



Building Your Network One Post At a Time

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MESF/MSSNY
Women Physicians Leadership Academy

Financial Disclosures

- None

“ For decades, I’ve been involved in active clinical practice and advocacy for physicians and patients.

I am a member of the American Medical Association (AMA) Board of Trustees. I have served as Chair of the AMA Council on Legislation, member of the AMPAC Board, President of the Pennsylvania Medical Society, and Chair of the Pennsylvania State Board of Medicine.

As a tireless advocate, I’ve engaged colleagues, policymakers, and community members.

I energize and help motivate the next generation of physicians who will be the future of our profession.

My experience as a leader, advocate, and mentor demonstrates the passion I have for medicine.

Through the strategic use of social media, I believe I have inspired others to join me in building a network of like-minded allies. ”

Objectives

- Discuss reasons to engage on social media
- Present example use cases
- Demonstrate how to build your network
- Review pearls and pitfalls

so·cial me·di·a

Noun

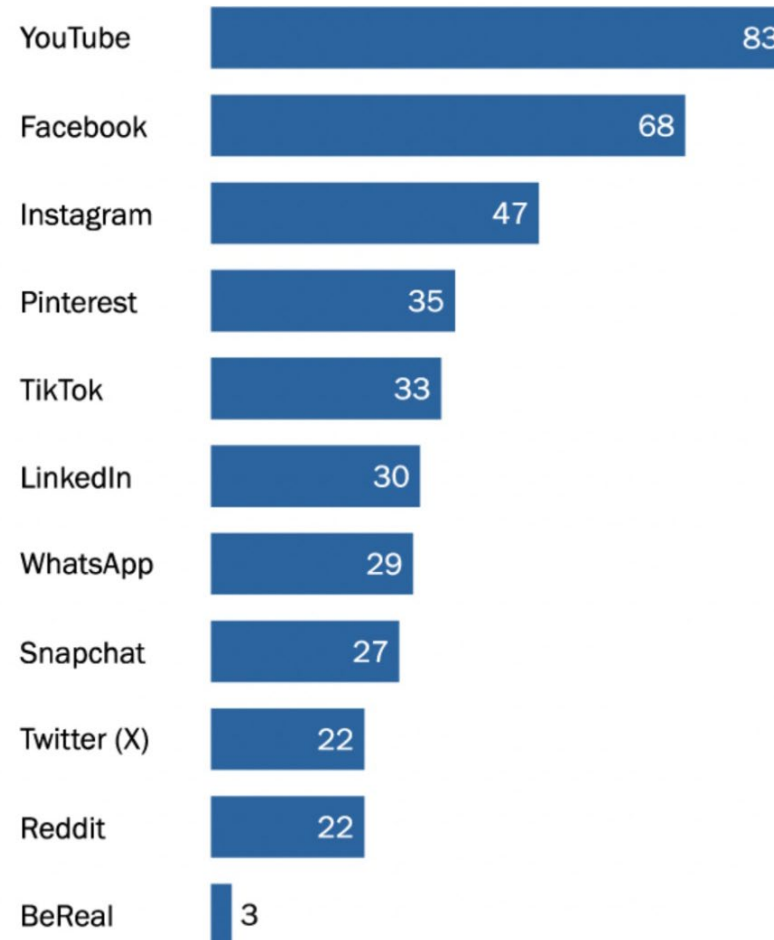
- websites and applications that enable users to create and share content or to participate in social networking
- 82% of U.S. population
- over 4 billion people worldwide



