Sarah Ono

October 9, 2018

Anthropologists grapple with the responsibility of producing knowledge about other people. From understanding values and beliefs to practices and behaviors, the act of generating knowledge about others is an exercise of power that few other disciplines acknowledge or regularly reflect upon. The methodological tools of our discipline—ethnography, qualitative interviews, participant observation—are fundamentally relational and afford us opportunities to reflect on our role in the production of data that the tools of other disciplines do not. The intensiveness of our methods and approach lead to other kinds of reflection, such as whose perspectives are included in the data we gather and, importantly, whose are not. Practicing anthropologists within Department of Veterans Affairs (VA) and their interdisciplinary colleagues push our discipline's reflexive tendencies upstream, creating space for the "subjects" of our research to participate in the production of knowledge—from identifying important questions to be explored to the interpretation of data collected.



The VA is the largest integrated health care system in the country. In addition to providing health and social services to veterans, the VA also funds veteran-focused research. Many anthropologists working in the VA are health services researchers and work in multidisciplinary teams to study how "social factors, financing systems, organizational structures and processes, health technologies, and personal behaviors affect access to health care, the quality and cost of health care, and ultimately our health and well-being" (Lehr and Steinwachs



The moral discourse of HIV providers within their organizational context: An ethnographic case study



Gemmae M. Fix^{a,b,*}, Justeen K. Hyde^{a,c}, Rendelle E. Bolton^{a,d}, Victoria A. Parker^{a,e}, Kelly Dvorin^a, Juliet Wu^a, Avy A. Skolnik^a, D. Keith McInnes^{a,b}, Amanda M. Midboe^f, Steven M. Asch^{f,g}, Allen L. Gifford^{a,h}, Barbara G. Bokhour^{a,b}

^a Center for Healthcare Organization and Implementation Research (CHOIR), ENRM Veterans Affairs Medical Center and VA Boston Healthcare System, Bedford/Boston, MA, USA

^b Department of Health Law, Policy and Management, Boston University School of Public Health, Boston, MA, USA

^c Harvard Medical School, Boston, MA, USA

^d Brandeis University, The Heller School for Social Policy and Management, Waltham, MA, USA

^e Peter T. Paul College of Business & Economics, University of New Hampshire, Durham, NH, USA

^f Center for Innovation to Implementation (c2i), VA Palo Alto HCS, Palo Alto, CA, USA

^g Division of Primary Care and Population Health, Stanford University, Stanford, CA, USA

^h Section of General Internal Medicine, Department of Medicine, Boston University School of Medicine, Boston, MA, USA

ARTICLE INFO

Article history:

Received 6 March 2018

Received in revised form 9 August 2018

Accepted 11 August 2018

ABSTRACT

Objective: Providers make judgments to inform treatment planning, especially when adherence is crucial, as in HIV. We examined the extent these judgments may become intertwined with moral ones, extraneous to patient care, and how these in turn are situated within specific organizational contexts. **Methods:** Our ethnographic case study included interviews and observations. Data were analyzed for linguistic markers indexing how providers conceptualized patients and clinic organizational structures

Fieldnotes, Good Guys, and the Culture of HIV Care

By Gemmae M. Fix and Barbara G. Bokhour
October 10, 2018

RESEARCH



More blog posts in  Bright Spots Program in CLCs ▾

Bright Spots Program in CLCs



Bright Spots Corner – Milwaukee: Huddles, Short-stay Units, & SAIL

Posted by Ryann Engle in Bright Spots Program in CLCs on Jan 25, 2018 1:16:00 PM

Learn about the Bright Spots Program in Milwaukee, where CLC staff identify successes & opportunities for improvement in Veterans' care plans and SAIL by using Bright Spots QI Huddles and interdisciplinary meetings.

Key Bright Spots Takeaways

- In addition to frontline huddling, they hold weekly interdisciplinary meetings where measurable nursing sensitive outcomes are discussed in relation to Bright Spots, and both successes and opportunities for improvement are identified. This info is communicated back to the individual units.
- Short-stay Bright Spots QI Huddles include the following:
 - Discussion of Bright Spots for specific Veterans
 - Strategies for how to apply those Bright Spots to other times when behavior is not matching care plan goals
 - Discussion of techniques that may work for at-risk Veterans and how to apply those techniques to other Veterans' care

Recent Blog Posts

 Bright Spots Corner- Wilkes-Barre PA in Bright Spots Program in CLCs

YouTube & Online Videos

- Multi-media information for study trainings, research design or lay discussion
- Key people
 - Process owners: Study Team; publisher; CIDER
 - Audience: academic community; VA community; study participants; general public
- Effort
 - Learning curve to make videos; need [access to] equipment; script writing
- Potential Impact
 - Novel mechanism; different audience
- Examples
 - CLC Bright Spots Victory Lane (PI Hartmann)
 - STORIES (Co-PIs Houston & Bokhour) <https://www.va.gov/healthequity/tools.asp#htn>
 - Promoting ECT for Veterans with depression
https://www.youtube.com/watch?v=R1X5xyb_gDE



