

Doing it for the Gram!!!

Social Media for Dummies (Surgeons)

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Disclosures

- **Consulting:**
 - Corin
 - Intellijoint
 - Zimmer-Biomet
 - DJO/Enovis
- **Development:**
 - Zimmer-Biomet
 - DJO/Enovis
- **Stock ownership:**
 - Intellijoint
- **Research support:**
 - OREF
 - Intellijoint
 - Corin
 - Zimmer-Biomet
- **Committee membership:**
 - AAHKS
 - AAOS
 - WOA

Disclosure:

- I am active on Instagram, X (formerly Twitter), and LinkedIn
- I know very little about TikTok, Snapchat, Facebook
- I am not a social media expert
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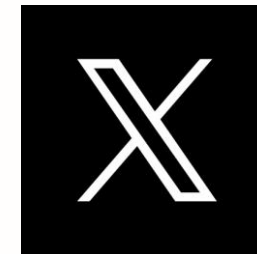
A Word of Caution

- Everything you post online is permanent
- Avoid controversy – political, religious, social issues should be approached with caution
- Sharing patient information requires consent
 - Verbal and written



Goals of Social Media

1. Patient engagement – practice growth, patient education
2. Peer and industry interaction – learn from other colleagues
3. Medical education – medical student, resident, fellow, peers



Snapchat

Goals of Social Media

1. Patient engagement



2. Peer and industry interaction



3. Medical education



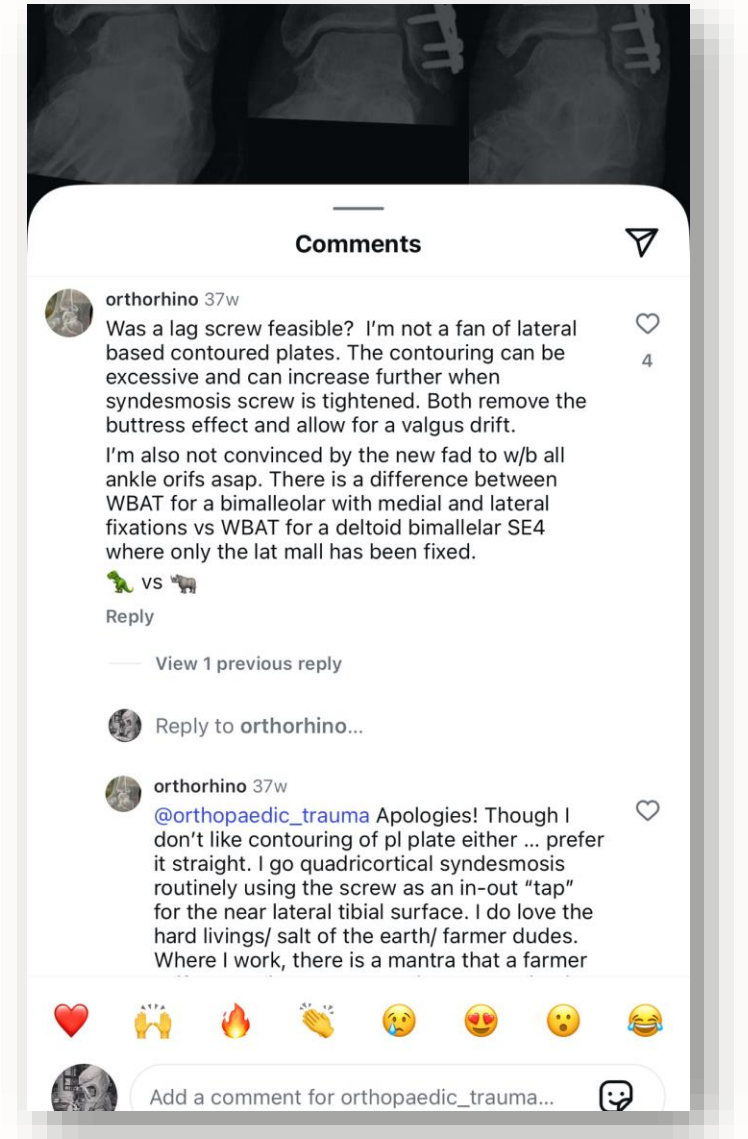
Medical Education

- Orthopaedic trauma has pioneered education on social media:
 - Complex case discussion
 - Surgical techniques
 - Anatomic dissection
 - Radiographic outcomes



