

POWER OF THE POST

Health Communication
on
Social Media



@drmiketodorovic



Dr Mike Todorovic

Associate Professor of Medicine
Bond University



**BOND
UNIVERSITY**



Acknowledgement of Country

Bond University acknowledges the Kombumerri people, the traditional Owners and Custodians of the land on which the University now stands.
We pay respect to Elders past, present, and emerging.

Copyright Warning.

This material has been reproduced and communicated to you by or on behalf of Bond University in accordance with section 113P of the *Copyright Act 1968 (Act)*. The material in this communication may be subject to copyright under the Act. Any further reproduction or communication of this material by you may be the subject of copyright protection under the Act.

POWER OF THE POST

Health Communication
on
Social Media



@drmiketodorovic



Dr Mike Todorovic

Associate Professor of Medicine
Bond University



**BOND
UNIVERSITY**

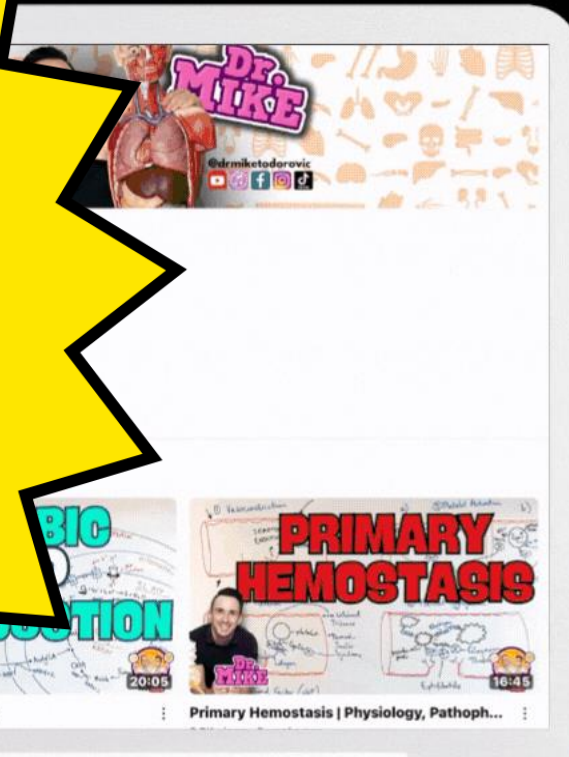


Dr Matt & Dr Mike's
MEDICAL EDUCATION



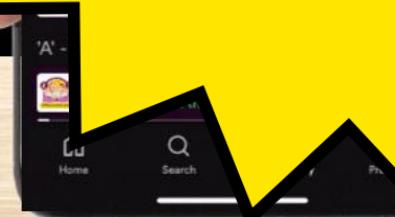
**1.1 Million
Subscribers**

**100 Million
Views**



**#1
Anatomy & Physiology
Podcast Globally***

**3.5 Million
Downloads**



Generation Z

Cancel

Drafts

Tweet



Public ▾

What's happening?

📍 Brisbane, Queensland



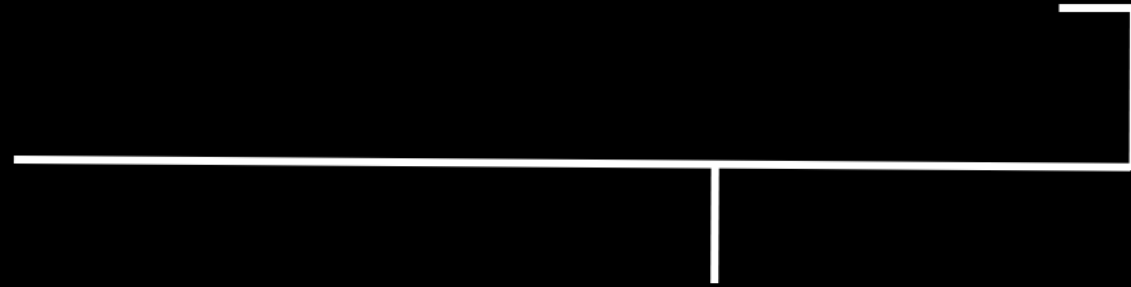
A wealth of *information*
creates a poverty of *attention*.