Organization of HIV Care Linked to Providers' Moral Judgments of Their Patients

80 views

👍 LIKE 🗨️ DISLIKE ➦ SHARE 📌 SAVE ⋮



BU School of Public Health

Published on Oct 18, 2018

SUBSCRIBE 210

The study found HIV care providers who mainly worked alone were more likely to think about patients' keeping up on their antiretroviral therapy (ART) and other care as a personal responsibility, and subsequently characterize patients as "good" and "behaving" or as "bad," "flakey," "stupid," or

https://youtu.be/fZyfLD-v_KI

Journeys with High Blood Pressure

Did you know that some Veterans, including some racial and ethnic minorities, experience higher rates of hypertension? A [VA research team](#) created a series of videos of patients discussing their experiences with high blood pressure and offering tips to take medications, talk to their health care providers, and make other changes. According to the [2016 study](#), Veterans who watched the videos, compared to those who did not watch the videos, reported greater intentions to:

- Become more physically active;
- Use salt substitutes;
- Talk openly with their doctor about hypertension; and
- Remember to take their hypertension medications.

The Office of Health Equity is pleased to be able to share these videos with Veterans and stakeholders. The short videos below feature stories from Veterans about high blood pressure and important resources.

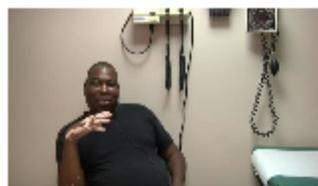
Module 1 - Journeys with High Blood Pressure



Introduction



Danny



Morris



Patricia



Richard



Willie



What is High Blood Pressure



Diet and Exercise



Smoking and Alcohol



Taking Medications and Stress



Talking to Family, Friends
and Doctors



Conclusion



Bright Spots - The Victory Lane Story

1,305 views

👍 4 💬 0 ➦ SHARE 📌 SAVE ⋮



VA DIRECT & Doing Better Together
Published on Nov 19, 2015

SUBSCRIBE 4

Watch the fictional staff of a VA nursing home (known as a Community Living Center or CLC) use the Resident-centered Assessment of Interactions with Staff and Engagement—RAISE—tools for quality improvement. Staff apply the LOCK principles to energize their unit and turn things around.

SHOW MORE

<https://www.youtube.com/watch?v=wxRbC29uMnE>



Promoting ECT for Veterans with depression

Facebook

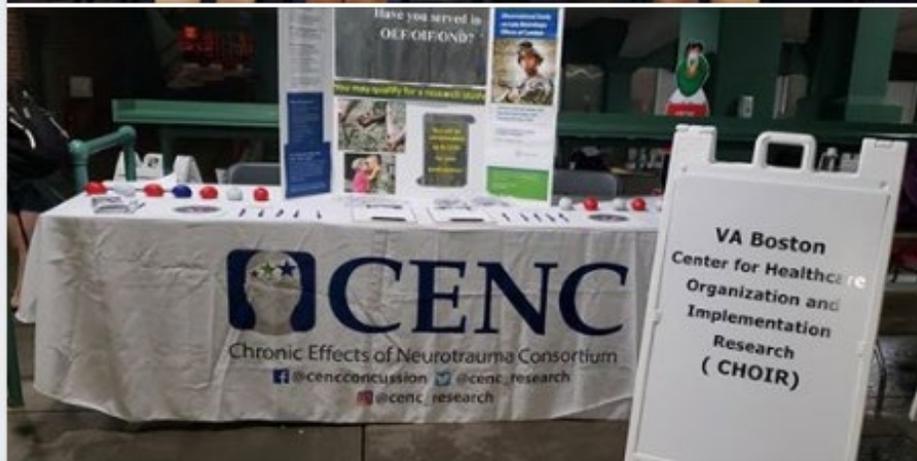
- Highest-read social network; over 20 billion visitors per month
- Research not typically included on facility Facebook pages & many people have private Facebook accounts
- Key People
 - Process Owner: VAMC Public Affairs Officer
- Effort
 - Send information & pictures to PAO
- Potential Impact
 - Can provide positive stories about VAMC
 - Opportunity to recruit
 - Posting on personal page will reach personal social network
- Examples
 - CENC



VA Boston Healthcare System added 2 new photos.

August 3 · 🌐

On Saturday, 7/28, #VABoston's Center for Healthcare Organization and Implementation Research (CHOIR) CENC team was at the Fenway Run to Home Base event. For those who were interested, we discussed our CENC research study, which examines the long-term effects of combat exposure among those who served in support of OEF/OIF/OND. <https://cenc.rti.org/> to learn more or call Katelyn @857-364-6098.



