

## SHC Social Media for Physicians - Online

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**Educational Objectives:** Following this activity, participants should be able to:

- Define what social media is and how it can impact your practice.
- Identify 3 of the top social media channels and how they are used.
- Manage your presence on social media.
- Apply strategies to participate, engage and respond on each platform in appropriate ways.

**Cost:** Complimentary

**Commercial Support:** None

### To Earn Credit:

1. Go to: [www.sharp.com/cmeportal](http://www.sharp.com/cmeportal) and log in to the **CME Portal**
2. Select **Online Courses** from top menu
3. As needed use search box, entering "*social media*"
4. Complete the pretest
5. Review the content
6. Complete the posttest – Must score 80% to earn credit
7. Complete the activity evaluation – Must be completed to earn credit

**Anticipated Total time:** 25 minutes



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Cultural & Linguistic Competency: This activity is in compliance with California Assembly Bill 1195 which requires that all CME activities comprising a patient care element include curriculum addressing the topic of cultural and linguistic competency. The intent of this bill is to ensure that health care professionals are able to meet the cultural and linguistic concerns of a diverse patient population through effective and appropriate professional development. Cultural and linguistic competency was incorporated into the planning of this activity.