HERBERT A. SIMON



GENERATION Z

DAILY SOCIAL MEDIA USE



54%

GENERATION Z USE
SOCIAL MEDIA FOR
4 OR MORE HOURS
EVERY DAY

TOP 3 REASONS WHY GENERATION Z USE SOCIAL MEDIA

Connections/Socialising



46%

WHY ADOPT SOCIAL MEDIA?

VISIBILITY



EDUCATION



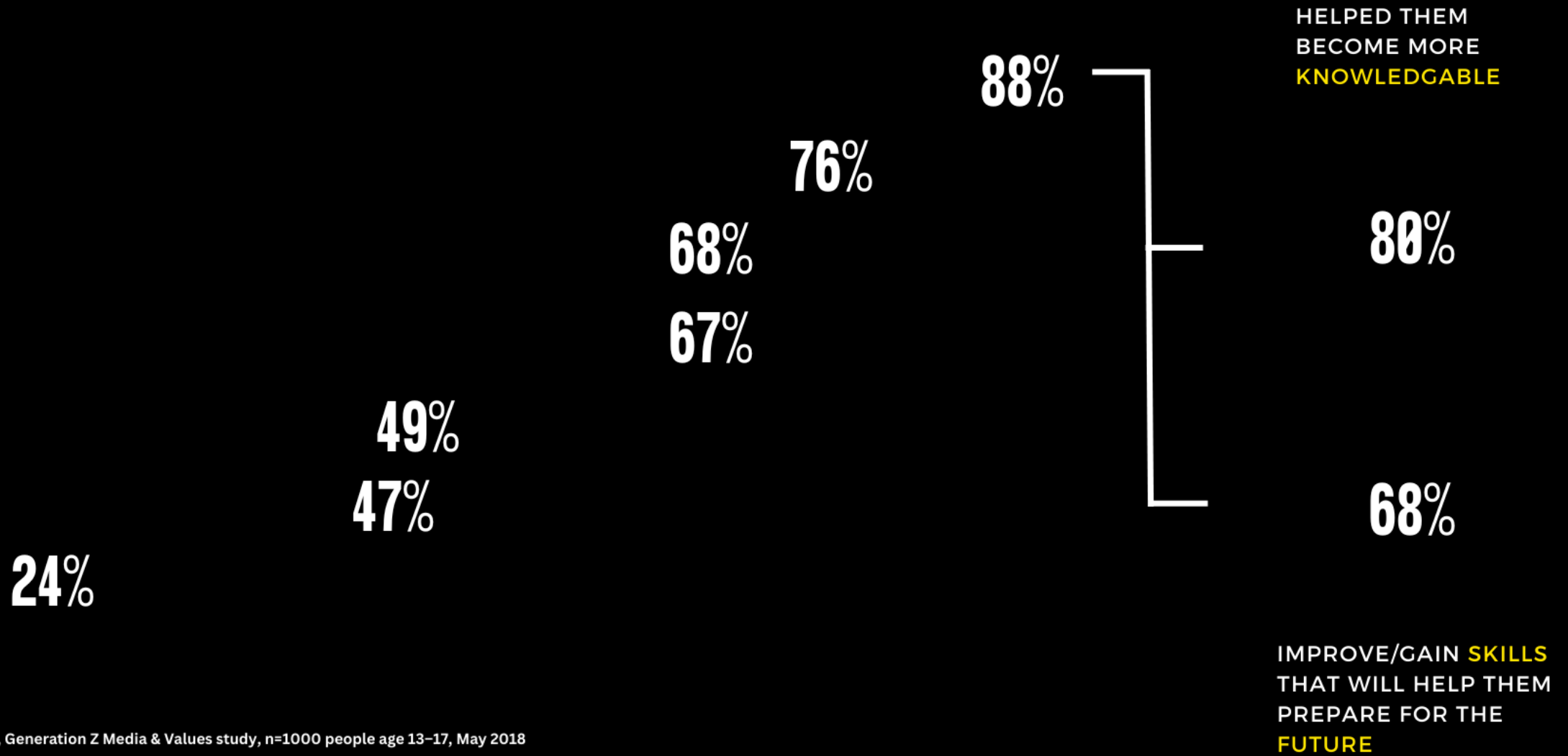
IMPACT



VISIBILITY



MOST USED SOCIAL MEDIA PLATFORMS BY GENERATION Z



YouTube

Mass video sharing platform

**2.5
Billion**

people use
YouTube every
month

**500
Hours**

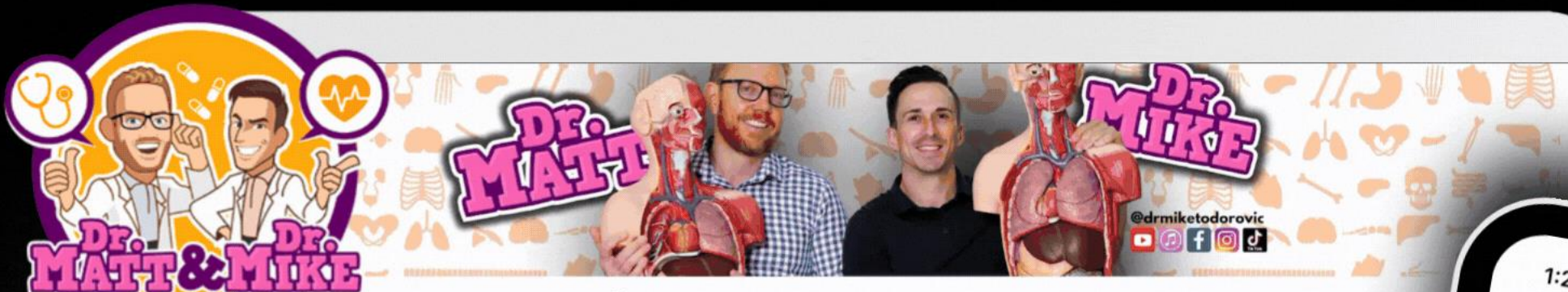
of video content
is uploaded every
minute

**12
Minutes**

is the average
video length

**2nd
Most
Popular**

search engine
behind Google



YouTube

Dr Matt & Dr Mike

@DrMattDrMike

981K subscribers • 765 videos

Associate Professor Mike Todorovic (PhD) & Dr. Matt Barton (PhD) are award winning University lecturers in medical science. Their medical education videos and Podcasts are downloaded 1...more

drmattdrmike.com.au and 6 more links

Manage videos



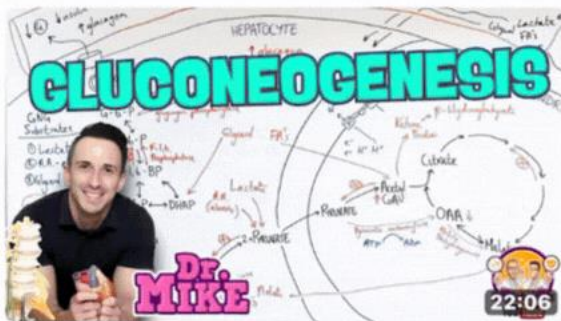
Home Videos Shorts Live Podcasts Playlists Posts Membership Store