#VisualAbstracts

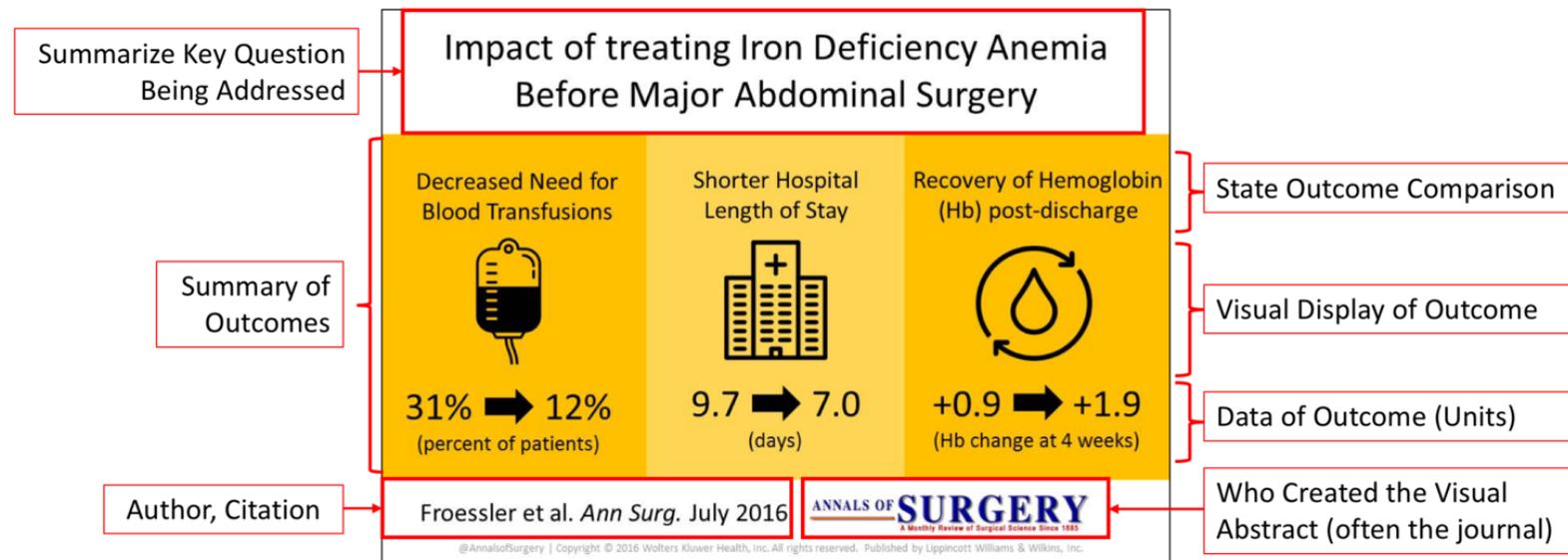
Poll Question #3: Are you familiar with Visual Abstracts?

- Yes, I've created my own
- Yes, I know about them but haven't created one
- No, what's a visual abstract

Visual Abstracts

- Dr. Andrew Ibrahim - [@AndrewMIbrahim](https://twitter.com/AndrewMIbrahim)
- Visual summary of key study findings

COMPONENTS OF AN EFFECTIVE VISUAL ABSTRACT



Visual Abstracts

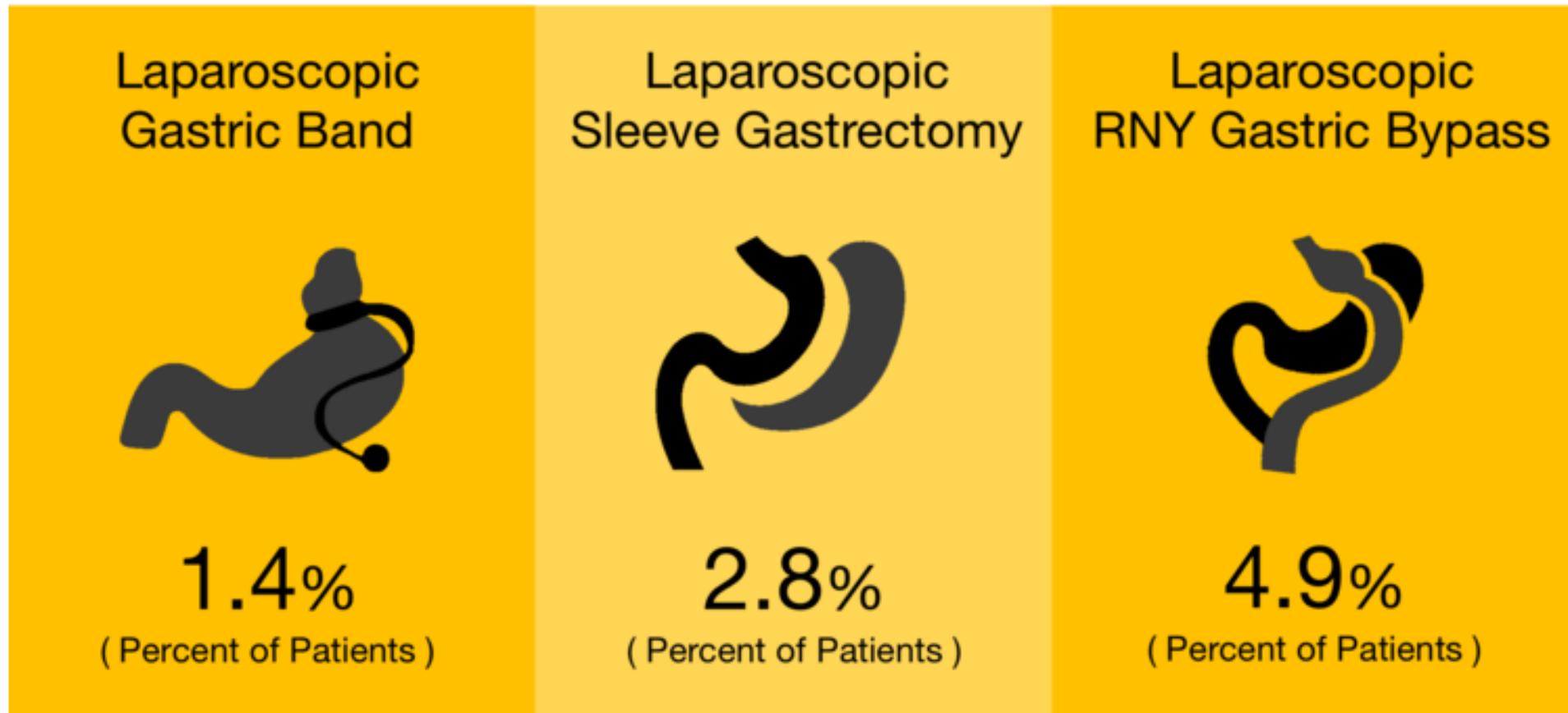
- Pros:
 - Improved dissemination
 - Deeper engagement
 - Influence clinical practice