Americans' Social Media Use

Most U.S. adults use YouTube and Facebook; about half use Instagram

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



Pew Research Center

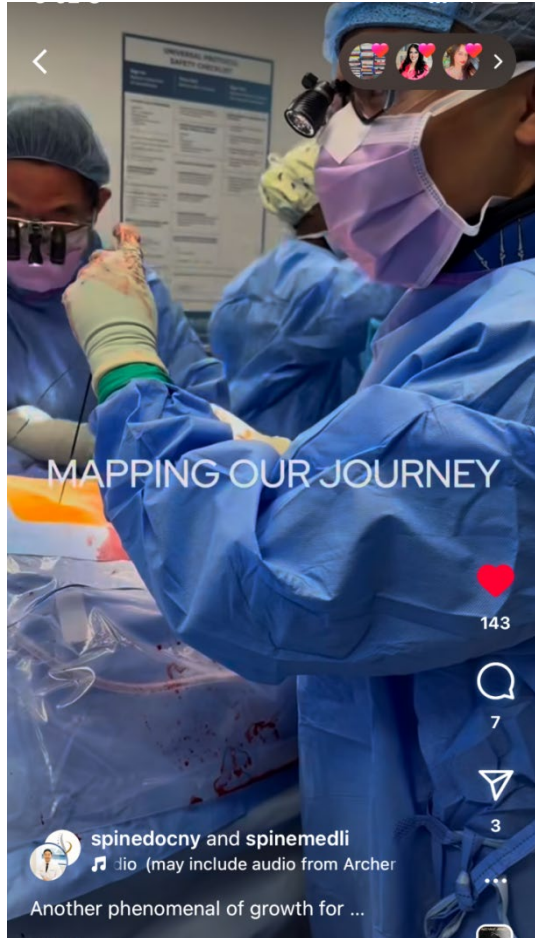
<https://pewrsr.ch/4bmoNaC>

accessed 02/27/2025

Reasons to Engage on Social Media

- Reach a broad audience
- Inform, stay current, listen, counter misinformation
- Promote practice, academic career
- Raise awareness of issue, advocate, call to action
- When see in person continue convo based on social post

Practice Promotion



“Social media has allowed me to effectively market the specialized skills of our practice in minimally invasive spine care by allowing us to easily remind referring physicians of what services we offer and how we can help their patients.”

