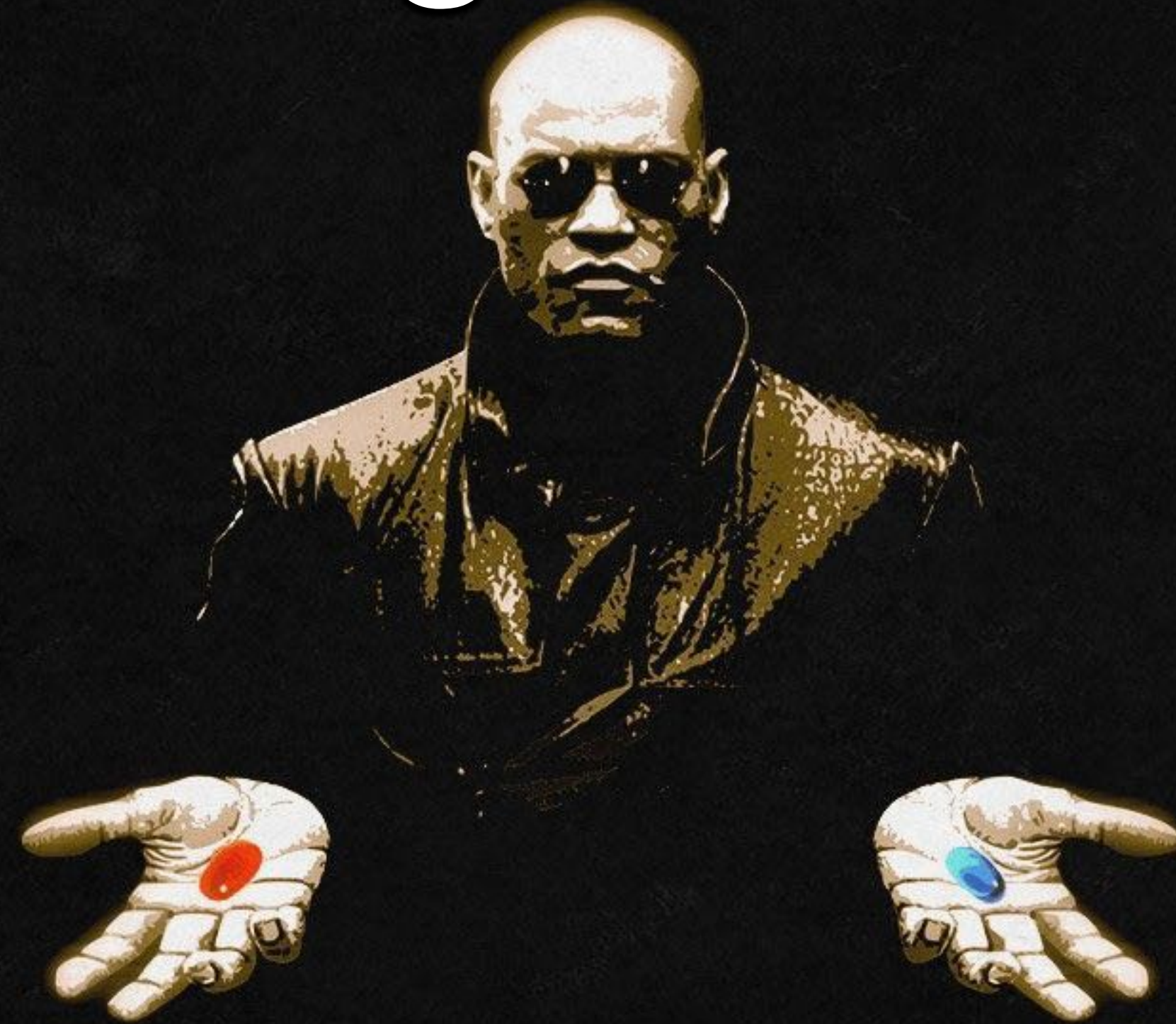


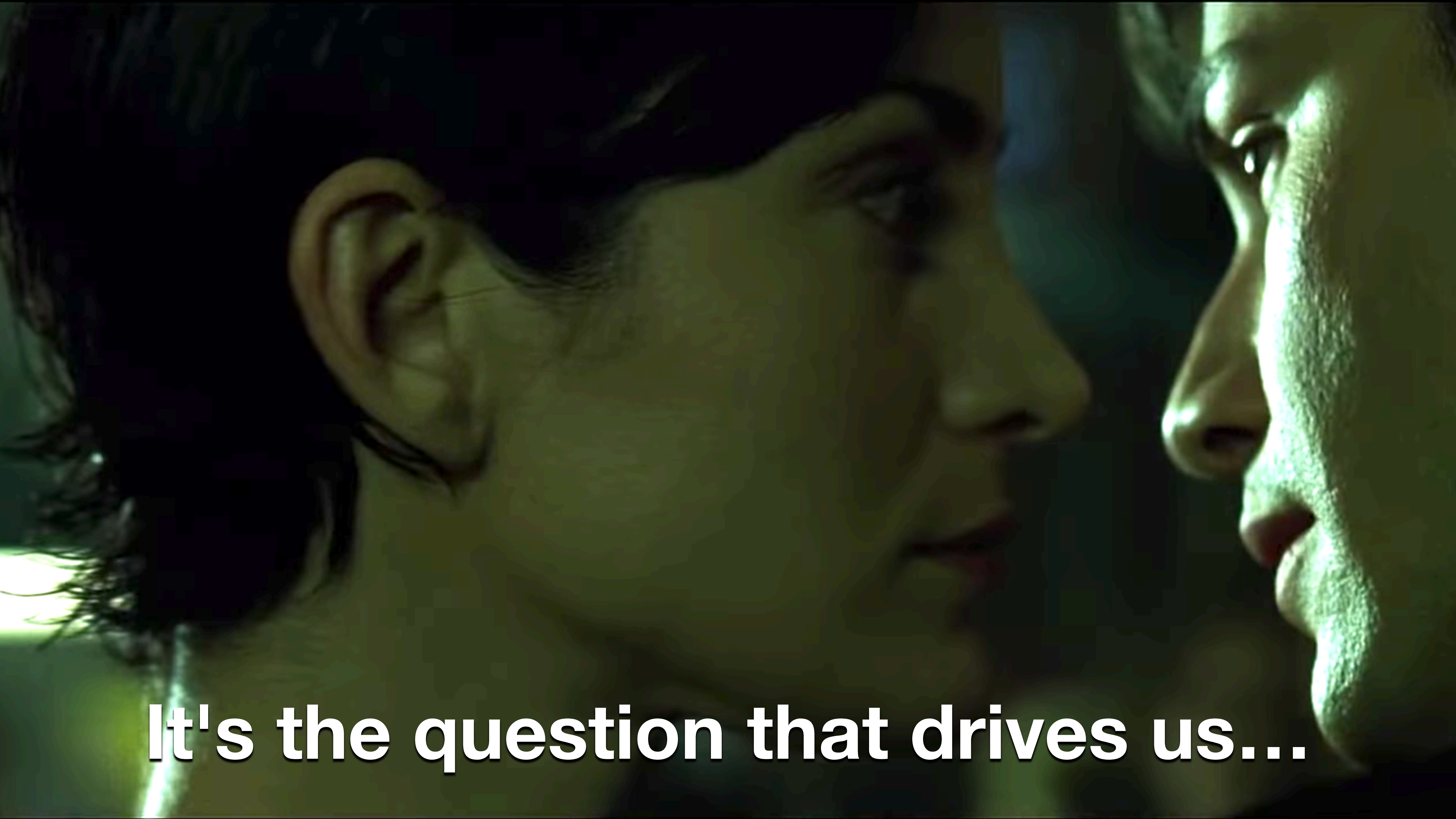
Social Media for Knowledge Translation



