DIGITAL MD: A Novel Social Media and Digital Scholarship Elective

Vincent Fu, BS | MD Student, University of Colorado School of Medicine Matthew Zuckerman, MD | Assistant Professor of Emergency Medicine, University of Colorado

BACKGROUND

75% of medical students use social media.

1 in 5 medical students create and use online educational resources and connect with peers and mentors through social networks.

Current medical curriculum lacks coursework to support medical students in digital scholarship and educate them about online professionalism.

METHODS

Digital MD is an online curriculum utilizing pre-existing materials, guest speakers, zoom discussions, and tiered assignments.

Students use Adobe Creative Cloud to create a digital media capstone at course completion.

MODULES

- 1 What is Social Media and Digital Scholarship?
- 2 Legal and Ethical Pitfalls of Online Citizenship
- **3** From Lurker to Contributor/Social Media Activism
- 4 Developing a Professional Identity/Personal Branding
- **5** Digital Scholarship Education Theory
- **6** Everyone is Creative: Adobe Creative Cloud (Guided Lab)
- 7 Capstone Presentations, Review, and Feedback

RESULTS

We enrolled 9 students over 3 course sessions.

100% of respondents agreed the course helped:

- Define concepts
- Understand online advocacy
- Make them more likely to use social media and digital scholarship in their education

CONCLUSIONS

Social media is an important and increasingly critical part of physician communication and professionalism.

Resources are available, expanding, and proven to be feasible within MedEd.

Digital MD has meaningful impact on students through the creation of capstone projects and enhanced social media engagement with real-time, real-world influence.

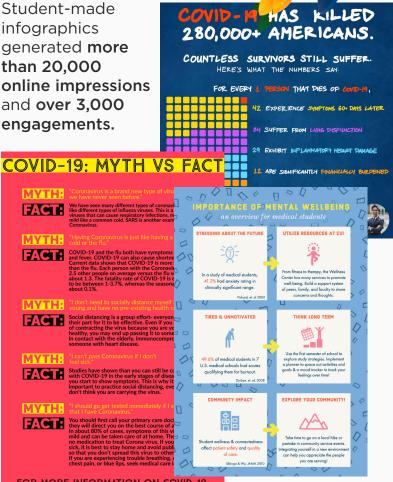
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OUTCOMES

Student-made infographics generated more than 20.000 online impressions and **over 3.000** engagements.





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