University Centre for Health Professions Education
Sri Devaraj Urs Academy of Higher Education and Research (Deemed to be University)
Kolar, Karnataka, India

WORKSHOP

ELS4

The Role of Social Media in Health Profession

The session will explore how social media impacts healthcare, from patient engagement and education to professional networking and advocacy.

DATE
Wednesday
31 July 2024

TIME
9:30 am to 1:00 pm
IST

ORGANISED BY

University Centre for Health Professions Education

Sri Devaraj Urs Academy of Higher Education and Research (Deemed to be University), Tamaka, Kolar

THE PROGRAMME

Workshop, 2024

Organised by the University Centre for Health Professions Education.

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About

The session will explore how social media impacts healthcare, from patient engagement and education to professional networking and advocacy. The aim is to provide a comprehensive understanding of how social media can be harnessed to enhance healthcare delivery, improve patient outcomes, and foster professional development. The speakers will share insights, strategies, and practical tips on leveraging social media effectively while addressing challenges and ethical considerations. Through interactive discussions and case studies, you'll gain valuable skills to enhance healthcare delivery and professional development.

Objectives

- Be aware of various social media platforms and their specific features.
- Explore the unique benefits and challenges of using social media in the healthcare profession.
- Identify best practices for integrating social media into educational curricula and continuing education programmes.
- Gain skills in creating engaging and informative content tailored to diverse audiences within the health profession.

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