- *Daniel Choi, MD*
@spinedocny



videos



Academic



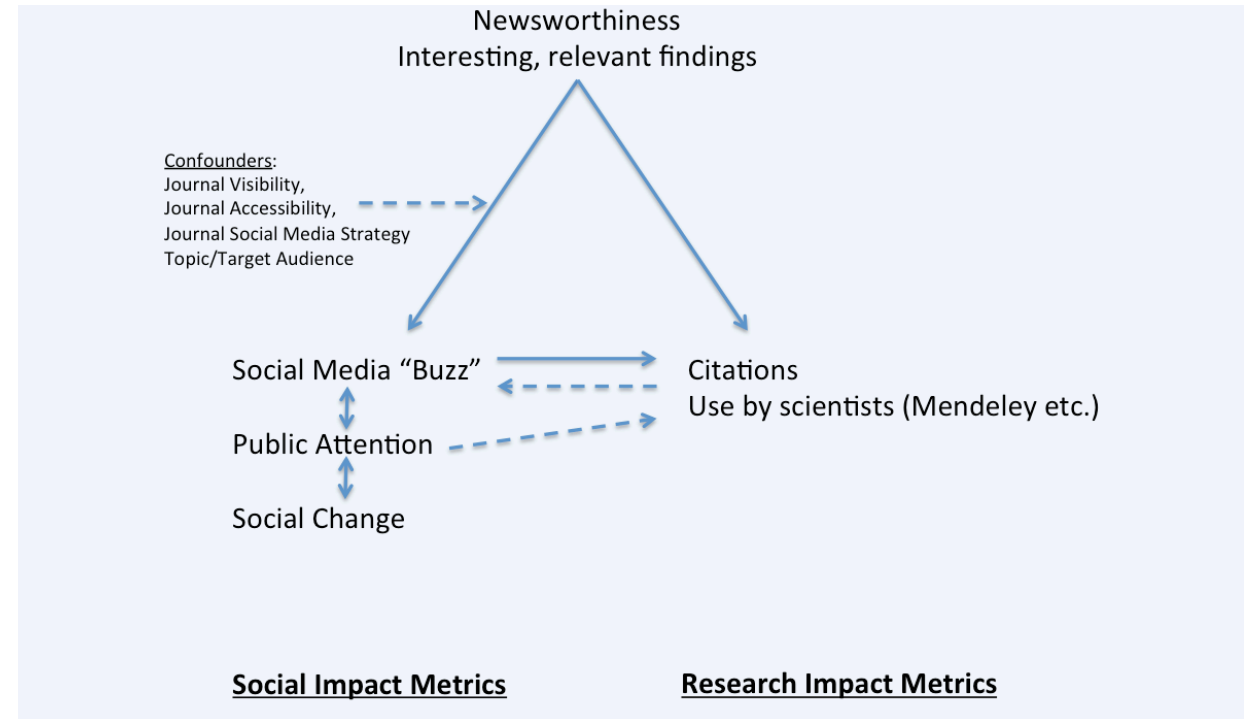
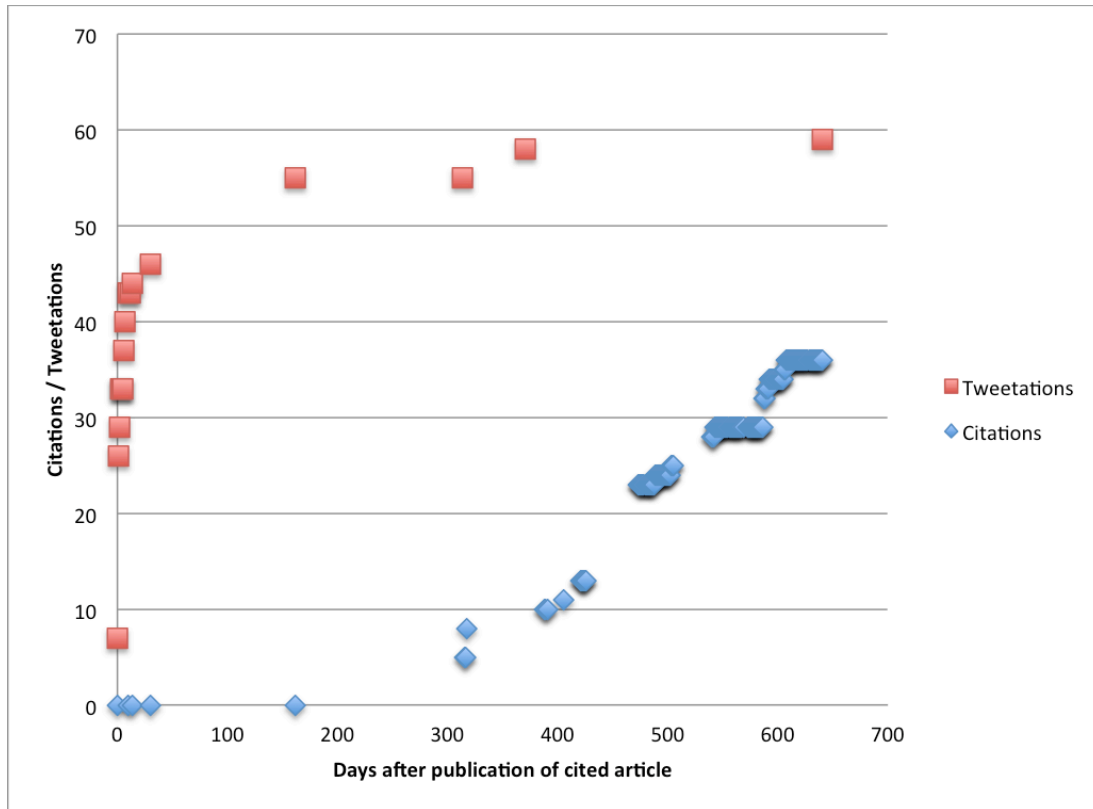
“I use social media to learn, disseminate knowledge, observe trends, fight misinformation, build community, raise awareness, and (hopefully) catalyze positive change.”



