

# SOCIAL MEDIA FOR PUBLIC EDUCATION ABOUT PATHOLOGY

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**BACKGROUND**

The internet become the most important things today in a worldwide . The social media is a relatively inexpensive medium that is used to combine technology with social interaction through words and can spread to worldwide. This media uses the internet to run it, such as Twitter, Instagram, Facebook, YouTube, and so on. So we can use this platform for promote our work in pathology field to public education, raising the awareness about role and impact of pathology to address global health challenges, and improve the health outcomes

**METHOD**

In this time, we were using platform instagram live and personal account (@zuldalubis) to collaboration with pathologist and resident. We arranged small talk via instagram live with a different theme in pathology

**RESULT**

We conducted four instagram live with title Pathology Inside. There are four of keynote speaker :

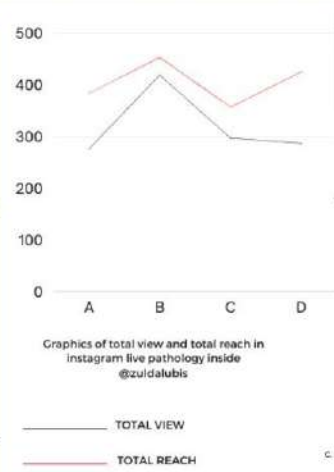
1. Prima Adelia, MD (theme : Becoming Pathologist, why not?)
2. Hera Novianti, MD (theme : Endometriosis)
3. Dwi Sri Rejeki, MD (theme : Role of Pathologist in PON Hospital)
4. Desi Puspita, MD (theme : Lung Cancer).

Until 15th of October 2021, total view of this saved instagram live is 1283 with total reach is 1619 account.



**DISCUSSION**

Pathology isn't a new science. This is a branch of medical science which is study about basics of disease with laboratory examination from body tissue for diagnostic. Although that fact, this field is not really popular from another branch of medicine science. In our daily practice as pathologist, there are so many question about how the pathologist and related profession was worked. Using sosial media can be a good choice for promote our work in pathology field. (1) A week before live streaming, we share the e-poster in our instagram feed and hope the followers could know and give more attention about this event. Then, they can join for free when live streaming was conducted. I was speaking as moderator and can give interaction between audience and speaker via chat. This video can be save automatically in our instagram account and we can see the impact of our video from the insight.



**CONCLUSION**

Instagram can be a good choice for public eduction and promote the pathology work because it gives the opportunity to learn more about your audience dan reach them very easily.

Reference :  
1. Sook H L, Yazdanifard R., How Instagram Can Be Used as a Tool in Social Network Marketing. can be access in [https://www.researchgate.net/publication/265377226\\_How\\_Instagram\\_can\\_be\\_used\\_as\\_a\\_tool\\_in\\_social\\_networking\\_marketin](https://www.researchgate.net/publication/265377226_How_Instagram_can_be_used_as_a_tool_in_social_networking_marketin)