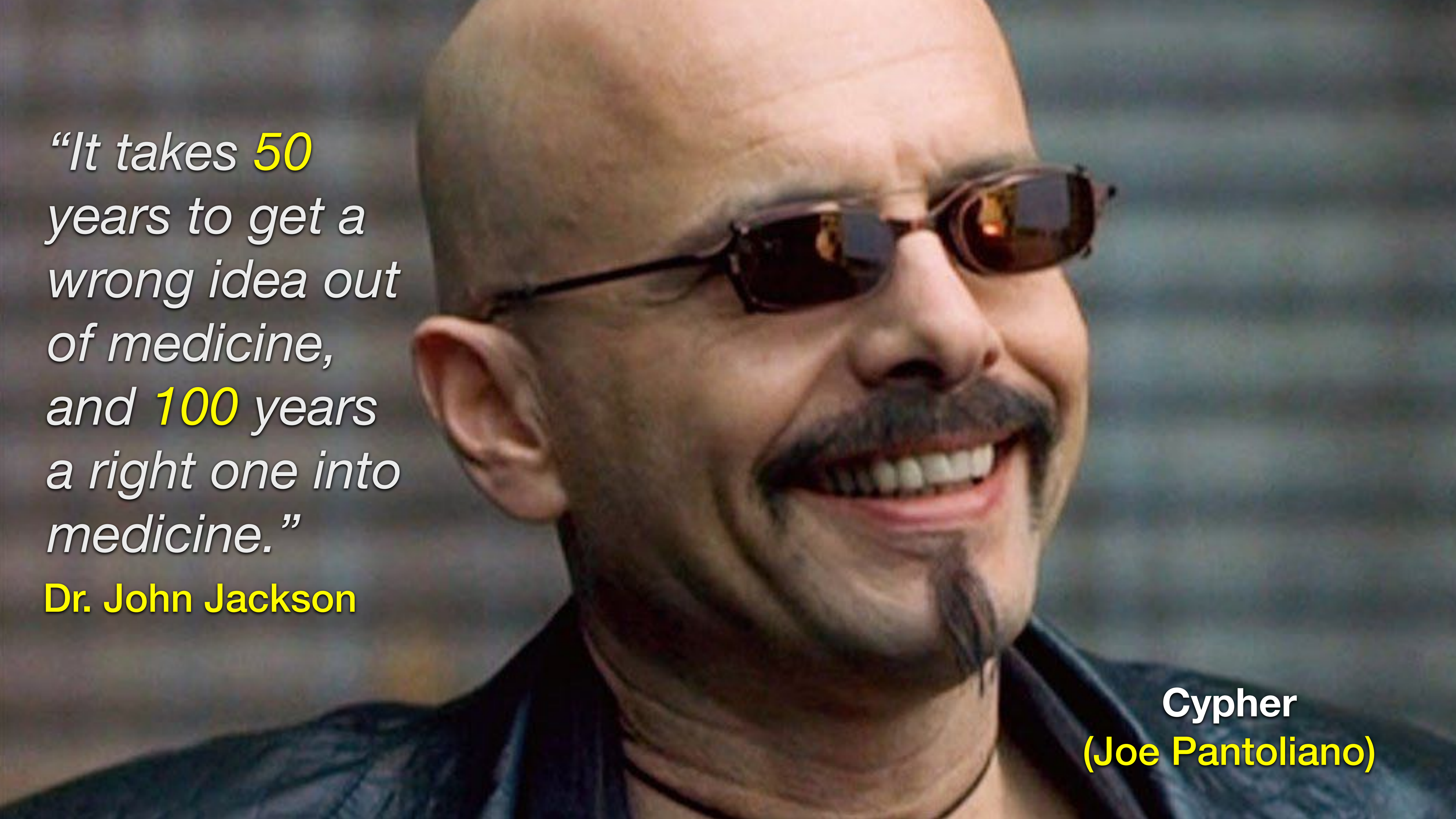
**Remember...All I'm offering
is the truth, nothing more.**



