



Social Media in Healthcare

Social Media w Ochronie Zdrowia

1. IMPRINT

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|---|---|
| Academic Year | 2025/2026 |
| Department | Faculty of Medicine |
| Field of study | Medicine |
| Main scientific discipline | Medical sciences |
| Study Profile | General academic |
| Level of studies | Uniform MSc |
| Form of studies | Full time studies |
| Type of module / course | Non-compulsory (optional) |
| Form of verification of learning outcomes | Completion |
| Educational Unit / Educational Units | Department of Social Medicine and Public Health Medical University of Warsaw Medical Simulation Center Banacha Campus 3a Pawińskiego St., 02-106 Warsaw E-mail: msizp@wum.edu.pl |
| Head of Educational Unit / Heads of Educational Units | Prof. Aneta Nitsch-Osuch, MD |
| Course coordinator | Assoc. Prof. Krzysztof Kanecki, MD krzysztof.kanecki@wum.edu.pl |
| Person responsible for syllabus | Assoc. Prof. Krzysztof Kanecki, MD krzysztof.kanecki@wum.edu.pl |
| Teachers | Assoc. Prof. Krzysztof Kanecki, MD Katarzyna Lewtak, MD, PhD |

2. BASIC INFORMATION

| | | | |
|------------------------------|---|------------------------|------|
| Year and semester of studies | III-V year, summer, and winter semester | Number of ECTS credits | 2.00 |
|------------------------------|---|------------------------|------|

| FORMS OF CLASSES | Number of hours | ECTS credits calculation |
|---|-----------------|--------------------------|
| Contacting hours with academic teacher | | |
| Lecture (L) | | |
| Seminar (S) | 30 (e-learning) | 1.20 |
| Classes (C) | | |
| e-learning (e-L) | | |
| Practical classes (PC) | | |
| Work placement (WP) | | |
| Unassisted student's work | | |
| Preparation for classes and completions | 20 | 0.80 |

3. COURSE OBJECTIVES

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| 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

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| 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> |
|---|---|

Knowledge – Graduate* knows and understands:

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|--------|--|
| D.W1. | social dimension of health and disease, influence of society (family, social relationships network) and social inequalities on health condition, as well social and cultural differences and the roles of social stress in health and self-destructive behaviours; |
| D.W5. | rules and methods of communication with patients and their family that contribute to development of an empathic relationship, based on trust; |
| D.W8. | how healthcare institutions operate and the social role of physicians; |
| D.W9. | basic human psychological mechanisms of functioning in health and disease; |
| D.W19. | culture, ethnicity and nationality related conditions of human behaviours; |
| D.W23. | foundations of evidence based medicine; |

Skills– Graduate* is able to:

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|--------|---|
| B.U10. | use databases, including the Internet and search for needed information with available tools; |
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| D.U11. | apply the basic psychological interventions of motivational and supportive character; |
| D.U13. | respect ethical standards in professional activities; |
| G.U2. | collect information about the presence of the factors of risk of infectious and chronic diseases and plan preventive actions at various levels of prevention; |

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

5. ADDITIONAL EFFECTS OF LEARNING (non-compulsory)

| Number of effect of learning | Effects in the fields of: |
|------------------------------|---------------------------|
|------------------------------|---------------------------|

Knowledge – Graduate knows and understands:

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|----|--|
| K1 | rules for conducting scientific research and disseminating its results |
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Skills– Graduate is able to:

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| S1 | plan their own educational activities and constantly improve their knowledge. |
| S2 | critically evaluate scientific findings |

Social Competencies – Graduate is ready for:

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| SC1 | using objective sources of information |
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6. CLASSES

| Form of class | Class contents | Effects of Learning |
|-------------------------------------|--|---|
| (S) seminar 1 synchronous online | Exploring Digital Culture. <ul style="list-style-type: none"> What are social media? Key Concepts of Social Media The case for social media – why they are important for public health? | D.W1., D.W5., D.W19., B.U10., D.U11. |
| (S) seminar 2 synchronous online | Understanding Information Literacy | D.W1., D.W5., D.W9., B.U10. |
| (S) seminar 3 synchronous online | Fake News - How does health (mis)information spread? Addressing conspiracy theories through education | D.W5., D.W8., D.W9., D.W23., B.U10., D.U13., G.U2. |
| (S) seminar 4 synchronous online | How can promote yourself in the world of social media? <ul style="list-style-type: none"> Key methods of professional doctor's branding in social media. Social media marketing – doctors' common mistakes. | D.W1., D.W5., D.W8., D.W9., D.W19., D.W23., B.U10., D.U13., G.U2. |
| (S) seminar 5 synchronous online | Examples of successful marketing strategies for doctors. | D.W1., D.W5., D.W8., D.W9., D.U13., G.U2. |
| (S) seminar 6 synchronous online | What's New in Social Media? Social Media and Public Health Communication | D.W1., D.W5., D.W9., D.W19., D.W23., B.U10., D.U11., G.U2. |

7. LITERATURE

Obligatory

1. World health organization WHO. Infodemic. 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.W1; D.W5; D.W8; D.W9; D.W19; D.W23; B.U10; D.U11; D.U13; G.U2. | Quizzes, written assignments (e-learning platform), class attendance | 1. credit 2. requirements for a pass: a minimum mark of 70% |

9. ADDITIONAL INFORMATION

Additional Information:

- The maximum number of participants per course edition is 500.
- Students have three attempts to obtain credit for the course (in accordance with §§ 26, 27, and 28 of the Study Regulations).
- The course is conducted entirely online via the e-learning platform www.e-learning.wum.edu.pl.

Course Requirements:

- Students are required to study all materials provided within the course modules on the e-learning platform.
- After each module, students must complete quizzes or assignments related to the module's content.
- Written assignments must be submitted to the course instructor via the e-learning platform and must receive a positive evaluation.
- Assignments must be submitted and positively assessed before the student is allowed to attempt the final test.
- To successfully complete the course, students must pass the final test (available on the e-learning platform).
- The course completion certificate may be downloaded only after both conditions are met: a passed final test and positive evaluation of all required assignments.

Important Communication Note:

Students are required to regularly check their official MUW email account, as all course-related information is communicated exclusively through the MUW email system.

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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