- Cons
 - Over-simplification
 - Exacerbate biases
 - Quality control

Visual Abstract Guidelines

Guideline	Rationale
Clearly state the question or purpose of the study.	Give context for study
Describe the research design (e.g., randomized trial, retrospective review, survey).	Make quality of evidence clear
Include the primary outcome of the study.	Minimize reporting bias
Report, when appropriate, P-values or others measures of significance.	Improve reader ability to interpret findings
Label citation of the article in image itself, and include link to the full article when posted.	Make source of data easy to locate
Use language consistent with the terms and definitions used in the article.	Minimize “editorializing” and bias
Only use images for which the authors or journal have rights.	Avoid violating copyright laws.
External review (by someone who did not create the visual abstract) for accuracy and assessment of bias.	Ensure credibility and identify unconscious bias.

Retrospective Review: 30-Day Readmissions After Bariatric Surgery by Procedure



Berger et al. *Ann Surg.* Nov 2016.

ANNALS OF SURGERY
A Monthly Review of Surgical Science Since 1885

Copyright © 2016 Wolters Kluwer Health, Inc. All rights reserved. Published by Lippincott Williams & Wilkins, Inc.

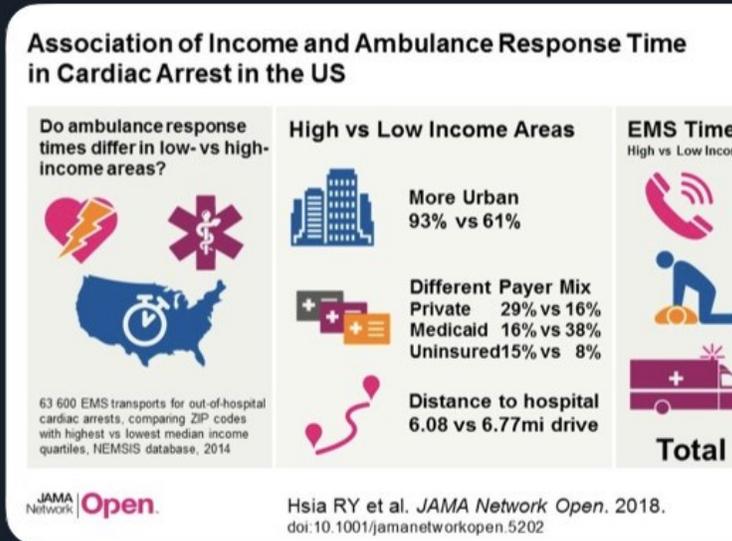
#VisualAbstracts & Twitter

- Tweets that include visual abstracts gain higher impressions, retweets & article visits
- Used by a number of journals
- Great way to publicize articles & presentations



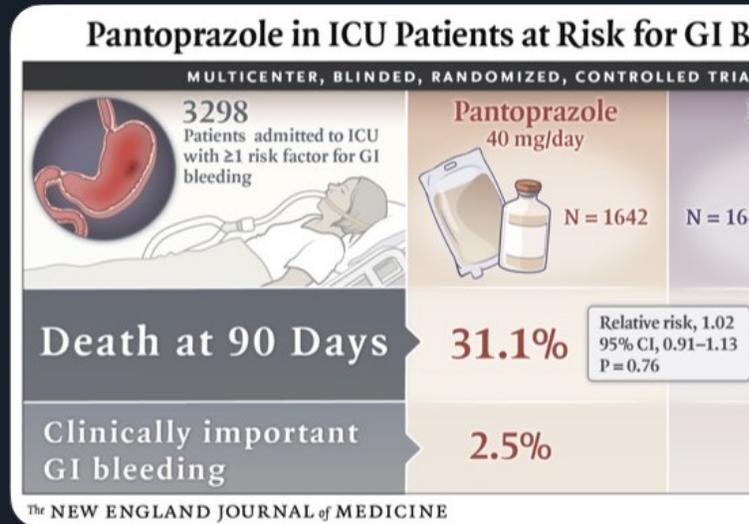
JAMA Network Open
@JAMANetworkOpen

Commentary: The association between income & ambulance response times is important, and shines a light on inequality not in wealth but in health care opportunities in the United States. jama/2r...
[#VisualAbstract](#)



