I09 SOCIAL MEDIA AND MODERN RHEUMATOLOGY PRACTICE: ADVANTAGES AND PITFALLS

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Social media is the tool for modern social interaction. For most children today, this is the norm for conversation; for the rest of us, this is a new form of communication. Social media is providing us with another dimension for easier and quicker learning, networking and breaking down barriers to communication. There are unique benefits of social media in enhancing medicine and health care, and in particular, rheumatology. There are already hundreds of rheumatologists on Twitter, making rheumatology one of the most active populations of tweeters. Regular discussions and journal clubs and tweet-ups at conferences have united the rheumatology world in effective sharing and dissemination of medical science. Just as we would not say anything without care in the real world, we have to be aware of some social media etiquette, more so because what is said on the World Wide Web is even more difficult to be unsaid. Most of all, besides being an up-and-coming professional tool for communication, it is an adventure. Embrace social media, and those who dare to explore and invest their curiosity will be rewarded with a whole new exciting world.

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