Latest

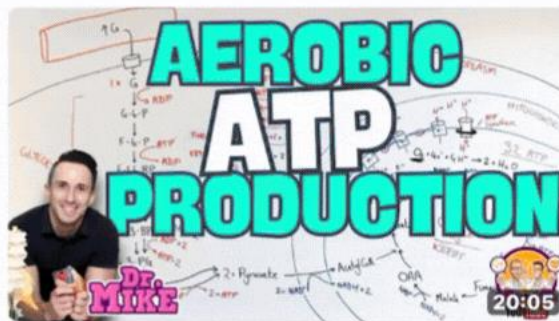
Public

Private

Unlisted



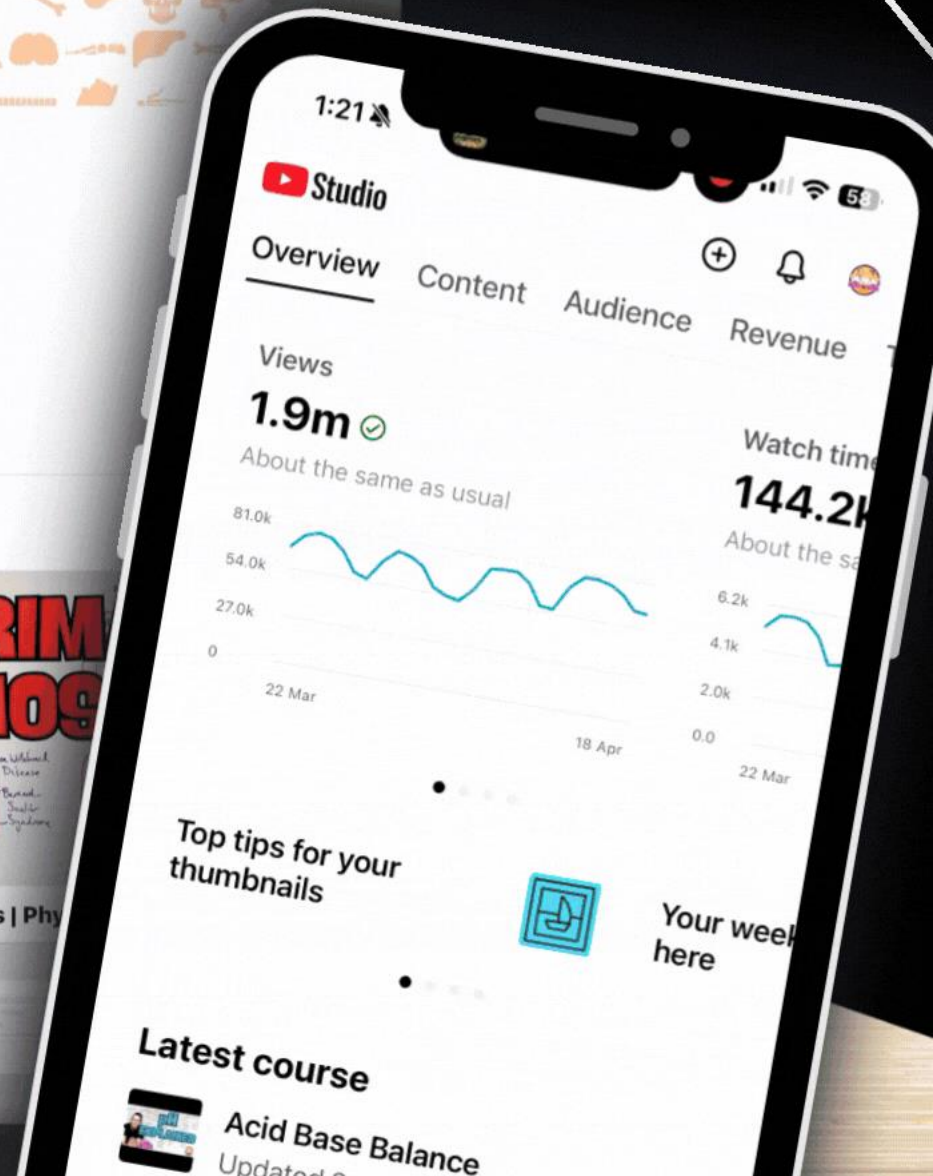
Gluconeogenesis | Everything you need to...



Aerobic ATP Production



Primary Hemostasis | Phy



Podcasts



Mass audio sharing platform

**465
Million**

podcast listeners
as of 2023

Gen Z

is the fastest
growing podcast
audience

**41
Minutes**

is the average
podcast episode
length

6.1%

increase in
monthly users
every year



<

Find in this show



Dr. Matt and Dr. Mike's Medical Podcast

Dr Mike Todorovic

Following   ...

Join Dr Matt Barton and Dr Mike Todorovic, Senior Lecturers of Anatomy and P... [see more](#)

4.9 ★ (892) • Educational

Episodes [More like this](#)

All Episodes [Sort](#)