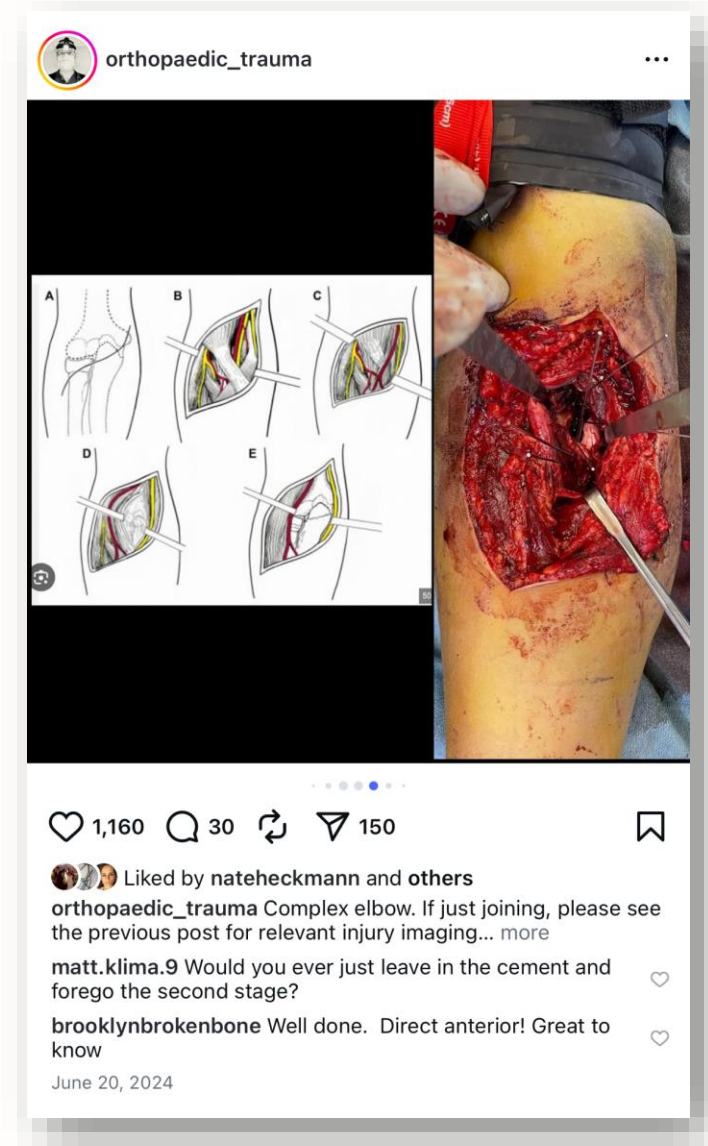
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orthopaedic_trauma

788 posts **70.3K followers** 719 following

Medical & health & skeletons

Just seen

Index. PMMA

Autograft

Matured graft

angry_orthopod

Angry Orthopod

189 posts **40.7K followers** 621 following

Surgeon
I love biomechanics [#biomechanicsinorthopedics](#)
I hate varus [#fuckvarus](#)

Understand the mechanism of injury, understand the fracture, understand the displacement forces, understand how the fracture behaves

THAT IS THE MOST IMPORTANT

If the medial malleolus is fixed or the PTTL is intact, not all unstable syndesmosis must be stabilized

When you fix these pieces together it is always most stable so far from where it is contact. You don't want to generate the 150 lb joint, but try to get put the screw as near as possible.

It is obvious that it is better to place the screw where the green arrow is.

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Women White Rich Asian

People screw plan

It is all about load sharing and about reducing the stress on the screws

It actually works!

Just try yourself!

So let me explain how the fracture type and stability (reduction) influence the stress on the lag screw, thus the importance of TAD.

$$TAD = (X_{sp} \cdot \frac{D_{dist}}{D_{sp}}) + (X_{int} \cdot \frac{D_{dist}}{D_{int}})$$

dr_earhart_trauma

Jeffrey Earhart, MD, FAAOS he/him

379 posts **23.1K followers** 816 following

Orthopaedic Trauma Surgeon, Orthollinois
Faculty: [@rushorthoresidency](#), [@aotrauma](#), UICOM

Case-based learning in excessive detail

Two cases benefiting from load-sharing

Lat locked alone?

