



# Social Media in Healthcare

## 1. IMPRINT

<b>Academic Year</b>	2024/2025
<b>Department</b>	Faculty of Medicine
<b>Field of study</b>	Medicine
<b>Main scientific discipline</b>	Medical sciences
<b>Study Profile</b>	General academic
<b>Level of studies</b>	Uniform MSc
<b>Form of studies</b>	Full time studies
<b>Type of module / course</b>	Non-compulsory
<b>Form of verification of learning outcomes</b>	Completion
<b>Educational Unit / Educational Units</b>	Department of Social Medicine and Public Health Medical University of Warsaw Medical Simulation Center Banacha Campus 3a Pawińskiego St., 02-106 Warsaw E-mail: <a href="mailto:zmsizp@wum.edu.pl">zmsizp@wum.edu.pl</a>
<b>Head of Educational Unit / Heads of Educational Units</b>	Prof. Aneta Nitsch-Osuch, MD, PhD
<b>Course coordinator</b>	Krzysztof Kanecki, MD, PhD e-mail: <a href="mailto:krzysztof.kanecki@wum.edu.pl">krzysztof.kanecki@wum.edu.pl</a>
<b>Person responsible for syllabus</b>	Krzysztof Kanecki, MD, PhD e-mail: <a href="mailto:krzysztof.kanecki@wum.edu.pl">krzysztof.kanecki@wum.edu.pl</a>
<b>Teachers</b>	Krzysztof Kanecki, MD, PhD

## 2. BASIC INFORMATION

<b>Year and semester of studies</b>	I-VI year, winter and summer semester	<b>Number of ECTS credits</b>	2.00
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FORMS OF CLASSES	Number of hours	ECTS credits calculation
<b>Contacting hours with academic teacher</b>		
Lecture (L)		
Seminar (S)	30 (e-learning)	1.0
Classes (C)		
e-learning (e-L)		
Practical classes (PC)		
Work placement (WP)		
<b>Unassisted student's work</b>		
Preparation for classes and completions	30	1.0

### 3. COURSE OBJECTIVES

O1	Understand how social media is used in healthcare, to improve communication and information sharing
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### 4. STANDARDS OF LEARNING – DETAILED DESCRIPTION OF EFFECTS OF LEARNING

Code and number of the effect of learning in accordance with standards of learning	Effects in the field of: <i>(in accordance with appendix to the Regulation of Minister of Science and Higher education from 26th of July 2019)</i>
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#### Knowledge – Graduate\* knows and understands:

D.K2	concepts of health and illness, the influence of the social environment (family, work, social relations) and socio-cultural conditions (origin, social status, religion, nationality and ethnic group) on the patient's health;
D.K5	social attitudes towards illness, disability and old age and the specific impact of stereotypes, prejudice and discrimination;
D.K7	the specificity and role of verbal (conscious message construction) and non-verbal communication;
D.K19	the fundamentals of evidence-based medicine;
G.K5	legal regulations regarding patients' rights and the Patient Ombudsman, as well as legal regulations relevant to medical activities in the field of labor law, the basics of practicing the medical profession and the functioning of the medical self-government;

#### Skills– Graduate\* is able to:

B.S8	use medical databases and correctly interpret the information they contain to solve problems in basic and clinical sciences;
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D.S1	observe ethical models in professional activities, including planning and carrying out the therapeutic process in accordance with ethical values and the idea of humanism in medicine;
D.S9	describe and critically evaluate their own behaviour and communication, taking into account the possibility of alternative behaviour;
D.S11	adapt verbal communication to the needs of the patient, expressing themselves clearly and avoiding medical jargon;
D.S14	look at the situation from the patient's perspective, building an appropriate conversational context and using the elicitation method, and then incorporating this into the construction of verbal messages.
G.S5	explain to people using health services their basic rights and the legal basis for providing these services;

\* In appendix to the Regulation of Minister of Science and Higher education from 26th of July 2019 „graduate”, not student is mentioned.

<b>5. ADDITIONAL EFFECTS OF LEARNING (non-compulsory)</b>	
<b>Number of effect of learning</b>	<b>Effects in the fields of:</b>
<b>Knowledge – Graduate knows and understands:</b>	
K1	rules for conducting scientific research and disseminating its results;
<b>Skills– Graduate is able to:</b>	
S1	plan their own educational activities and constantly improve their knowledge;
S2	critically evaluate scientific findings;
<b>Social Competencies – Graduate is ready for:</b>	
SC1	using objective sources of information.

<b>6. CLASSES</b>		
<b>Form of class</b>	<b>Class contents</b>	<b>Effects of Learning</b>
(e-L) seminar 1 asynchronous online course	Exploring Digital Culture. <ul style="list-style-type: none"> <li>What are social media?</li> <li>Key Concepts of Social Media</li> </ul> The case for social media – why they are important for public health?	D.K5, D.K7, B.S8, D.S11
(e-L) seminar 2 asynchronous online course	Understanding Information Literacy	D.K2, D.K5, D.K7, D.K19, B.S8, D.S11, D.S14, G.S5
(e-L) seminar 3 asynchronous online course	Fake News - How does health (mis)information spread? Addressing conspiracy theories through education	D.K2, D.K5, D.K7, D.K19, B.S8, D.S11
(e-L) seminar 4 asynchronous online course	How can promote yourself in the world of social media? <ul style="list-style-type: none"> <li>Key methods of professional doctor's branding in social media.</li> </ul> Social media marketing – doctors' common mistakes.	D.K2, D.K5, D.K7, D.K19, G.K5, B.S8, D.S1, D.S9, D.S11, D.S14, G.S5
(e-L) seminar 5 asynchronous online course	Examples of successful marketing strategies for doctors.	D.K2, D.K5, D.K7, D.K19, G.K5, B.S8, D.S1, D.S11, D.S14, G.S5
(e-L) seminar 6 asynchronous online course	What's New in Social Media? Social Media and Public Health Communication	D.K2, D.K5, D.K7, D.K19, G.K5, B.S8, D.S1, D.S11, D.S14, G.S5

## 7. LITERATURE

### Obligatory

1. WHO. Infodemic. [https://www.who.int/health-topics/infodemic#tab=tab\\_1](https://www.who.int/health-topics/infodemic#tab=tab_1)
2. CDC Social Media Tools, Guidelines & Best Practices <https://www.cdc.gov/digital-social-media-tools/>

### Supplementary

## 8. VERIFYING THE EFFECT OF LEARNING

Code of the course effect of learning	Ways of verifying the effect of learning	Completion criterion
D.K2, D.K5, D.K7, D.K19, G.K5, B.S8, D.S1, D.S9, D.S11, D.S14, G.S5	1. Quizzes, written assignments 2. Test (MCQ)	1. credit 2. minimum final grade of 70% required

## 9. ADDITIONAL INFORMATION

The course is available on the platform [www.e-learning.wum.edu.pl](http://www.e-learning.wum.edu.pl).

Student must learn all materials uploaded to the modules on the platform. After each module there are questions (quizzes) or task related to its subject.

Student must send written assignments (tasks) to the teacher (using e-learning platform) and receive a positive evaluation. Student must send them before proceeding to the final test.

Student must pass the final test (available on the e-learning platform) to obtain a credit.

Printing the certificate is possible only if the student has fulfilled both criteria: passed the final test and a received positive evaluation of tasks.

Students are obligatory to check MUW student email account as all information are sent only by formal MUW mails.

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### ATTENTION

The final 10 minutes of the last class of the block/semester/year should be allotted for students to fill out the Survey of Evaluation of Classes and Academic Teachers