

Previous research has shown that content posted on a radiology blogging website received 10-14 times more views than articles which were published in major peer-reviewed radiology journals and were available online. This is an indication of the benefit that social media present for researchers and performance improvement specialists. Moreover, some social media sites are designed to facilitate collaboration through teleconferencing thus bringing together radiologists as a quality improvement community. Such applications can complement in-person meetings as they are independent of space and time. Quality-driven initiatives can thus be easily disseminated through social media and may thus lead to quality improvement in other healthcare organizations.

Social media can also be used to aggregate content from a large number of social media platforms related to healthcare and radiology posted by various radiology societies into a single, easy-to-consume resource, thus helping radiologists stay updated on health policy changes, quality improvement trends, and new rules and regulations.

Source : [Journal of the American Journal of Radiologists](#)

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