



The cross-over between social media and burns

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Introduction

Social media has had a significant impact on the landscape of medical practise, with its near ubiquitous influence in our recurrent society

The role of social media in medicine is multi-dimensional, acting as a platform for medical education and awareness, a forum for patient-to-patient interaction and support as well as a means to improve relationships among health professionals

While studies have previously investigated the role of social media on specific medical populations, not much is reported regarding the role of social media in the 'burns' community

Aim

To review the literature in order to assess the role of social media in the burn's community and to identify any potential uses for social media in current medical practise

Methods

A comprehensive search of MEDLINE, EMBASE and Google Scholar databases was conducted to identify clinical articles up until July 2019.

Clinical studies describing social media apparatus, including 'facebook' 'youtube' 'twitter' 'linkedin' 'blog' 'reddit' and 'burns' were reviewed.

Studies not available in English or full text, non-clinical studies were excluded

Table 1: Summary of articles

Author	Year	Social Media Platform	Summary
Seidenberg	2016	Twitter	Tweets in the year 2013 were used to assess rates of tanning bed burns, burn types and depth of burns Large number of tning bed-burns, including burns to eyes, were reported multiple times Twitter acts as an effective means to capture public health trends as well as a means to intervene with tanning bed users.
Giordaone	2016	General Social Media Usage - Facebook - Twitter - Skype - Google+ - Instagram - Myspace - Pinterest - Four-Square - Reddit - LinkedIn	Qualitative study describing the use of social media and it's role in burn survivors' healing process Benefits of social media in this population include: - Assist those that may be physically or socially isolated - Improved access to resources - Improve coping mechanisms - Access for health professionals to assist burns' survivors
Garbett	2016	Online blogs	- Qualitative blog analysis to assess the psychological outcomes of burns' survivors - Identifies short-comings in using traditional positive outcome scales/retrospective account of burn survivor rehabilitation to analyse burns survivor outcomes - Identifies blogs as a potential source of conducting public health research

Results and Conclusions

- 3 articles were included in the final review
- These articles are described in table 1, and are primarily qualitative in nature
- A paucity of studies explore the role of social media in the burns community exists
- There is a need for further studies to identify social media effects on burns related clinical outcomes
- There is a large untapped potential that is social media as a means to improve patient care that should be harnessed by health professionals.

References

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