

Psychiatrists and Social Media

Social media has become an important space for people to share ideas and connect with one another. This is also true in the field of psychiatry. There are many benefits when psychiatrists use social media. Social media can help you do the following:

- Lend your voice to mental health issues
- Establish an online presence
- Stay connected with your peers in psychiatry

Social Media Platforms

You don't need to be active on every platform. In fact, that would be difficult for any one person to manage—large organizations that have strong presences on multiple platforms have teams of social media specialists to manage the accounts. Doing one social media platform well is better than doing lots of platforms poorly. Each platform has its unique strengths and communities, so it's important to find out what works best for you.

Twitter works well for short, timely bursts that are produced and consumed quickly. If you plan to use social media during live events, Twitter is a good platform for that.

- Share news articles
- Participate in Twitter chats
- Tweet during events

Facebook is a great place for advocacy, community, and organizing around particular issues. If you're interested in space for longer discussions and more ways to connect with your followers, you may want to consider Facebook.

- Space for conversation beneath posts
- Photo albums
- Video sharing

LinkedIn is strictly professional. While you want to remain professional on all your platforms, LinkedIn is where that rule never wavers. Most people are there to help their careers, whether that is looking for a new job or learning how to improve in their current role. If you have information to help with that, LinkedIn would be a great place to share it.

- Share news, research, articles, with some info on why it's important
- Long-form think-pieces
- Space for conversation beneath posts

Create Effective Posts

Social media users scan posts more than read them. Having the best information in the world doesn't matter if no one wants to read it. Make your content stand out and grab your viewer's attention so they'll want to read more. Make sure that your content is:

- **Brief**, so users can quickly scan for keywords and main ideas,
- **Relevant**, so users can quickly see how the topic relates to them or current events, and
- **Visual**, so it will stand out from the text and catch the reader's eye.

Remember to be physicianly in all your content. Start with public info, like the latest research or policy issues, to test out the platforms and see what feels appropriate to you, says Drew Ramsey, M.D.. As you get acclimated with the community, you can begin sharing more personal information, like your experience treating or having a mental health issue. Watch the video above for Dr. Ramsey's physician's-point-of-view on how to use social media successfully and other tips for making social media work for you.

American Psychiatric Association's Social Media Accounts

Twitter

Main account: [@APAPsychiatric](https://twitter.com/APAPsychiatric)

Healthy Minds: [@APAHealthyMinds](https://twitter.com/APAHealthyMinds)

Facebook

Main account: [American Psychiatric Association](https://www.facebook.com/AmericanPsychiatricAssociation)

Healthy Minds: [APA Healthy Minds](https://www.facebook.com/APAHealthyMinds)

LinkedIn

[American Psychiatric Association](https://www.linkedin.com/company/american-psychiatric-association)