

Psychology Grand Rounds

Department of Psychiatry, Psychology Division

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“Utilizing Social and Traditional Media to Enhance Your Career”

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Thursday, June 15th, 2023
12:00pm-1:00pm

*1 CE credit available to full time and voluntary faculty psychologists and Social Workers who sign in with their full name, attend the majority of the lecture (with a 5 minute grace period at the beginning and end of each lecture to allow individuals to sign on) and complete a survey which will be emailed following the completion of the lecture. Note the survey must be completed within 30 days of the lecture.

SPEAKER: Simon A. Rego has a financial interest and equity in Eleos Health, Inc. - Scientific Advisory Board

Dr. Rego is Chief of Psychology and Director of Psychology Training at Montefiore Medical Center and Professor of Psychiatry and Behavioral Sciences at Albert Einstein College of Medicine. He is a former member of the Board of Directors of the Association for Behavioral and Cognitive Therapies and the Anxiety and Depression Association of America, an Editorial Board member of numerous journals, has over 35 publications (including 3 books) and more than 165 professional presentations. He has been quoted as an expert more than 500 times across various media outlets, and constantly uses both traditional and social media to educate the public about the latest mental health news using a simple, non-sensationalized approach.

Abstract:

Graduate programs in psychology and psychiatry tend to focus on ensuring that profession-wide competencies are met and spend relatively less (and often, no) time preparing students for the challenges involved in branding, marketing, advertising, and other promotional activities that we can use to communicate directly with the public. Complicating matters is the fact that we are in the midst of a technological revolution, which is not only impacting the way consumers access information about their mental health and healthcare options, but also causing the healthcare landscape itself to change rapidly. As a result, typical outlets (e.g., books, journal articles, conference presentations, etc.) for delivering news about advances in our profession have become too narrow and are outdated quickly, traditional media (e.g., print, radio, television) have lost their centrality, and new platforms and applications are continuously being created (e.g., social media). As a result, this presentation will focus on ways to capitalize on these advances in technology in order to help share psychological concepts with new audiences as well as create new career opportunities while also addressing some of the risks and ethical considerations involved in using social media.

Learning Objectives:

1. Explain how social media is used to facilitate dissemination of psychological concept to the public.
2. Describe some of the risks and ethical considerations involved in using social media
3. Review several major social media platforms.

References:

1. Baier, A. L. (2019). The ethical implications of social media: Issues and recommendations for clinical practice. *Ethics & Behavior*, 29(5), 341-351.
2. Bardus, M., El Rassi, R., Chahrour, M., Akl, E. W., Raslan, A. S., Meho, L. I., & Akl, E. A. (2020). The use of social media to increase the impact of health research: systematic review. *Journal of medical Internet research*, 22(7), e15607.
3. Becker, S. J. (2015). Direct-to-consumer marketing: A complementary approach to traditional dissemination and implementation efforts for mental health and substance abuse interventions. *Clinical Psychology: Science and Practice*, 22(1), 85.
4. Deen, S. R., Withers, A., & Hellerstein, D. J. (2013). Mental health practitioners' use and attitudes regarding the Internet and social media. *Journal of Psychiatric Practice*, 19(6), 454-463.
5. Johannsson, H., & Selak, T. (2020). Dissemination of medical publications on social media—is it the new standard?. *Anaesthesia*, 75(2), 155-157.