- *Ed Mariano, MD*
@EMARIANOMD



“Tweetations” correlate with citations



Images: Eysenbach G JMIR 2011: [10.2196/jmir.2012](https://doi.org/10.2196/jmir.2012)

Also see: Vaghjani NG, et al, ENT JI 2024. [10.2196/jmir.2012](https://doi.org/10.2196/jmir.2012)

Advocacy: Focus on Issue



“Appeal your insurance denials...Everytime. Speak up truthfully. Sharing your experience publicly or privately will help drive change...Reach out to those you suspect are being intimidated and offer to support them publicly.”

- Elisabeth Potter, MD
@drelisabethpotter
@EPotterMD



Advocacy: Satire



“Use social media for advocacy. Your voice is powerful...express yourself!” “The thing is, knowledge is power, even if it’s delivered with a heaping side of sarcasm.”

- *Dr. Glaucomflecken*
@docglauc
@DGlaucomflecken



Advocacy: Post Points



Marilyn Heine @MarilynHei... · 2/13/25

TY @RepBrianFitz & Claire Dentner for a great convo on the need to [#FixMedicareNow](#)

Publicly thank legislator and staff

Hash tag 1 for issue

White space

TY for cosponsoring HR 879. Plz include it in next spending package. Medicaid support would also be appreciated.

Physician practice stability & patients' access to care at risk.

Reminder about key messages, patient- focused

[#AMANAC](#)

Hash tag 2 for meeting

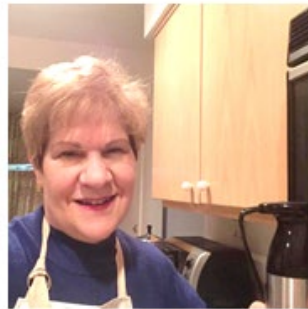


Include image

Tag who may be interested



Personal Interests



Steps: Platform and Profile



Select a platform

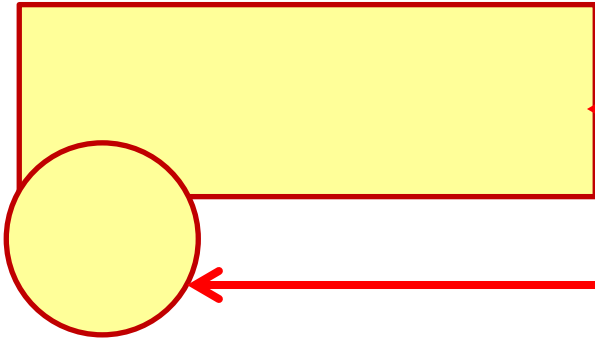
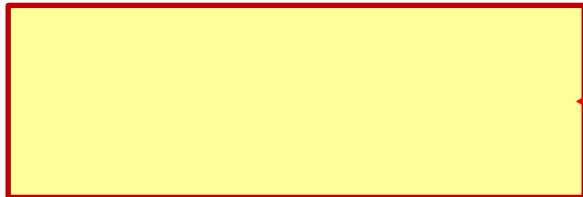


Image: Reflects interest, align with “brand”

Professional headshot for professional platform,
May be more personal for personal platform