Dual plate NPC?

yo GSW Fracture

yo GSW Fracture

50s yo MVC

50s yo and frisbee golfer tripping during a round

events of Varus femoral-compromise Axial loading

Small pieces causing big problem

Closed Reduction Nailing 12 hrs

HEVBTP Patient 1

Focal AL crush

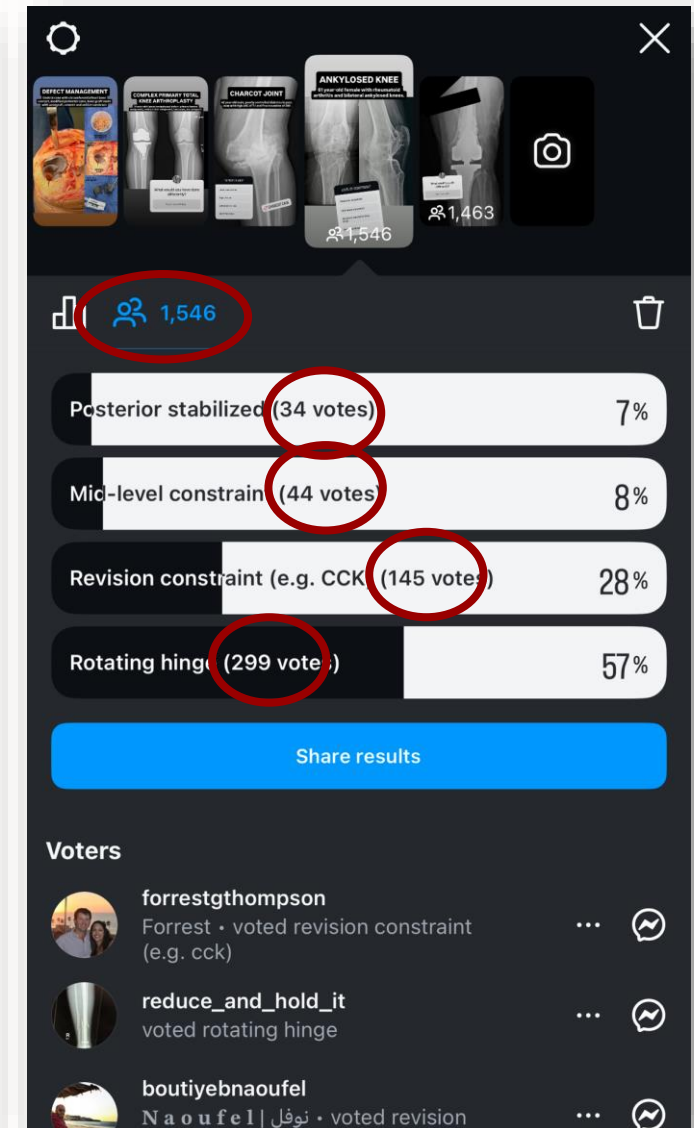
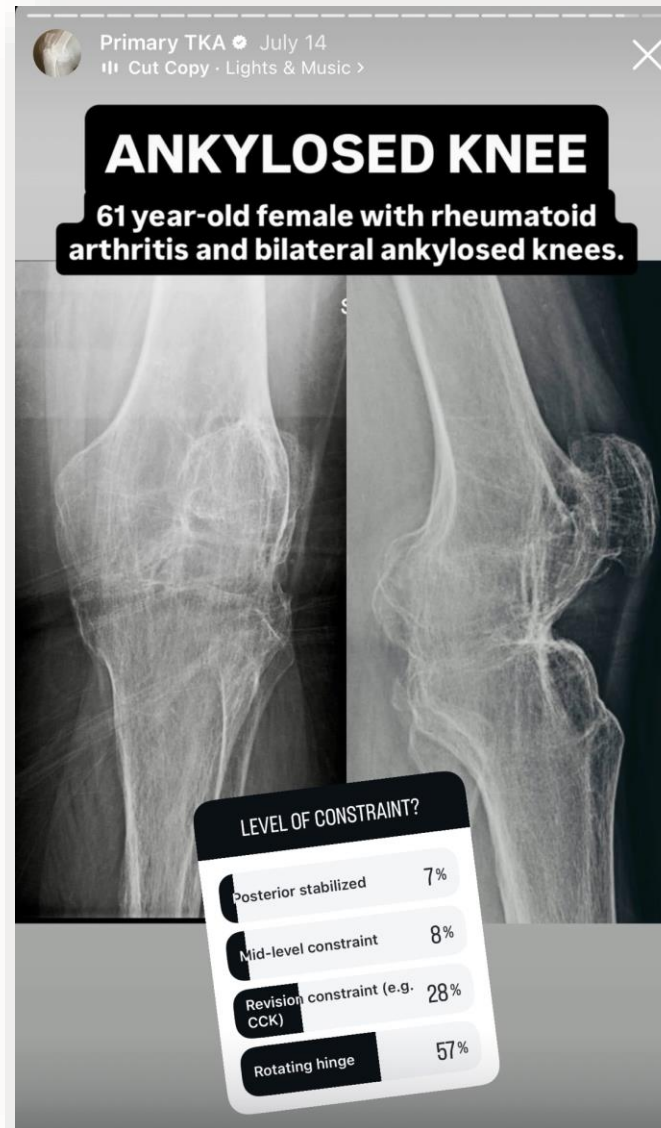
Arthroplasty Education