NEJM Resident 360
@NEJMres360

Check out the latest [#VisualAbstract](#) from [@NEJM](#): Prophylaxis for gastrointestinal stress ulceration frequently given to patients in the intensive care unit (ICU), but its risks and benefits are unclear. Read the study: nej.md/2QYQw75

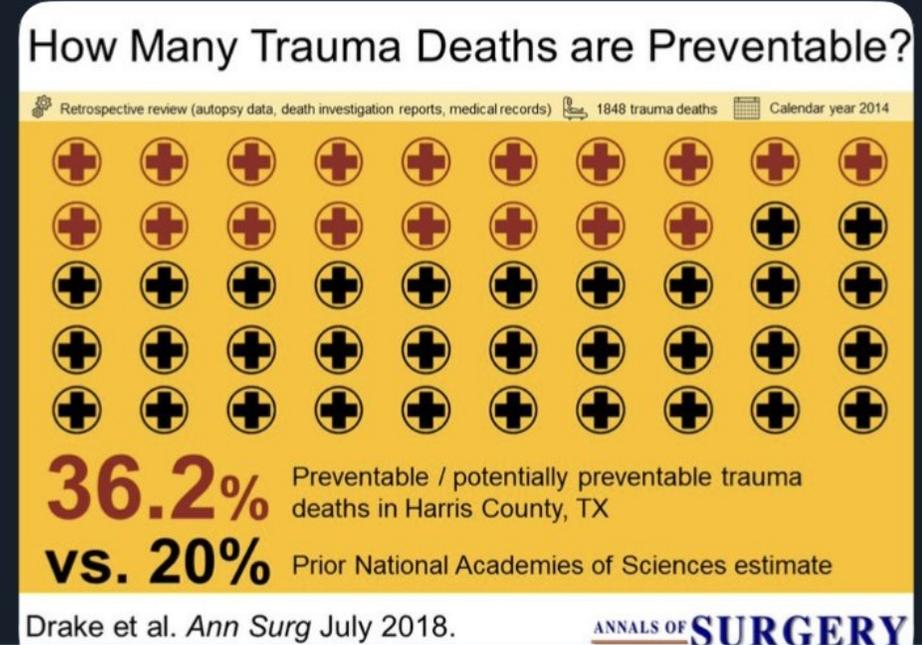


12/6/18, 12:15 PM



Annals of Surgery
@AnnalsofSurgery

Establishing a Regional Trauma Preventable/Potentially Preventable Death Rate journals.lww.com/annalsofsurger... by [@UTHealth](#) [@UTHealthACS](#) [@BCM_Surgery](#) [@bcmhouston](#) [@LillianKao1](#) [#visualabstract](#)



Using Social Media to Improve Engagement

 **Elizabeth Maguire**
@elizabethmags

Headed to [#LiverMtg18](#) today? Check out our poster on barriers to [#hepatitisB](#) care. [#VisualAbstract](#) [@AASLDTweets](#) [@BesteLauren](#)

Provider-reported barriers to chronic hepatitis B (HBV) care in VA
182 Providers Responding from 79 facilities
Respondents identified as Primary Care (21.6%), GI (30.9%), ID (35.9%), and Other (11.6%).

Most frequently reported barriers included:

HBV Testing Barriers	Vaccination Barriers	Treatment Barriers	HCC Surveillance Barriers
Primary Care Provider (PCP) knowledge 68.7%	Vaccine logistics 41.7% PCP knowledge 40.0%	PCP knowledge 49.7%	PCP Knowledge 55.9%



Interventions are needed to reduce PC burden and improve knowledge

11/9/18, 10:08 AM

Fun with GIFs



Ryann L Engle, MPH @Rya... · 6/25/18 ✓
Unfortunately I'm not at [#ARM18](#) (Poster B-137) to present so here's a virtual poster...Building on prior work we found unique [#MiddleManager](#) actions in high-implementation Lean sites & ways [#SeniorLeaders](#) may be able to support their MMs.



1

6

10



Theory of Middle Managers & Subcomponents



(Birken et al. 2012)

(Engle et al. 2017)

Fun with GIFs



Chris Miller
@christojoe1979

Team Effectiveness Pyramid from
recently published review!

