Social Media & Treatment

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Facebook

- As of the 3rd quarter 2017, Facebook had 2.07 billion monthly active users
- 1.37 billion people log in daily.
- Patient support groups
- Facebook Live allows you to stream live video and interact with viewers in real time.
Infants and young children with progressive infantile scoliosis are like wildflowers, each being individually unique. Some can withstand mother nature’s elements and will grow straight, while others need a little growth guidance in the beginning.
Facebook Live on MAGEC rods
You Tube

• 1 billion active users each month
• 300 hours of video are uploaded each minute.
• 5 billion videos are viewed on you tube each day.
• 180 million users in the USA
• You or your hospital can create your own channel
Patient & Family Education
Instagram/ Snapchat

- 800 million monthly users
- Share photos and videos
- Has a snapchat feature that deletes pictures and videos after 24 hours.
Twitter

- 328 million twitter users
- 500 million Tweets sent/day
- 80% of users are on mobile devices
- Tweet: a post on Twitter that only allows 280 characters
Tweets on EOS

Stanford Children's • 10/5/17
Kora was diagnosed as a baby with early onset scoliosis. A new magnet technology is being used to correct her spine. bit.ly/2hPQuLk

michael vitale • @mgv16 • 9/27/17
Meet the Team: WALTER A. NANCE, BOCO, OTC, Early Onset Scoliosis Casting Technician
pediatricscoliosisurgery.com/team/
Together we can #cureAIS
Social Media and Treatment

- Here to stay
- Many patients and families would prefer to watch a video on YouTube than get written handouts
- Facebook and YouTube most widely used
- Twitter, Instagram, and Snapchat gaining popularity