An introduction to social media: Why this is important for urologists

ESU Course 01

Saturday, 12 March
11:00 - 14:00

Location: Room 13a (ICM, Level 1)
Chair: J.W.F. Catto, Sheffield (GB)

Aims and objectives of this presentation
Social media are important for practicing urologists to keep up to date and for communication. These web based interfaces allow rapid transfer of knowledge, interaction and facilitate a community of science. In this course we will introduce the audience to the Why, How, When and When not to, of social media. We will cover different tools (such as Twitter and Facebook), advise practice (offer professional guidance). We will introduce aspects of European Urology and how we will adapt to social media in the future. Dear Jim,

- To understand the role of social media in modern medicine
- To understand how best to interact with social media
- To understand how European Urology fits into these media

11:00 - 14:00
Introduction to social media
J.W.F. Catto, Sheffield (GB)

11:00 - 14:00
Social media for beginners
M.R. Cooperberg, San Francisco (US)

11:00 - 14:00
Why social media matters
D. Murphy, Melbourne (AU)

11:00 - 14:00
Using social media in medicine
A. Kutikov

11:00 - 14:00
Examples of best practice
M.R. Cooperberg, San Francisco (US)

11:00 - 14:00
Trends and developments in social media
D. Murphy, Melbourne (AU)

11:00 - 14:00
www.europeanurology.com
A. Kutikov

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Questions and answers
J.W.F. Catto, Sheffield (GB)