[@VA_CHOIR](#)

A systematic review of team-building
interventions in non-acute healthcare
settings

Christopher J. Miller^{1,2*}, Bo Kim^{1,2}, Allie Silverman¹ and Mark S. Bauer^{1,2}

Miller et al. *BMC Health Services Research* (2018) 18:146
<https://doi.org/10.1186/s12913-018-2961-9>

GIF

12/12/18, 3:39 PM

1 Retweet 8 Likes

A systematic review of team-building interventions in non-acute healthcare settings

Christopher J. Miller^{1,2*}, Bo Kim^{1,2}, Allie Silverman¹ and Mark S. Bauer^{1,2}

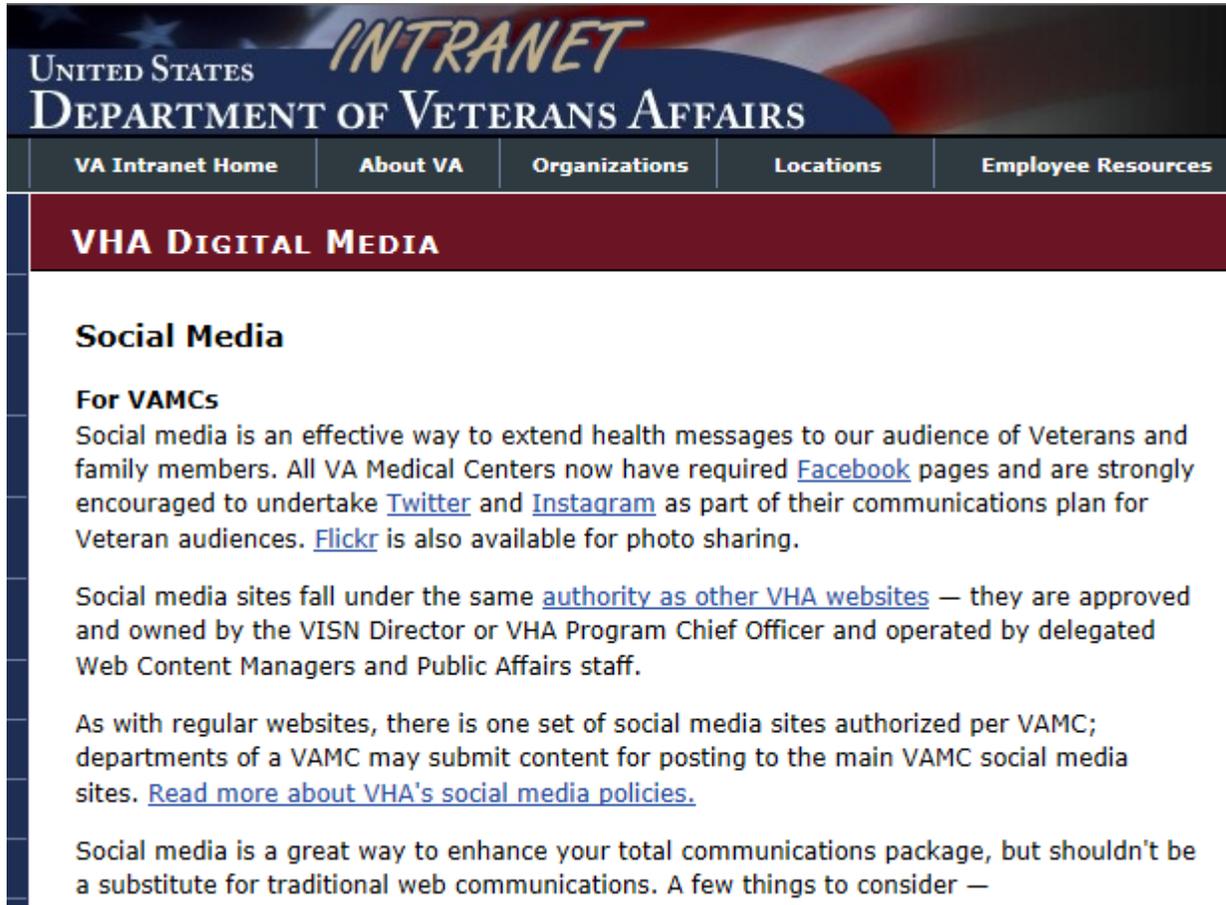
Miller et al. *BMC Health Services Research* (2018) 18:146

<https://doi.org/10.1186/s12913-018-2961-9>

Things to Consider...

- Diffusion of Persona
 - Following and posting about too many topics
- Scrolling through without reading
 - Tweet about an article \neq reading the full length article
- VA & academic rules
 - Social influence is getting included in promotion criteria
- Ethical considerations

VA Social Media Guidance



The image is a screenshot of the VA Intranet website. At the top, it features the text "UNITED STATES DEPARTMENT OF VETERANS AFFAIRS" and "INTRANET" in a stylized font. Below this is a navigation menu with links for "VA Intranet Home", "About VA", "Organizations", "Locations", and "Employee Resources". The main content area is titled "VHA DIGITAL MEDIA" and contains a section for "Social Media".

Social Media

For VAMCs

Social media is an effective way to extend health messages to our audience of Veterans and family members. All VA Medical Centers now have required [Facebook](#) pages and are strongly encouraged to undertake [Twitter](#) and [Instagram](#) as part of their communications plan for Veteran audiences. [Flickr](#) is also available for photo sharing.

Social media sites fall under the same [authority as other VHA websites](#) — they are approved and owned by the VISN Director or VHA Program Chief Officer and operated by delegated Web Content Managers and Public Affairs staff.

