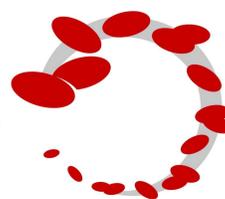


# How to set up a Social Media Medical Education Website – the TeamHaem Experience



**TEAMHAEM**  
EXPLORE HAEMATOLOGY

R Evans, AK McGregor, L Dunning, J Young, E Graves

## Background

Social media (SoMe) is an ever expanding field with many potential areas for medical education development.

Operational since 2012, TeamHaem is a successful SoMe medical education initiative. There are various existing SoMe medical education websites and applications. Different formats are available in order to run a successful online project in a chosen field. We present fictional clinical cases using the blogging website WordPress ([www.teamhaem.com](http://www.teamhaem.com)) to create the backbone of our case and Twitter (@TeamHaem), to lead the discussion. The hashtag #TeamHaem is placed in all of our tweets to enable followers to filter the correct information, follow cases easily and attract discussion.



## Getting started

Many SoMe platforms e.g. Twitter, Facebook and WordPress offer free access so setting up a SoMe initiative requires no financial investment. It is possible to design a bespoke, standalone website to allow greater flexibility and freedom of content, but 'pre-prepared' SoMe platforms are user-friendly, functional and make it easy to connect with like-minded people in order to help disseminate information.

## Audience

Deciding a target audience is key. SoMe initiatives may wish to encompass a wide multi-disciplinary following, and therefore the content may need to be tailored so it is suitable for all comers. Alternatively some may wish to focus on one area of medical education e.g. undergraduate, or one specific subject area e.g. transfusion medicine.

## Operating

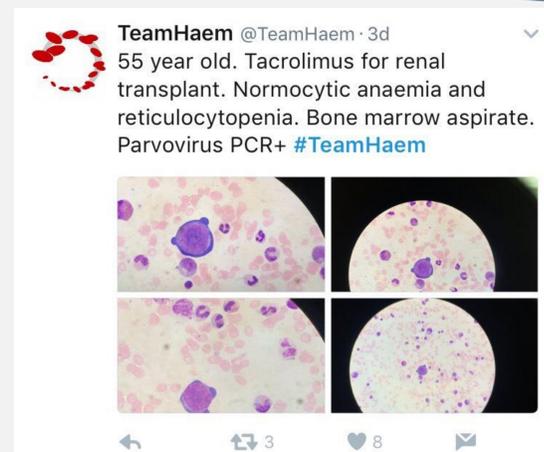
Dedicating time to a SoMe initiative is important to keep followers involved. Failure to deliver updates in a timely fashion may result in user disengagement. SoMe education projects may take the format of case reports, video blogs, clinical scenarios, journal club, image interpretation etc. Many of the radiology and pathology websites will have very short cases based on a single image. TeamHaem usually runs one case every two weeks. Each case lasts approximately five days and can involve radiographic imaging, bone marrow slides, blood films or transfusion grouping cards. Some SoMe websites make use of videos and live streaming enabling live debates and would also be useful for demonstrating examination or practical procedures.

### TeamHaem summaries



Here are some links to all of the summaries of our cases:

- [Case 1: Heparin-induced thrombocytopenia](#)
- [Case 2:](#)
- [Case 3: Pure red cell aplasia](#)
- [Case 4: POEMS syndrome](#)
- [Case 5: Tumour lysis syndrome](#)
- [Case 6: Warfarin reversal and high INR](#)
- [Case 7: Thrombotic thrombocytopenic purpura](#)
- [Case 8: Paroxysmal nocturnal haemoglobinuria](#)
- [Case 9: Superior vena caval obstruction and primary mediastinal NHL](#)
- [Case 10: Sickle cell anaemia](#)
- [Case 11: ITP](#)



## Engagement

Engaging with other medical education initiatives and active members of the SoMe community will get you noticed and widen your audience. The use of '#' on Twitter can also be used to attract new users e.g. if you search for #haematology you will find a list of everyone else that has used that in one of their posts. TeamHaem also attend conferences and present posters and presentations, as well as attending specialty days to help with promotion. TeamHaem also work with other SoMe initiatives to encourage interest in haematology and medical education. Our website has an archive area to allow this to be used as a retrospective learning resource.

## Professionalism

Professionalism guidelines must be followed; the General Medical Council have clear guidelines regarding SoMe. It is important to ensure no breach of patient confidentiality. All TeamHaem's cases are fictional to protect patient confidentiality. We are clear that we are not an authoritative body and are here to promote haematology and prompt discussion and learning.

*The way healthcare professionals learn is changing, medical education must change with it.*

[TeamHaem.com](http://TeamHaem.com)

