



Impact of Social Media (Part I)

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Learning Objectives

Part I

Understand basic history of social media

Identify a Web 2.0 or social media application

Explain e-professionalism

My Social Media Experience



2004

Age 20. Joined Facebook with other close friends at UK.

2008

Age 24. Ran for National Office with APhA-ASP; started a blog

2009

Age 25. Began final year at COP and started researching social media

2011

Age 27. Attacked by a company and created an alias for Twitter and blog

2012

Age 28. New career opportunity thanks to LinkedIn (Web 2.0)

Now

Age 30. Assistant professor UMSOP.

Background

Web 2.0

- Open access
- Sites that “harness collective intelligence”¹
- Users can add value
- Rich user experience and connectivity
- These online applications have given rise to the concept of social media



Website (URL)	U.S. Rank ²
Facebook (www.facebook.com)	2
YouTube (www.youtube.com)	3
Amazon (www.amazon.com)	4
Wikipedia (www.wikipedia.org)	6
Twitter (www.twitter.com)	7
eBay (www.ebay.com)	8
Reddit (www.reddit.com)	9
LinkedIn (www.linkedin.com)	10
Craigslist (www.craigslist.org)	12
Imgur (www.imgur.com)	13
Tumblr (www.tumblr.com)	15
Pinterest (www.pinterest.com)	16

Era of Social Connection

12 of the Top 20 websites visited in the United States involve social media²

Evolution of the cell phone

- Smart phone applications
- Streaming data through mobile networks
- Access to social media in the palm of your hand
- Popularity of microblogging
 - Twitter®
 - Facebook® “status updates”



E-professionalism Paradigm



E-professionalism Paradigm

Profession

Professional

Professionalism

E-Professionalism

SAMPLE

3. APhA-ASP/AACP-COD Task Force on Professionalism. White paper on student professionalism. J Am Pharm Assoc. 2000;40:96-102.
4. Cain J, Romanelli F. E-professionalism: A new paradigm for a digital age. Currents Pharm Teach Learn. 2009;1(2):66-70.



E-professionalism Paradigm

Patient: Will my health information be used to for educational purposes for the course you teach at the School of Pharmacy?

Patient: Will my health information be used to for educational purposes for your blog?



E-professionalism Paradigm

Practitioner: Will I be fired/sued for sharing my opinions and experiences during a conference?

Practitioner: Will I be fired/sued for sharing my opinions and experiences on Facebook®?



E-professionalism Paradigm

Employer: How will our pharmacists' comments at an annual pharmacy convention impact our company's brand?

Employer: How will our pharmacists' comments on Twitter® impact our company's brand?



E-professionalism Paradigm

What makes Facebook® *so different* than other public settings?



For more information:

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