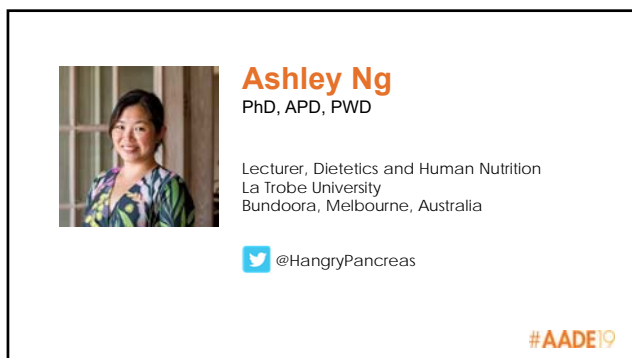
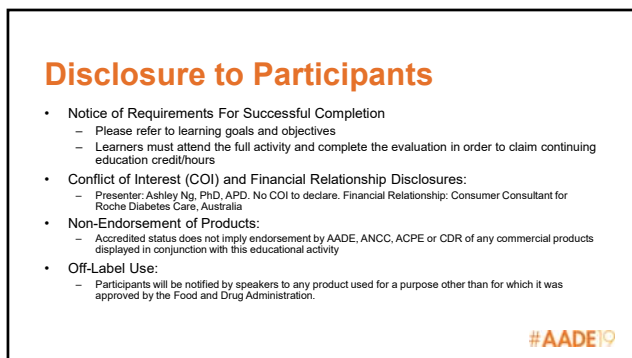




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3

Introducing the Diabetes Community

- Place where people gather
 - Face to face
 - Online
- Why?
 - Not feel alone (peer support)
 - Learn from others (improving diabetes self-management strategies)
 - Gaining self-confidence (advocacy)
 - Give back to the community



Hillard et al. | The Emerging Diabetes Online Community | Curr Diab Rev | 2015

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4

Types of Online Communities

- Website Forums and blogs
 - Discussion forum Q&A style
 - Blogs: sharing personal accounts
- Social media
 - Facebook
 - Instagram
 - Twitter
 - YouTube
- Important to understand the nuances of various online communities in order to anticipate issues and enable strategies to keep safe

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5

Diabetes Online Communities

- Facebook
 - "Like" and/or "Follow" pages
 - Member of "closed" or "secret" groups



- Instagram
 - Visual storytelling
 - "Posts" versus "Stories"
 - "Private" versus "Public account"

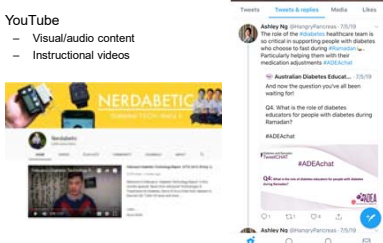


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Diabetes Online Communities

- YouTube
 - Visual/audio content
 - Instructional videos




Twitter

- Microblogging – 280 characters per tweet
- “Private” versus “Public” account
- Centers around hashtags

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7

Tweetchats



- Typically one hour chats on Twitter
 - Grouped by hashtag i.e. #DSMA
 - Often structured: one moderator posing 5-6 questions over the hour
 - Conversation with prompts from moderator on a certain topic or theme

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8

Benefits and Harm of DOC

14,000 articles screened, 47 analysed

Pros	Cons
<ul style="list-style-type: none"> • Clinical benefits <ul style="list-style-type: none"> - Empowering people with diabetes in diabetes self-care - Improved HbA1c • Emotional wellbeing <ul style="list-style-type: none"> - Improved psychosocial health - The power of “shared experiences” 	<ul style="list-style-type: none"> • Misleading information <ul style="list-style-type: none"> - 0-9% occurrence • Information gathering about risky behaviour • Concerns of privacy

Litchman et al. | State of the Science: A Scoping Review and Gap Analysis of Diabetes Online Communities | JDS | 2019

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9

Impact of DOC on Health Indicators

- 183 adults who used at least one of four different diabetes-related online communities
 - DOC engagement found to be strong predictor of A1c
 - Higher health-related quality of life and diabetes self-care levels
- DOC use is often complementary to clinical care
 - Important for healthcare providers to understand potential risks with online communities



Lichman et al. | Effect of Diabetes Online Community Engagement on Health Indicators: Cross-Sectional Study | *JGIM* Diabetes | 2019

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10

Potential Concerns

- Misleading information
 - 0-9% occurrence
 - DOC is a self-regulating community
- Gathering information about risky behavior
 - Generate discussion to encourage safe behaviours
 - Respect individuals choice to make informed decisions
 - Refer to additional support services if necessary
- Privacy concern
 - Be smart with social media

Lichman et al. | State of the Science: A Scoping Review and Gap Analysis of Diabetes Online Communities | *JGIM* | 2019

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11

Keeping Safe Online

- Check your social media security settings
 - Is your account public or private?
- Think before you post!
 - Is this something you would say in real life?
- Avoid sharing personal details and photos online
 - Identifying information/aspects of stories
- Know your boundaries
 - You're not anyone's healthcare provider when online
- Speak from your experiences and your perspective
 - What would you do in that situation

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12

Dealing with Trolls


- Often narrow-minded/have their own agenda
 - You won't be able to change their minds
- Will try to elicit reactions through inflammatory comments
 - Don't give in
- Personal strategy:
 - Step 1: Be nice; respectfully try and decline conversation
 - Step 2: Ignore
 - Step 3: Block and report



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The Role of the Healthcare Provider


- Be aware of what is out there
 - Take note of key accounts
 - Beyond Type 1 has a summary of key people/organisations to follow
- Be open to conversation
 - Encourage people with diabetes to bring discussions from online to you
 - Help them make an informed decision
- Be respectful
 - One size doesn't fit all
 - Trust in your ability to provide clients with appropriate diabetes education



14

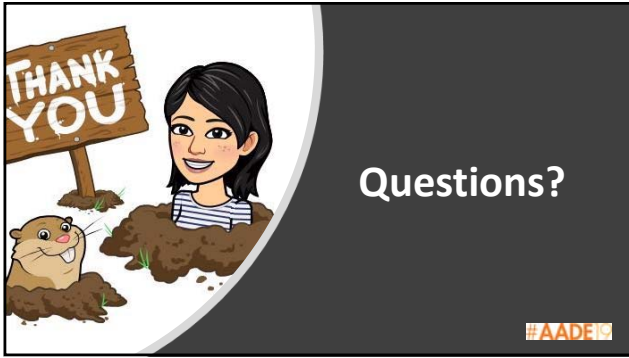
Final Tips

- Create boundaries
 - Be mindful if you start responding to clients online
 - Which hat are you wearing when you surf the web?
- Make social media work for you
 - Curate your own content that is relevant to you
 - Can assist in professional development
 - Keep abreast of current research and trends
- Have fun!



Wilson et al. | Nurses and Twitter: The good, the bad, and the reluctant | Collegian | 2013

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Questions?