What if I told you ...



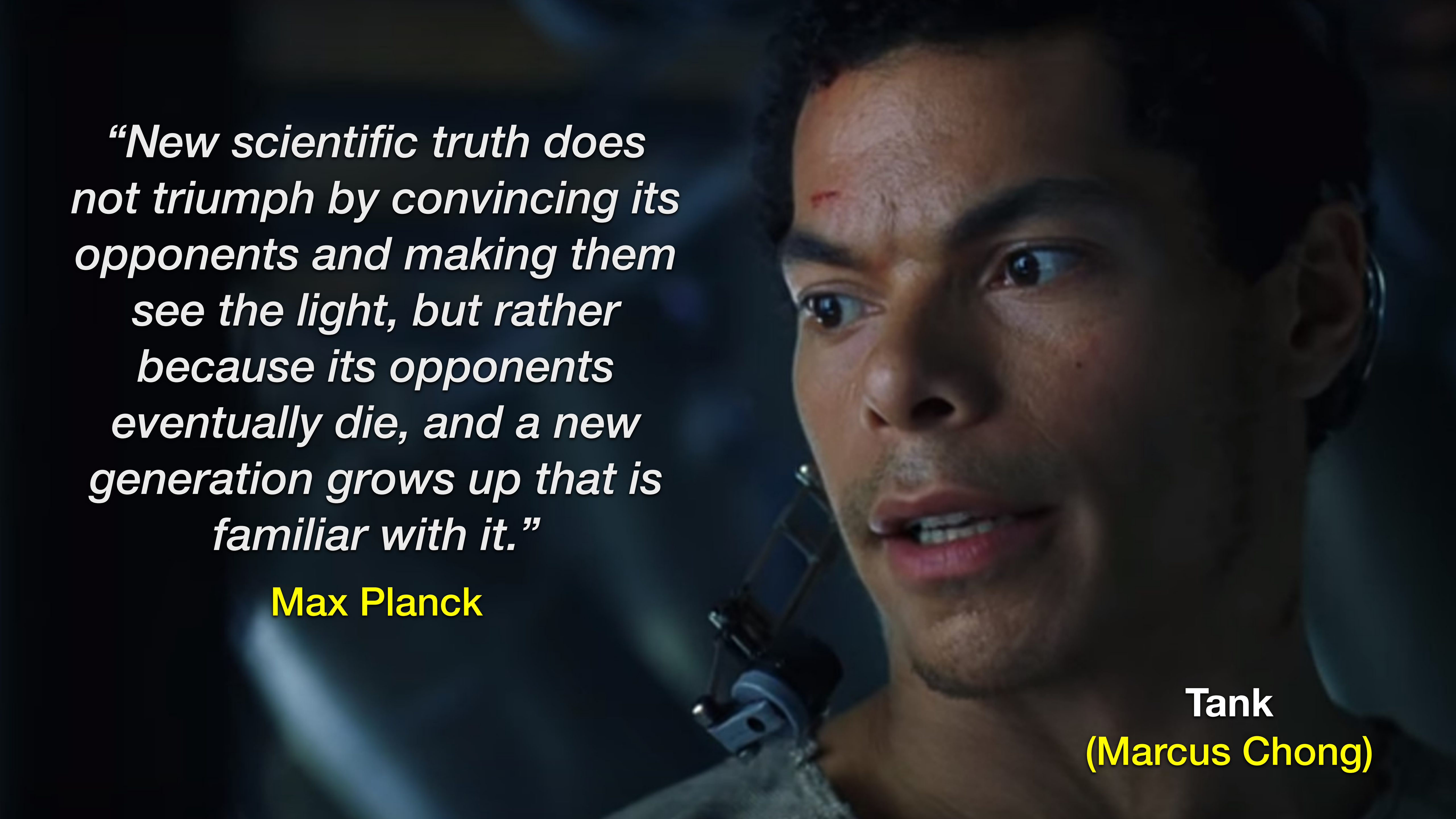
It's the question that drives us...



*“It takes **50**
years to get a
wrong idea out
of medicine,
and **100** years
a right one into
medicine.”*

Dr. John Jackson

Cypher
(Joe Pantoliano)



“New scientific truth does not triumph by convincing its opponents and making them see the light, but rather because its opponents eventually die, and a new generation grows up that is familiar with it.”

