



**Working Group: Social Media Working Group  
Report for the Year June 2016 – May 2017  
<http://imia-medinfo.org/wp/5089-2/>**

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## **Status Report**

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### **1. Background**

Over the last decade, social media tools and services are transforming health and medicine. The need for a more coordinated work in the area of health social media ignited the creation of a Web 2.0 Exploratory Taskforce at IMIA under the leadership of Dr. Peter Murray (IMIA-CEO) in 2007. The aim of the task force was to “bring together interested individuals from within and outside IMIA to explore the nature and potential of Web 2.0 applications, aiming at developing background materials and proposing specific lines of action for the IMIA Board and General Assembly”. The task force rapidly attracted the attention due to the active networking at several conferences and finally in 2012 the IMIA Social Media Working Group was accepted by the

General Assembly of IMIA under the leadership of Chris Paton. In 2013, the leadership of the working group was renovated with the approval of the General Assembly in Medinfo 2013.

The Social Media Working Group (SMWG) aims to be IMIA's vehicle for stakeholder

engagement in Social Media, including the study of the drivers of change, barriers, facilitators, and policies necessary for the application of the various social media categories in the health domain, including 1) health care delivery, 2) health care professional education; 3) public health; 4) clinical and disaster medicine; and 5) research.

As described in this report the first term of the SMWG was to be consolidated as an active working group. During the last four years the SMWG have been actively involved producing research papers, workshops and panels in nearly all the leading conferences of medical informatics. Furthermore, it won the award of the best working group in IMIA in 2012 and 2013. In 2016, the IMIA Social Media Working group organized a track on Social Media and Participatory Health during Nursing Informatics 2016 (Geneve, Switzerland). Further, that same year we published a book (high downloaded) in Social Media and Participatory Health. This focus on participation and social media has been since the inception of the working group as a natural extension of what is called Health 2.0 and Medicine 2.01. For that reason A big decision in 2017 for the group has been the decision to change our name to “Participatory Health and Social Media”

Over several months to May 2017, executive members of the working group met several times to discuss future directions of research and perpetuation of the work we have been doing as a group. With this in mind, three possible names were workshopped, including: participatory health informatics, participatory health and social media, and social media and participatory health.

Over May/June 2017, all members of the working group were polled to generate discussion and vote. The result was a split vote of 10-10 in favor of ‘participatory health informatics’ and ‘participatory health and social media’. For this reason, we have elected to apply to the general assembly at Medinfo to change our name to ‘participatory health and social media’. We believe this is a bold forward thinking move, whilst staying true to the successful roots of the group.

## **2. Memberships**

The IMIA SMWG has established several mechanism to get members. There is a mailing list with over 80 members that actively engaging in collaborations in the organizations of activities. We have also setup a LinkedIn Group which has 206 members (annual growth of 20%).

## **3. Participation and outreach**

With regards of active participation within the group the best metric are the outreach activities organized by the group:

- Social Media Panel in AMIA 20163 (ca. 40 participants)
- MOOC in FutureLearn about new technologies<sup>4</sup> for healthy ageing (with sections about social media) and social media<sup>5</sup> with over 5000 students from 85 countries.
- Two panels accepted in MEDINFO 2017
  - Unintended consequences of social media use
  - Social media use for knowledge translation

## IMIA Collaboration

One of the objectives for the last year was to strengthen our collaboration with IMIA. To achieve that we collaborated in the following activities the previous 12 months:

- MEDINFO 2017
  - The chairman participated in the SPC
- IMIA Yearbook 2017
  - Co-Editor of the section “Consumer Health and Education”

### **5. Objectives 2017-2018**

We do plan to discuss some updates in the leadership of the Working Group which will include some updates in the overall goals. However, the priority lines have been defined as follows:

- O1: reinforcement of cooperation among other working groups since social media and participatory health are topics transversal to most working groups.
- O2: To organize own event in June 2018, targeting PhD students
- O3: To create tutorials and materials for public health officials in the use of social media for participatory health
- O4: Create whitepaper on the role of medical informatics and participatory health