



17th Congress of the
International Society for Peritoneal Dialysis
VANCOUVER, CANADA | MAY 5-8, 2018

Social Media & Blogs

- A Patient's Perspective

Disclaimer

- The Speaker – Chris Coello does certify that there is NO affiliation with or involvement in any organization or entity with any financial interest (such as honoraria; educational grants; participation in speakers' bureaus; membership, employment, consultancies, stock ownership, or other equity interest; and expert testimony or patent-licensing arrangements) in the material presented
- Chris Coello is a Peritoneal Dialysis Patient and the opinions expressed are his own and do not reflect the official opinion of any organization.

Introduction & Speaker History



- Married with four boys
- Work in the telecommunications industry, have had strategic roles to begin a social media outreach for a large Canadian Telecom, Trained in Lean Six Sigma Green Belt, Operational Manager of a department of internal support technical staff.
- CKD Patient since 2004 – SLE Nephritis
- PD Patient since July 2017



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Discussion Agenda



Digital by Default Transformation



Platforms & Use Cases



Building a Community



Risks



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Digital by Default Transformation

Changes over the last five years

People are more connected

People exposed to a wide variety of opinions

People share more

People demand instant answers



Platforms & Use Cases

Social Media Platforms

- Facebook
- Twitter
- Instagram

Message Boards

- Discussion Forums
- Reddit

Blogs

- Organizational
- Personal

The screenshot shows a Facebook group interface. At the top, the group name "Peritoneal Dialysis" is visible. Below it, there are tabs for "All" and "Posts". A "Filter Results" section on the left allows users to "SHOW ONLY" "Any group", "Public Groups", or "Closed groups", and to filter by "MEMBERSHIP" as "Any group", "Friends' groups", or "My groups". The main content area displays a list of posts with their subjects and icons representing different types of media or links.

Subject
Post pictures here of your Home I
CARD, CCPD, Home Hemo, Daily I
Korshield.com - "Keeping Cathete
1 2 *
Medicare wants YOUR Comments
Non-sterile sponges
How many hours per week do you
Short Daily Home Hemo anyone?
using Fresenius K machine instea

The screenshot shows the homepage of the "Worms & Germs Blog". The header features the blog's title "Worms & Germs Blog" and the tagline "PROMOTING SAFE PET OWNERSHIP". Below the header, there are navigation links for "RESOURCES", "PETS", "CATS", "CATS AND PERITONEAL DIALYSIS", "CONTACT", and "ARCHIVES". The main content area displays a post titled "Cats and peritoneal dialysis" by Scott Weiss, dated March 17, 2015. The post text begins with "If you're a regular reader, you'll note the recurring theme of 'every animal (and person) is carrying multiple microbes that can harm you, given the right circumstances. Fortunately, the right circumstances don't usually occur.'".

Worms & Germs Blog

PROMOTING SAFE PET OWNERSHIP

RESOURCES PETS CATS CATS AND PERITONEAL DIALYSIS CONTACT ARCHIVES

Cats and peritoneal dialysis

BY SCOTT WEISS ON MARCH 17, 2015
POSTED IN CATS

If you're a regular reader, you'll note the recurring theme of 'every animal (and person) is carrying multiple microbes that can harm you, given the right circumstances. Fortunately, the right circumstances don't usually occur.'



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Building a Community



“Host the Party” not just visit

Includes Q&A, message Boards, Blogs

Requires Content creators and Moderators

Can also integrate social media

Seen often in Support platforms like Apple, allows the community to self support not rely on staff.

Risks



Questions





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Thank You For Attending