Get Social: Put Your Practice on the Social Media Map

By Steve Levine and Debra Heater
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About the Authors

Steve Levine is vice president, Communications, at TMA, and a powerful thought leader in association management. In his current position, Mr. Levine is responsible for communication coordination and planning, and for supervising publications, digital media, knowledge management, and media and public relations for the nation's largest state medical society.

Previously, he was the communications director at the Texas Lottery Commission, where he was responsible for coordinating public and media relations for the lottery. He also worked as chief of media relations at the Office of the Attorney General and as Austin bureau chief for Hearst Newspapers of Texas.

Mr. Levine is president-elect of the American Association of Medical Society Executives and is a frequent speaker on communication management, social media, and thought leadership. He graduated from Pennsylvania State University with a bachelor of science degree in premedicine and received his master's in journalism from The University of Texas at Austin.

Debra Heater is the communications project administrator for TMA. Ms. Heater has worked for TMA in many different roles. She started off as the communications assistant to the media and public relations director, then worked with the Division of Marketing and Conference Management, where she facilitated the management of 24 continuing medical education programs at TMA's annual conference. It was a natural fit for her to return to the Communications Division, where she works on mass communication, social media, marketing, and project management.

Before TMA, Ms. Heater worked as a website editor and content manager for Texas Wildlife Unlimited, LLC, and as a case manager for the Round Rock Housing Authority. She also worked in a five-physician endocrinology practice for four years when she first moved to Austin.

She has a bachelor of arts degree in English and creative writing from Texas State University.

Jennifer Rios is the director of Client Services at TMA. She has nearly 20 years of marketing and communications experience and has been active in social media content development and marketing for a decade. Ms. Rios has orchestrated successful marketing and communications campaigns for the Perseus Books Group (publisher of Rick Steves guidebooks) and Chronicle Books. She also worked as an online media planner for Universal McCann, a job that ignited her interest in digital media. After studying journalism and mass communication at San Jose State University, Ms. Rios started her career in journalism as a newspaper reporter. Her passions are dachshunds; cooking; and most importantly her son, Elliot.
CME Accreditation

Original release date: Dec. 19, 2014
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The Texas Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

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Course Objectives

Upon completion of this enduring material, readers should be able to:

◆ Identify ways to build and maintain their practice reputation and professional reputation online,

◆ Demonstrate ability to use social media effectively within appropriate patient-physician boundaries, and

◆ Apply risk and compliance measures to protect patient information.

Audience

This course is appropriate for physicians, residents, medical students, and office staff in all specialties.

CME Instructions

To claim CME for this publication:

1. Read the course in its entirety.
2. Sign in to the TMA Education Center.
3. Locate the product in your account and click the blue “Test/Eval/CME” button.
4. Complete the post-test with a 70-percent passing score and the evaluation by March 21, 2021.
5. Access the CME Certificate by clicking “Get Certificate” upon completion.

Direct questions or concerns to the TMA Education Center at (877) 880-1335 or support@inreachce.com.
Get Social is an easy read for the nontechie to understand the fabric, characteristics, usefulness, and pitfalls of various social media formats. I can see clearly which media types match my personal, professional, and practice assets. No, you cannot find me on Twitter! Get Social is a hip, empowering guide for the not-so-hip doctor to enter social media.

Eric Weidmann, MD
Austin, TX

Unfold the map and get started! This book is primarily for physicians who have no professional experience using social media. It offers you a road map for that first drive onto the side streets, boulevards, and highways of Twitter, blogland, Facebook, and the like. It’s about you and your practice and your patients — and how you can make these tools help you do a better job of building your practice and your reputation and caring for your patients. It’s about putting your practice on the social media map while avoiding HIPAA potholes and other detours.

Doctors and practices that already have begun the trip and are looking to improve their social media mileage are welcome to join along!