

Opinion

The Role Of Social Media in Health Care and Its Advantages

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Introduction

Social media sites have big in quality among many folks round the world. For medical professionals, these sites gift new avenues for interaction with family, friends, patients, colleagues, and organizations. this text can give associate introduction to social media and therefore the numerous networking opportunities they provide. With several decisions and styles, these platforms give care professionals with new ways in which to support their work. in addition, recommendation on the way to start collaborating in social media are offered, and therefore the moral and skilled considerations that are raised regarding mistreatment social media are mentioned.

Many social media tools are accessible for health care professionals (HCPs), as well as social networking platforms, blogs, microblogs, wikis, media-sharing sites, and computer game and diversion environments [1-2]. These tools is wont to improve or enhance skilled networking and education, structure promotion, patient care, patient education, and public health programs. However, they additionally gift potential risks to patients and HCPs relating to the distribution of poor-quality data, harm to skilled image, breaches of patient privacy, violation of personal-professional boundaries, and licensing or legal problems [3]. several health care establishments and skilled organizations have issued tips to forestall these risks.

Advantages of Social Media in Health Care

Medical professionals would move to remain on high of social media trends in order that they will communicate effectively with patients.

Physicians will use social media tools to create interactive patient ways, like direct patient engagement. Through Facebook, Instagram, or Twitter, doctors will reach bent potential patients and share data regarding their medical organization or non-public apply.

Doctors can even facilitate facilitate patient-to-patient communication through social media platforms. By gaining a following of patients on social media, doctors not solely establish some way to often communicate with patients, they additionally pave the means for patients to determine an internet community and communicate with one another.

The use of social media in health care provides physicians on-the-go access to materials which will enhance their apply, like analysis information and skilled idea-exchange hubs. in step with the Southern Medical Association, half a mile of physicians' analysis medical tools and biotech information through the web and social media platforms.

Nurses will implement social media in their practices, providing a way by which folks, patients, and caregivers will raise queries and find direct answers.

Nurses can even use social media to create an internet community for all the nurses operating in their medical facility. Since nurses work completely different shifts round the clock, they will use a Facebook page to assist one another keep connected.

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