

1. Record Nr.	UNINA9910810258103321
Autore	Thielst Christina Beach
Titolo	Social media in healthcare : connect, communicate, collaborate / / Christina Beach Thielst
Pubbl/distr/stampa	Chicago, Illinois : , : Health Administration Press, , [2013] ©2013
ISBN	1-56793-622-9
Edizione	[Second edition.]
Descrizione fisica	1 online resource (94 pages) : illustrations
Collana	Executive essentials
Disciplina	610.285
Soggetti	Medical informatics Social media in medicine
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Starting a conversation -- The stats -- Overcoming barriers and risks -- Blogs -- Microblogs -- Social networking sites -- Podcasts -- The Wiki -- Social news and bookmarking sites -- Photo and video sharing -- Widgets, apps, and other tools -- Creating a social media plan for your health organization -- A vision for the future.