Max Planck

Tank
(Marcus Chong)

17 Years



14%

Acceptance

Awareness

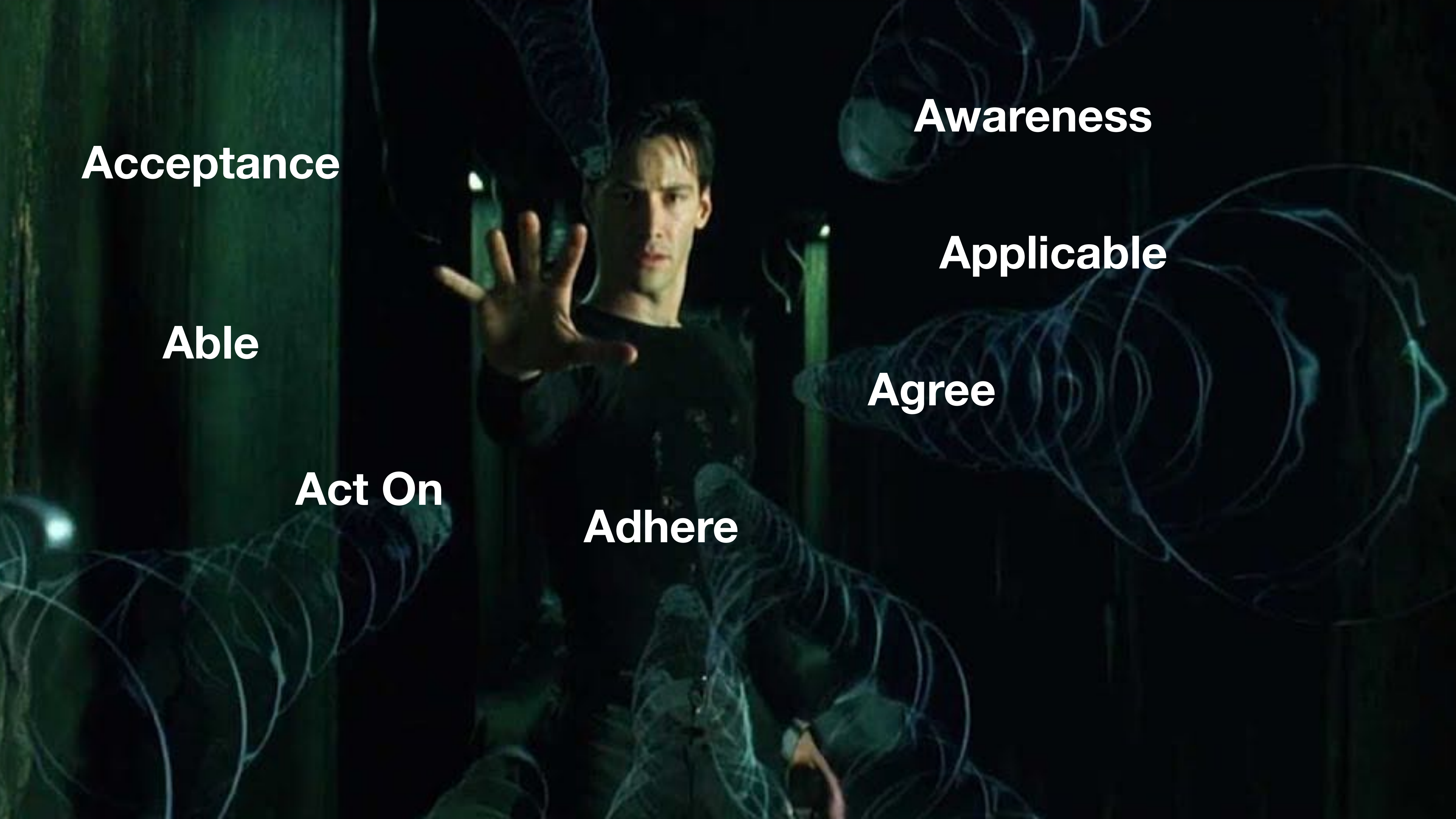
Able

Applicable

Agree

Act On

Adhere





Antibiotic Rx for Viral Infections

Awareness



Acceptance



Applicable



Able



Act On



A cinematic still from the movie 'The Matrix' showing Trinity (Keanu Reeves) and Neo (Laurence Fishburne) in a control room. Trinity is on the left, wearing a black leather jacket and sunglasses, looking towards Neo. Neo is on the right, wearing a black jacket and sunglasses, looking back at Trinity. The background features a grid window with an 'EXIT' sign and computer monitors.

