

Invited Speaker Presentations

IS – 17

“The Interaction of Social Media and Toxicology: Using it to learn, teach, treat”

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Social media has rapidly become a mainstay in the way people receive information. Social media is a significant resource for medical education, especially with the FOAM (Free Open Access Medical education) movement. There are a large number of social media outlets that feature current content and educational opportunities created by expanding networks of FOAM educators. Examples include: Twitter, Facebook, Google Scholar, LinkedIn, YouTube, Instagram, Research Gate and a diversity of blogs and podcasts. Beyond professional development and academic enrichment, social media platforms can also be used to connect the public with organizations and researchers in novel collaborations.

This session will include an overview of social media resources and their advantages and limitations compared to traditional educational strategies. Examples of popular social media educational resources and trends will be emphasized, and the benefits and/or barriers to wider adoption will be examined. Examples of the use of social media for the advancement of education and treatment in the medical toxicology field will be discussed.