As with regular websites, there is one set of social media sites authorized per VAMC; departments of a VAMC may submit content for posting to the main VAMC social media sites. [Read more about VHA's social media policies.](#)

Social media is a great way to enhance your total communications package, but shouldn't be a substitute for traditional web communications. A few things to consider —

<http://vaww.va.gov/webcom/socialmedia.asp>

“Social media is an effective way to extend health messages to our audience of Veterans and family members.”

VA Medical Centers require [Facebook](#); [Twitter](#) & [Instagram](#) strongly encouraged

Hatch Act

Department of
Veterans Affairs

Memorandum

Date: AUG - 6 2018
From: General Counsel (02)
Subj: Political Activity Restrictions under the Hatch Act (VIEWS 88749)
To: All VA Employees

1. With the 2018 campaign season underway, it is appropriate for all of us to review the restrictions that apply to the partisan political activities of Federal employees. These restrictions are imposed by the Hatch Act.

2. **PARTISAN POLITICAL ACTIVITY.** The Hatch Act restricts certain "partisan political activities" by Federal employees. "Partisan political activity" is defined as activity directed at the success or failure of a:

- Political party;
- Candidate for partisan political office; or
- Partisan political group.

3. **ACTIVITY NOT RESTRICTED.** Certain activities are not considered partisan political activity and are not restricted by the Hatch Act. These include:

- Voting;
- Contributing money as a private citizen to a political party or candidate for partisan political office;
- Participating in non-partisan activities of a civic, community, social, labor, or professional organization, such as nonpartisan voter registration efforts;
- Campaigning for or against issues, such as referendum questions, constitutional amendments, or municipal reforms; or
- Serving as an election judge or clerk, or in a similar position, performing non-partisan duties as prescribed by state or local law.

4. **RESTRICTED ACTIVITY** - The Hatch Act rules vary depending on the type of Federal employee.¹ The most restrictive rules apply to career members of the Senior Executive Service (Career SES). Most other employees (e.g., General Schedule (GS), Title 38, Wage Grade (WG), Veterans Law Judge, Schedule C, and Non-Career SES) are subject to fewer restrictions.

All VA Employees

- With very limited exceptions, **Career SES employees may not engage in partisan political activity** even if they are off duty and outside the Federal workplace.
- Most other employees may engage in partisan political activity **during off duty hours and outside the Federal workplace.**
- Employees may never personally solicit, accept, or receive political contributions in or outside the Federal workplace at any time.

5. **SOCIAL MEDIA.** The ease of accessing your Facebook, Twitter, Instagram or other social media accounts at work, either on computers or smartphones—has made it easier for federal employees to violate the Hatch Act. There are many activities employees can do on social media that do not violate the law. Information about social media and the Hatch Act can be found at the Ethics Specialty Team SharePoint [Site](#).

6. **PENALTIES.** The [Office of Special Counsel](#) (OSC) is the Federal agency with exclusive jurisdiction to investigate and enforce the Hatch Act. An employee who violates the Hatch Act is subject to a range of disciplinary actions. This includes removal from Federal service, reduction in grade, debarment from federal employment for a period not to exceed 5 years, suspension, reprimand, or a civil penalty not to exceed \$1,000.

7. **MORE INFORMATION.** Reference sheets on permitted and prohibited activities for Career SES and most other employees are attached. An OSC booklet, *Political Activity and the Federal Employee*, provides more details. If you have questions or concerns, please contact the [Ethics Specialty Team](#). Central Office employees may call 202-461-6000 or e mail GovernmentEthics@va.gov.



James M. Byrne

Attachment

Hatch Act Social Media Quick Guide

Please note that this Quick Guide is not comprehensive. For complete guidance, see [Hatch Act Guidance on Social Media](#).

FOR ALL FEDERAL EMPLOYEES

Social Media Action	May Not Do Anytime	May Not Do on Duty or at Work	May Do Anytime
1. Like, share, or retweet a post that solicits political contributions, including invitations to fundraising events	X		
2. Post or tweet a message that solicits political contributions or invites people to a fundraising event	X		
3. Use an alias on social media to solicit a political contribution for a political party, candidate in a partisan race, or partisan political group	X		
4. Use a social media account designated for official purposes to post or share messages directed at the success or failure of a political party, candidate in a partisan race, or partisan political group	X		
5. Engage in political activity on a personal social media account if you use such an account for official purposes or post in your official capacity	X		
6. Send to subordinates, or a subset of friends that includes subordinates, any message that is directed at the success or failure of a political party, candidate in a partisan race, or partisan political group	X		
7. Use your official title or position when posting messages directed at the success or failure of a political party, candidate in a partisan race, or partisan political group	X		
8. Post, like, share, or retweet a message in support of or opposition to a political party, candidate in a partisan race, or partisan political group		X	
9. Like, follow, or friend the social media account of a political party, candidate in a partisan race, or partisan political group		X	
10. Use an alias on social media to engage in any activity that is directed at the success or failure of a political party, candidate in a partisan race, or partisan political group		X	
11. Accept invitations to, or mark yourself as "attending," a fundraising event on social media		X	
12. Include your official title or position and where you work in your social media profile, even if you also include your political affiliation or otherwise use your account to engage in political activity			X
13. Continue to follow, be friends with, or like the official social media accounts of government officials after they become candidates for reelection			X