Agree

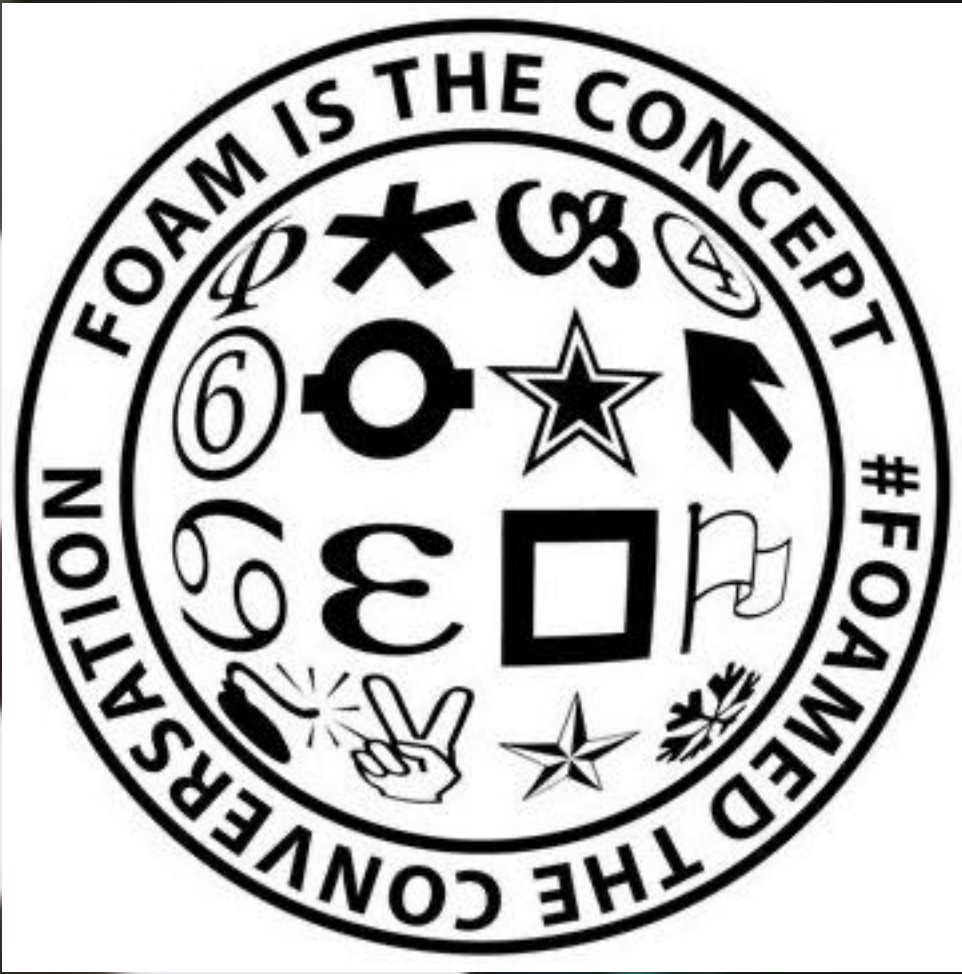
Adhere



SoMe Solution?