- Poll other surgeons about controversial cases
- Discuss surgical techniques
- Post about tips and tricks



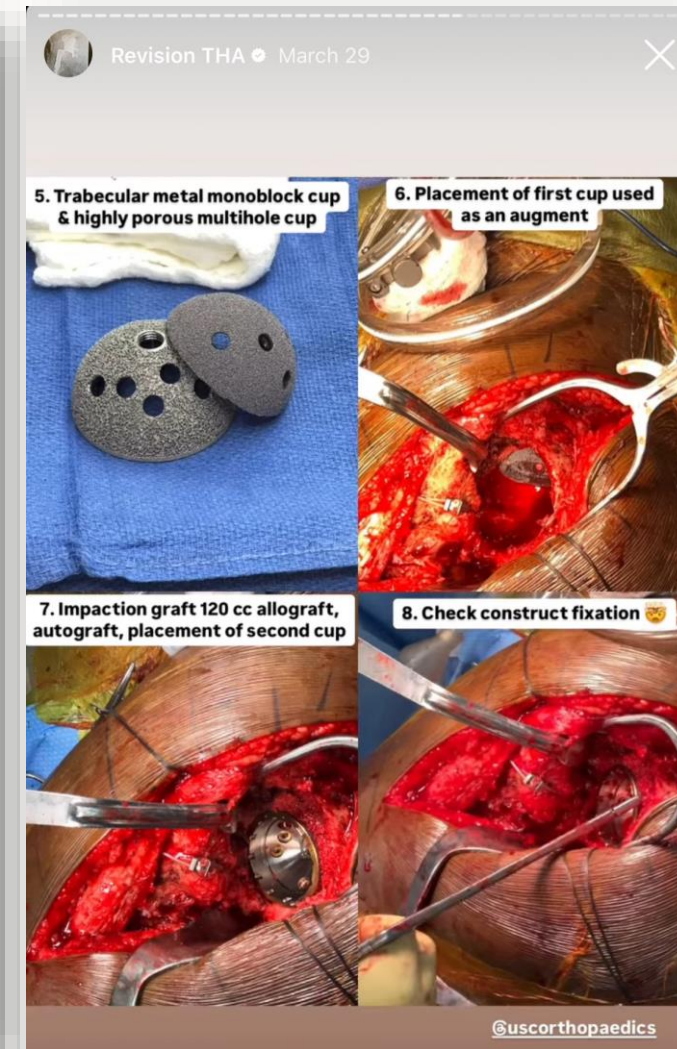
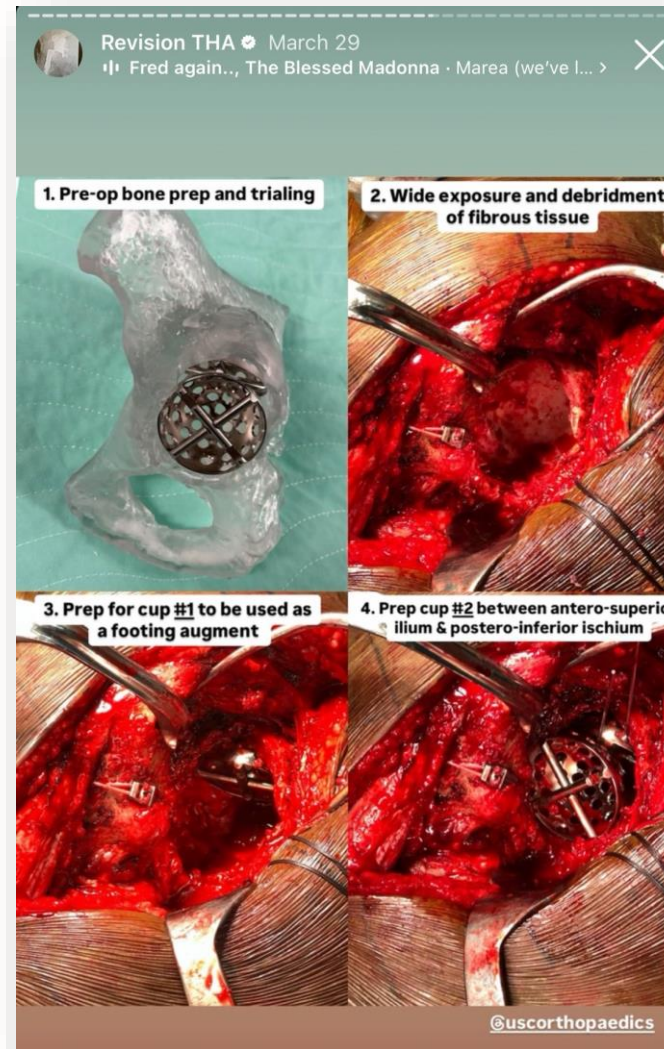
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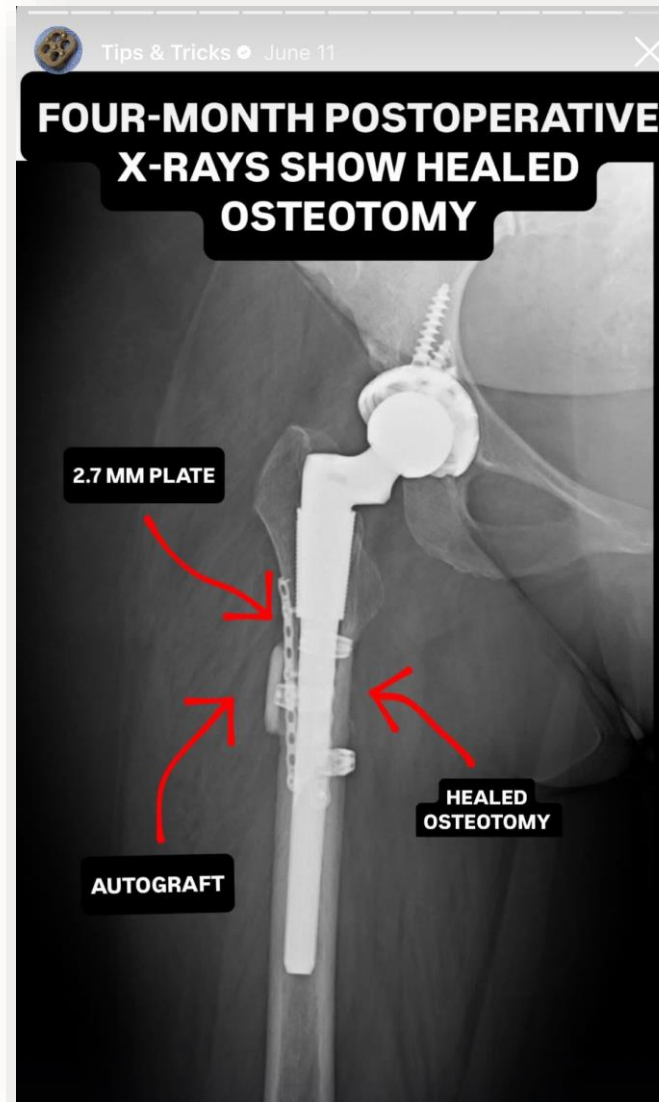
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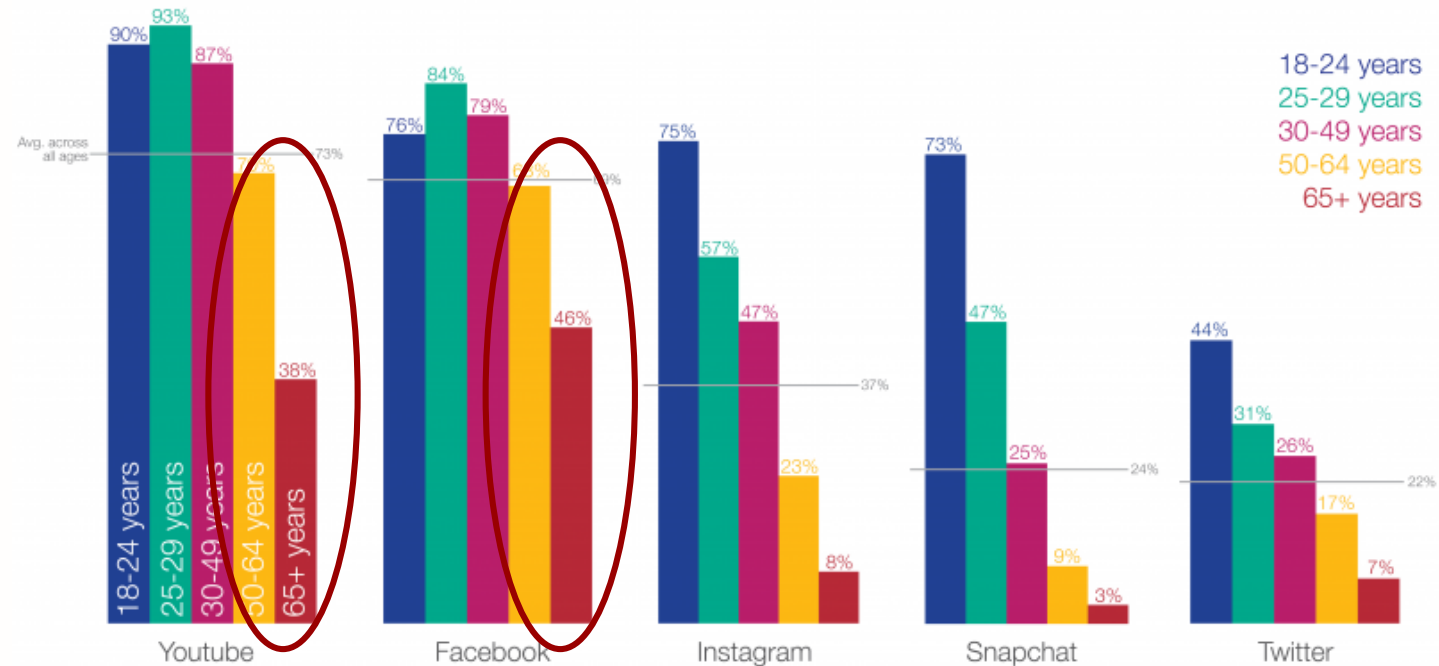
Patient Engagement

- Know your audience
- Patient engagement comes in the form of education:
 - Teach patients about osteoarthritis
 - Teach patients about surgery
 - Demonstrate surgical outcomes
- Use clips, reels, stories rather than posts

Use of social media platforms by age group in the US

The share of adults in the United States who say they ever use the following online platforms or social media apps in 2019. This is shown by age group.

Our World
in Data



Data source: Pew Research Center (2019).
This is a visualization from [OurWorldinData.org](https://ourworldindata.org), where you find data and research to make progress against the world's largest problems.

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THANK YOU!!!