



## Think Tank Summary: Getting to Uptake: Leveraging Social Media for Practice Change

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### Think Tank Overview

The existing inventory of implementation strategies is limited and their effectiveness variable. The implementation field must engage in further research on their effectiveness, but the pool of strategies must also evolve. This Think Tank examined the use of social media in health in two ways: 1) through exploratory work in Ontario's child and youth mental health sector where a wiki is being used to support clinician practice change and 2) through use of a wiki environment to support collaboration among researchers. The Think Tank session involved short presentation followed by interactive discussion.

### Challenge: Just because you build it doesn't mean they will come

While wikis hold tremendous potential for facilitating and leveraging professional collaboration and support for practice change, one real-world challenge is cultivating user buy-in and active engagement. Potential barriers to buy-in and strategies to foster increased traffic and contribution to wiki sites were discussed.

### Fishbowl Discussion: Promoting wiki traffic and contribution

- It is important to give users freedom to share their ideas within the context of a safe environment.
- The motivation and desire to share ideas is a better indicator of wiki use than is a user's age.
- Collaboration makes you competitive: Professional considerations for promotion and tenure are beginning to include aspects beyond conventional academic activities.
- It is important to show clinicians clearly and succinctly how they can contribute and make use of the tool; too many options can lead to decision paralysis.
- Clinicians need to see and understand how the wiki will improve their professional lives, however this often is not apparent immediately – how can this initial barrier be addressed?  
**Tip:** Incorporating wiki use into daily activity promotes comfort with the tool.
- It is important to monitor the level of accuracy of the information shared on wiki sites.  
**Tip:** Charging one person as administrator of the wiki site is important to handle administrative tasks and monitor site activity. There is also some evidence that misinformation self corrects.
- Privacy issues and strict quality assurance procedures present a barrier to wiki collaboration.  
**Tip:** Take small incremental steps to create comfort around issues of privacy and comfort with the tool.
- Buy in at the level of leadership is essential; a cultural shift within the workplace is required for change  
Leaders can become champions of wiki use.
- Tapping in to other social media (e.g. Twitter) could help to drive traffic.
- Give-aways can serve as incentives to promote wiki use.
- Engaging reminder e-mails can act as a bridge between e-mail – the known environment, and wikis – the innovation.
- Including contributors/topics of the week/month pique interest and increase traffic.
- Inviting a high-profile person to the group can attract participation and engagement.
- Give wiki user groups an opportunity to meet face to face periodically in order to build trust and rapport.

### Questions for Future Research

This think tank session generated many ideas for troubleshooting how best to engage practitioners in the use of wikis to support practice change and research collaboration. Future research may seek to evaluate the effectiveness of specific engagement strategies in creating buy-in for the use of social media within organizations, both at the level of managers and frontline practitioners.