**Knowledge
Translation
Problem**





FOAMed

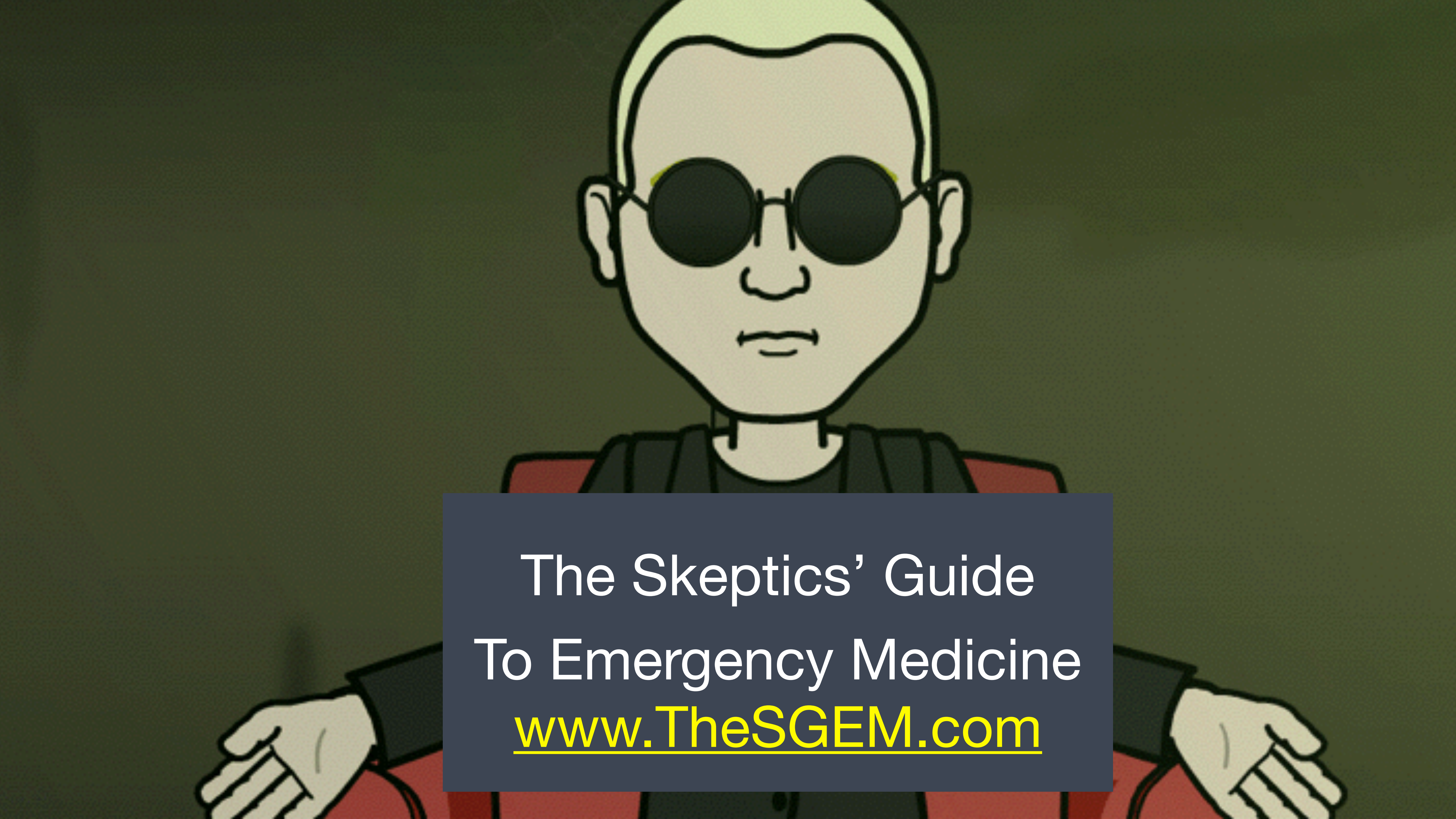




Signal to Noise



I Know Kung Fu



The Skeptics' Guide
To Emergency Medicine
www.TheSGEM.com



SoMe for KT

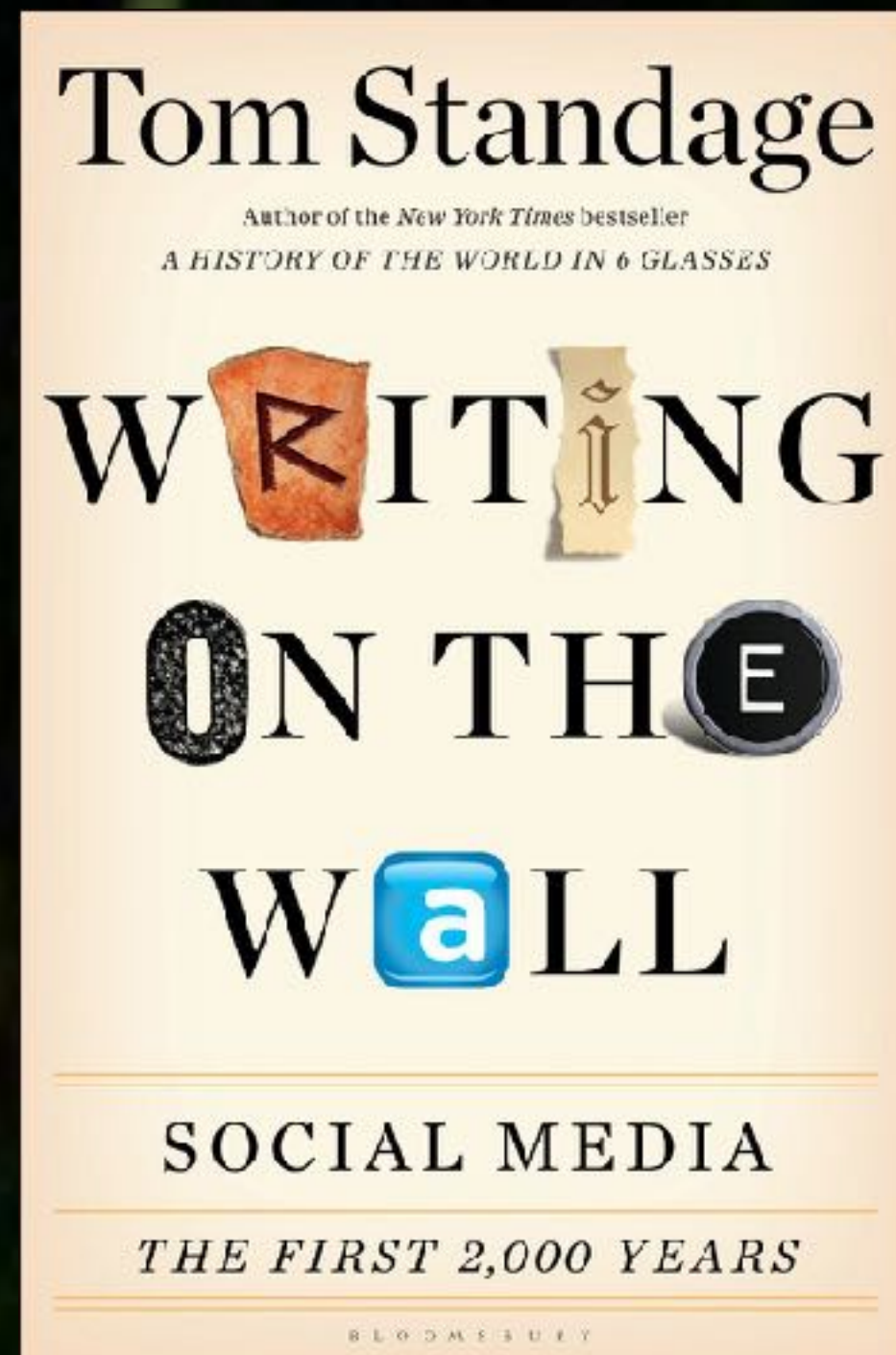
The impact of social media promotion with infographics and podcasts on research dissemination and readership

Brent Thoma  (a1), Heather Murray (a2), Simon York Ming Huang (a1), William Ken Milne (a3)  ... 