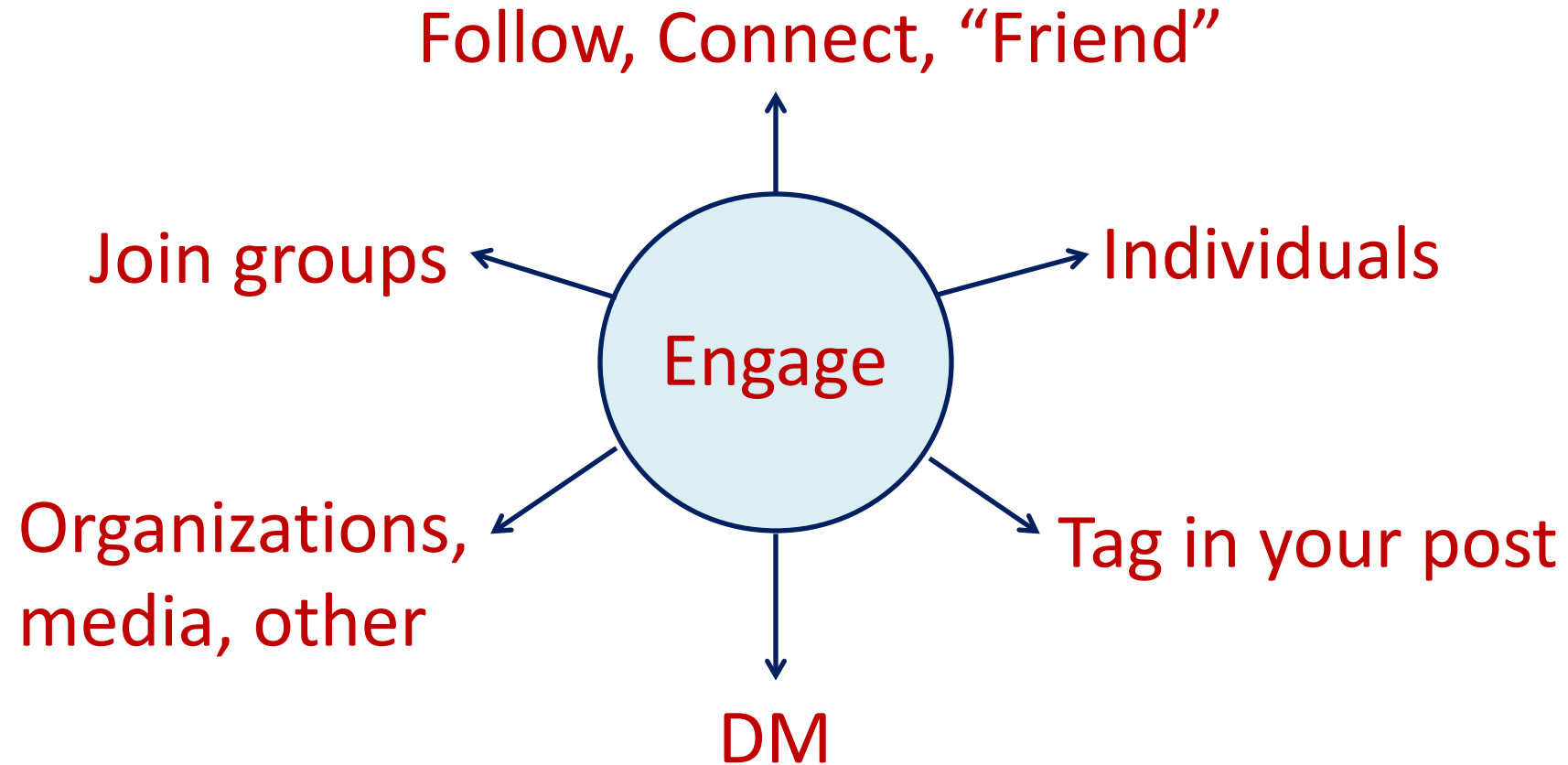


Handle: Consistent, align with “brand”