FOR FURTHER RESTRICTED FEDERAL EMPLOYEES ONLY

Social Media Action	May Not Do Anytime	May Not Do on Duty or at Work	May Do Anytime
1. Share or retweet posts from, or the page of, a political party, candidate in a partisan race, or partisan political group	X		
2. Link to campaign or partisan material of a political party, candidate in a partisan race, or partisan political group	X		
3. Post to or like the social media accounts or messages of a political party, candidate in a partisan race, or partisan political group		X	
4. Engage in political activity on social media that is not done in concert with or on behalf of a political party, candidate in a partisan race, or partisan political group		X	

February 2018

Ethics & Rules

- Data Collection:
 - Do you have IRB approval?
 - Are you ensuring anonymity of participants?
 - If you are collecting data, are you ensuring safety of participants?
- Data Sharing
 - Institutional rules even when de-identified
- Think Before You Post
 - You are sharing with many strangers, and posts live on forever
 - Gutcheck: Would you want your post to be on a frontpage of a newspaper?

Conclusions

- Social media is increasingly being used to learn & disseminate
- Provides a cheap, egalitarian & timely ways to connect with peers
- Common pitfalls to avoid include ethical considerations
- It is important to know your institutional rules

Literature & Resources

- Bou-Karroum et al 2017. “Using media to impact health policy-making: an integrative systematic review.” Implementation Science
- Breland et al 2017. “Social Media as a Tool to Increase the Impact of Public Health Research.” American Journal of Public Health 107(12): 1890-9
- Hart et al 2016. “Considerations for Public Health Organizations Attempting to Implement a Social Media Presence: A Qualitative Study.” JMIR Public Health Surveill
- Hart et al 2017. “Twitter and Public Health (Part 1): How Individual Public Health Professionals Use Twitter for Professional Development.” JMIR Public Health Surveill
- Hart et al 2017. “Twitter and Public Health (Part 2): Qualitative Analysis of How Individual Health Professionals Outside Organizations Use Microblogging to Promote and Disseminate Health-Related Information.” JMIR Public Health Surveill
- Lewis et al. 2018. “Expanding Opportunities for Professional Development: Utilization of Twitter by Early Career Women in Academic Medicine and Science.” JMIR medical education

- Frakt 2016 Five lessons for social media translation and dissemination. <https://www.academyhealth.org/blog/2016-12/five-lessons-social-media-translation-and-dissemination>
- 10 ways to use social media to get your research noticed <https://www.timeshighereducation.com/blog/10-ways-use-social-media-get-your-research-noticed>

Visual Abstract Resources & Literature

- Andrew M. Ibrahim MD, MSc (<https://www.surgeryredesign.com/resources>)
- Ibrahim AM, Lillemoe KD, Klingensmith ME, Dimick JB. “Visual Abstracts to Disseminate Research on Social Media: a prospective, case-control crossover study” Ann Surg. 2017 Apr 26. [Link to Article](#)
- Ibrahim AM, Bradley SM. “The Adoption of Visual Abstracts at Circulation CQO: why and how we’re doing it” Circ Cardiovasc Qual Outcomes. 2017 Mar;10(3). [Link to Article](#)
- Ibrahim AM. "Seeing is Believing: Using Visual Abstracts to Disseminate Scientific Research." Am J Gastroenterol. 2017 Sep 19. [Link to Article](#)
- Nikolian, V, Ibrahim AM. “Visual Abstracts and the Future of Scientific Journals” Clinics in Colon and Rectal Surgery.” Clinics in Colon and Rectal Surgery. 2017 Sep;30(4):252-25. [Link to Chapter](#)
- Aungst, T. Visual Abstracts are Changing How we Share Studies. Doximity. July 2017. Op-Ed. [Link to Article](#)
- Ibrahim, A. M. (2017). Seeing is Believing: Using Visual Abstracts to Disseminate Scientific Research. The American Journal Of Gastroenterology, 113, 459. doi:10.1038/ajg.2017.268

Additional Resources

Tips & Strategies

<https://hbr.org/2016/06/how-academics-and-researchers-can-get-more-out-of-social-media>

Twitter Guide for Academics & Researchers

<http://blogs.lse.ac.uk/impactofsocialsciences/2011/09/29/twitter-guide/>

Ethics & other Pitfalls

[https://gwu-libraries.github.io/sfm-ui/resources/social media research ethical and privacy guidelines.pdf](https://gwu-libraries.github.io/sfm-ui/resources/social%20media%20research%20ethical%20and%20privacy%20guidelines.pdf)

Thank you & @ us

Ryann Engle, MPH; Ryann.Engle@va.gov  [@RyannLEngle](https://twitter.com/RyannLEngle)

Gemmae Fix, PhD; Gemmae.Fix@va.gov  [@GemmaeFix](https://twitter.com/GemmaeFix)

Ranak Trivedi, PhD; ranak.Trivedi@va.gov  [@ranaktrivedi](https://twitter.com/ranaktrivedi)