<https://doi.org/10.1017/cem.2017.394> Published online: 13 September 2017



Criticisms of Social Media



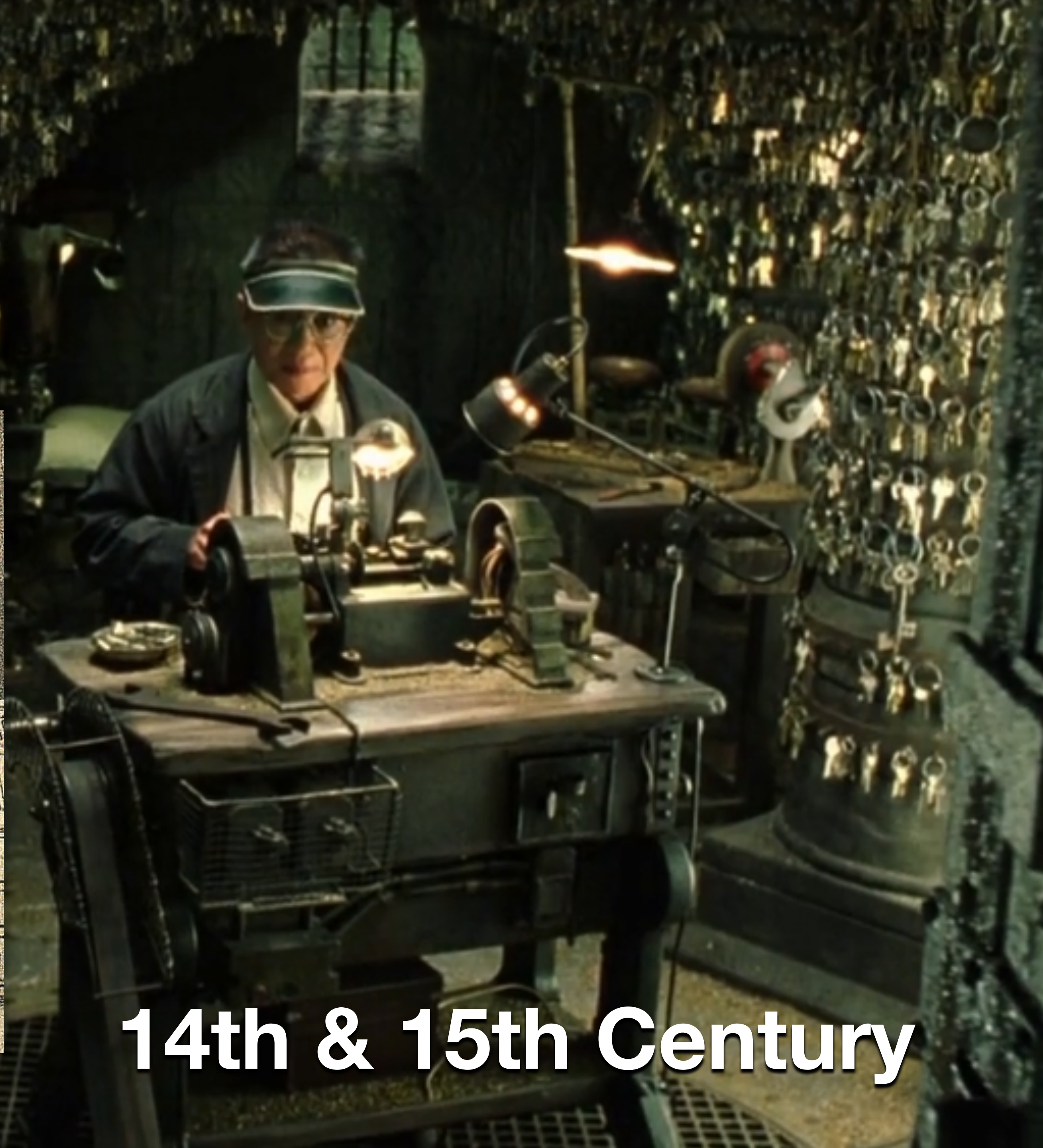
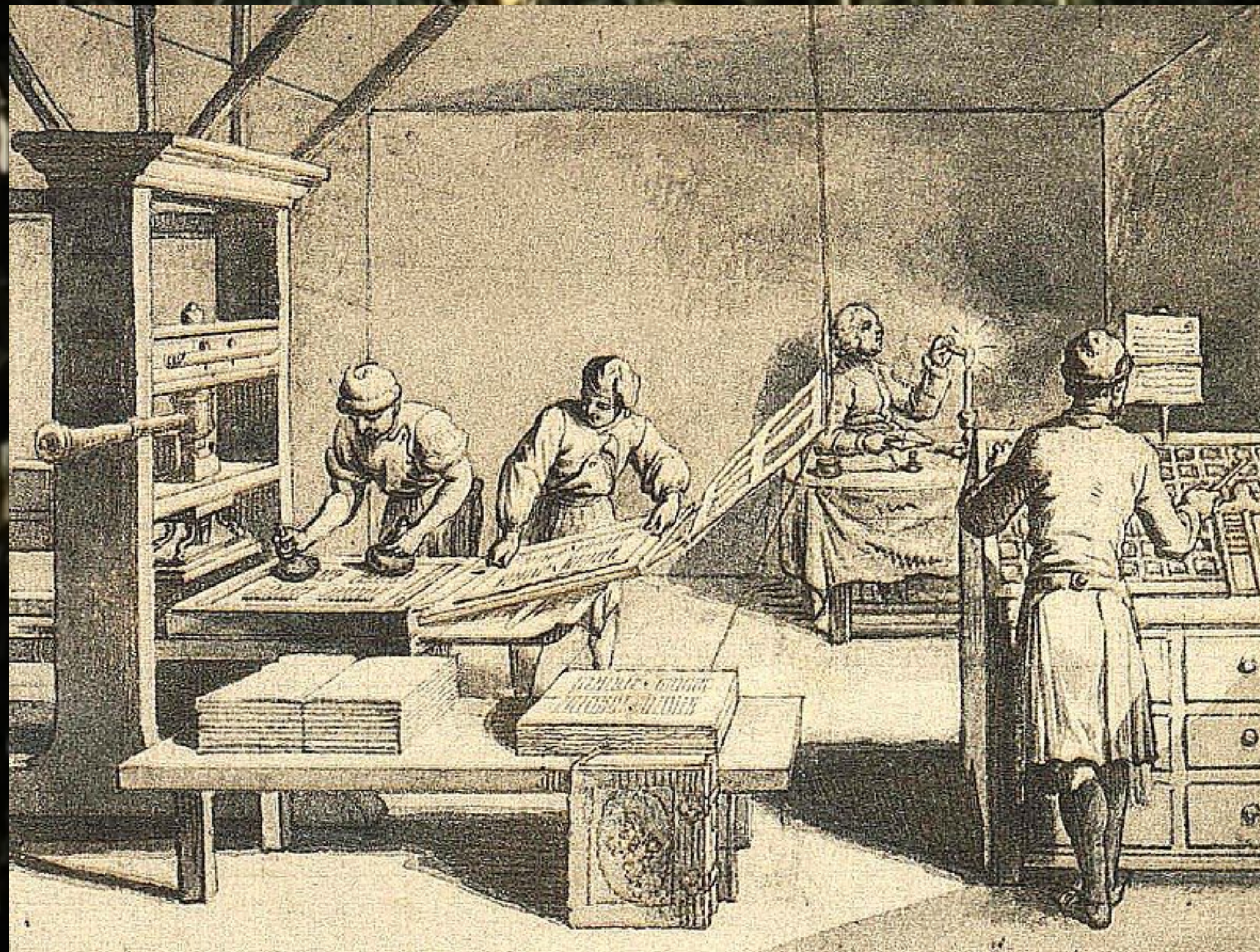
**2,500 Years
of Social Media**