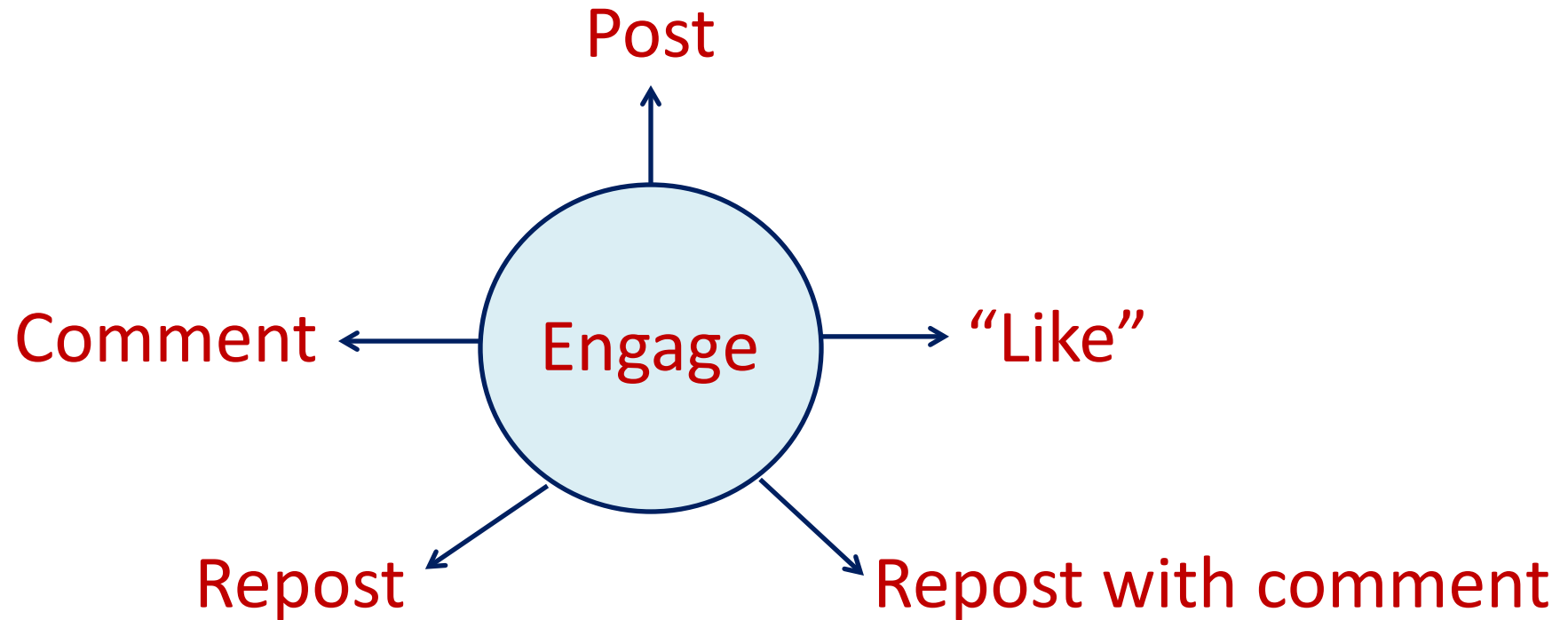


Mini-bio, professional profile, keywords relevant
to connect, don't boast

Steps: Engage



Steps: Engage



AMA Morning Rounds®



Advocacy Update



KFF Health News





Post content
that
resonates,
“follow”
selectively

Insightful
articles, medical
news, original
thoughts,
visuals

Participate in
discussions

Develop
relationships,
build dialogue

#MedTwitter
#FixPriorAuth
#FixMedicareNow
#AMANAC

DM with a
genuine reason
for reaching out

Establish
yourself as a
thought leader

Regularly post,
quality not
quantity, build
trust

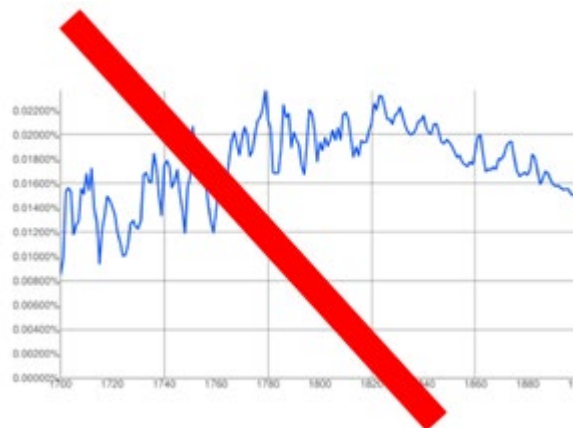


- Frequency
- Link shorteners
- Scheduler
- Visuals
- Videos
- Brief v. longer post
- Responding to a troll
- Stay on message





~~Leiomyosarcoma~~



Takeaways

- Social media provides a platform for you to develop a strong online presence.
- Participating on social media has potential personal and professional benefit.
- By engaging with others on social media and sharing valuable content, you can foster meaningful connections and build a network.



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Thank you!