Active Transport | A-Z of the Human Body

'A' - Todays term from the Anatomy &



Dr. Matt and Dr. Mike's Medical Podcast

11MICHAEL'S AIRPODS PRO #2



Home Search Your Library Premium



34
UNIQUE
AUDIENCE
COUNTRIES

178 COUNTRIES

*Reach learners in 39 out of 46
most underdeveloped countries
globally (UN).*



● = 20,000 views

164 COUNTRIES

BIGGEST AUDIENCE

YOUTUBE AGE

18-24

PODCAST AGE

23-27

DIVERSIFY

PLATFORMS

DIVERSIFY

AUDIENCE

VISIBILITY



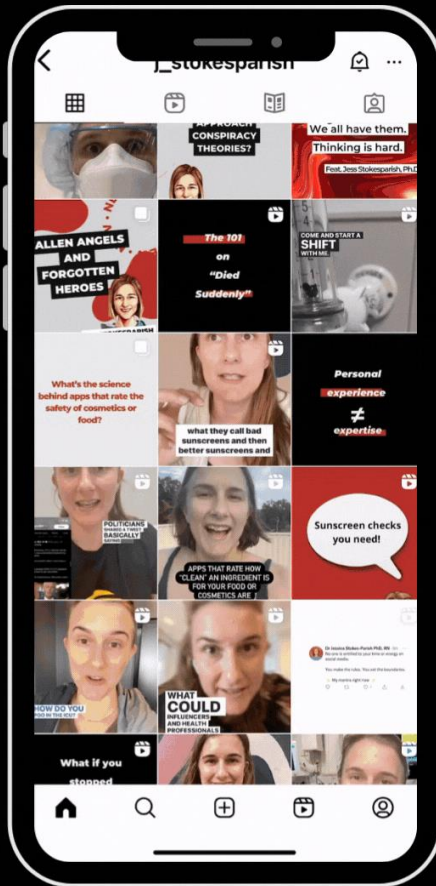
EDUCATION



BE AN

EXPERT

VOICE



TEACH WHAT

TEXT

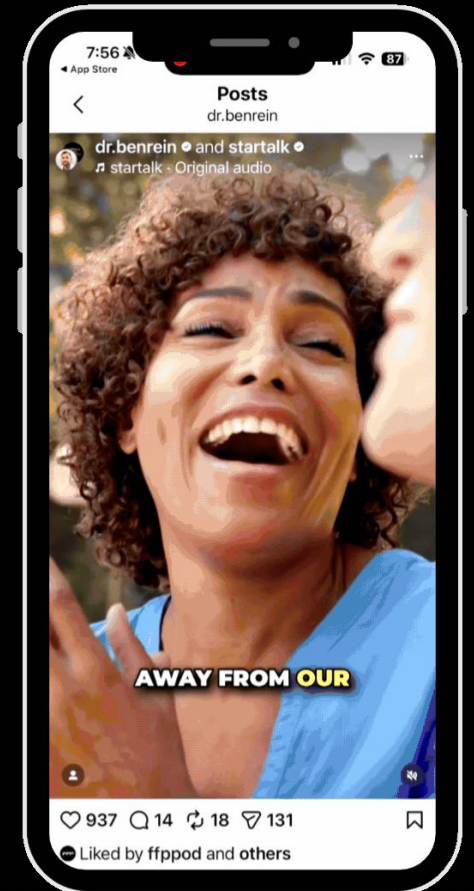
CANNOT



PROMOTE

YOUR

WORK



VISIBILITY



EDUCATION



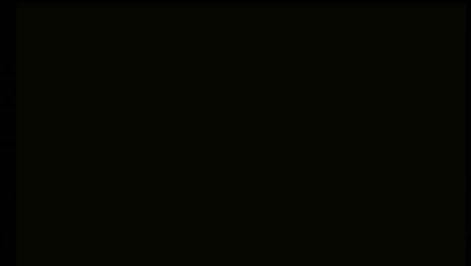
IMPACT



WHAT IS **IMPACT?**

**TRADITIONAL
ACROSS
5 YEARS**

CONTEMPORARY



CITATIONS

SPEAKING
EVENTS

READS OF
PUBLISHED
ARTICLES

LECTURES

THE
CONVERSATION

REPLIES/
COMMENTS

SHARES

LIKES

VIEWS/
DOWNLOADS

60%

OF TRAFFIC TO MY YOUTUBE CHANNEL COMES FROM
EDUCATIONAL INSTITUTIONS EMBEDDING MY VIDEOS
ON THEIR PLATFORMS

Universities, Colleges, Schools, Hospitals,
& Training Centres around the world



298

Embed my
YouTube videos
on their platforms

Australia
15%

Other
27%

United States
39%

United Kingdom
19%



Our new partnership with [@DGlaucomflecken](#) has begun!

Visit our new TikTok channel for his first video featuring Bug Bro and Ortho as they discuss whether iodine or chlorhexidine is better for surgical prep of an extremity fracture:



From tiktok.com

5:47 am · 28 Aug 2024 · 79.9K Views



THANK YOU!!

SEE YOU ONLINE...



Dr Mike Todorovic



@drmiketodorovic