Papyrus

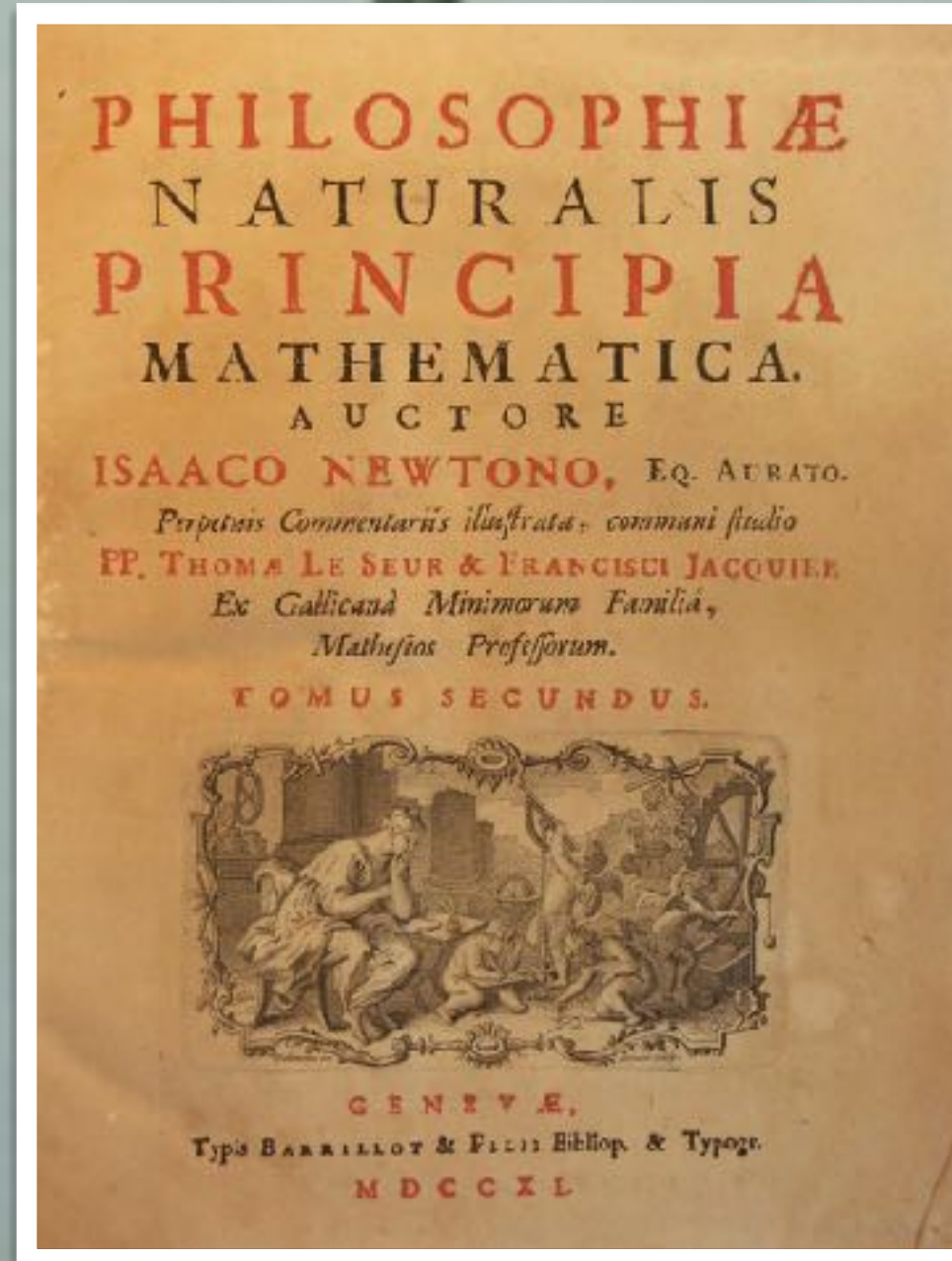
Socrates
4th Century BC

Martin Luther & Pope Leo X



14th & 15th Century

17th Century



Newton, Hooke and Hailey

SoMe is a Tool





**Make the world
a better place**



**Make the world
a better place**