



# White Paper

## Social Media, Podcasts, and Blogs on a Professional Curriculum Vitae

Explore The Space LLC  
[www.explorethespaceshow.com](http://www.explorethespaceshow.com)

Authors:

Mark Shapiro MD

Associate Medical Director for Hospital Services, St. Joseph Health Medical Group

Hospitalist, Santa Rosa Memorial Hospital

Founder: Explore The Space LLC

Creator/Host: Explore The Space Podcast

Twitter: @ETSshow

Email: [mark.shapiro@stjoe.org](mailto:mark.shapiro@stjoe.org)

Charlie Wray DO, MS

Assistant Professor of Medicine

University of California, San Francisco

Hospitalist, San Francisco VA Medical Center

Deputy Digital Media Editor, Journal of Hospital Medicine (JHM)

Director, JHM Editorial Fellowship

Twitter: @WrayCharles

Email: [Charlie.Wray@ucsf.edu](mailto:Charlie.Wray@ucsf.edu)

Vinny Arora MD MAPP

Professor of Medicine

Assistant Dean Scholarship & Discovery, Pritzker School of Medicine

Associate CMO-Clinical Learning Environment, University of Chicago Medicine

Deputy Editor, Social Media, Journal of Hospital Medicine

Twitter: @futuredocs

Email: [varora@uchicago.edu](mailto:varora@uchicago.edu)

## **Abstract**

Social media, podcasts, and blogs are now a ubiquitous part of medicine and healthcare. Many physicians and healthcare providers are creating and sharing impactful content that is mission-driven and changes how our profession operates. The question of whether these contributions belong on a professional Curriculum Vitae (CV) has been raised. It is clear to this panel of experts that such contributions have an important place on a professional CV and should be displayed, quantified, and described.. While no consensus on what this section is to be titled, this panel suggests “Digital Content Creation.” Sub-categories under this heading should include: podcasts (both created and guested on), blogs, and Social Media (Twitter, Facebook, Instagram, YouTube, etc.)

There remains work to be done on minimum specifications in terms of measurable impact to validate inclusion. Any metrics demonstrating reach and impact should be included along with the citation. Individuals are encouraged to only include content that is reflective of their mission and to avoid citing content with potential conflicts of interests (i.e. paid endorsements). Location of this content within the CV is variable and is dependent on the position being applied for and the context therein. This White Paper does not present a style guide for how to write the citation as this has been done in other settings; however a suggested presentation can be found at the end of this White Paper.

## **Problem Statement**

This White Paper sets out to resolve whether digital content such as podcasts, blogs, and social media (Twitter, Facebook, Instagram, YouTube, etc.) should be included on a professional CV, which citations should be displayed, and where they should appear.

## **Source & Expert Panel**

This White Paper is derived from [an episode of Explore The Space podcast](#) recorded on 3/26/2019 and released on 4/2/2019

## **Vinny Arora MD MAPP**

Dr. Arora is a Professor of Medicine and serves as Associate Chief Medical Officer, Clinical Learning Environment at University of Chicago Medicine and Assistant Dean for Scholarship and Discovery at the University of Chicago Pritzker School of Medicine. As a healthcare leader who bridges medical education, systems science, and sleep medicine, she transforms learning and care delivered in teaching hospitals. She is an elected member to the American Society of Clinical Investigation, which recognizes physician-scientists for their biomedical research, and serves on the American Board of Internal Medicine Board of Directors. She has been named as one of 10 MDs to follow on Twitter by Becker’s Healthcare and serves as Deputy Editor, Social Media at Journal of Hospital Medicine. As an advocate for gender equity across healthcare, she is a founding member of Women of Impact, a 501c3 dedicated to advancing women leaders in healthcare and TIME’S UP Healthcare.

## **Mark Shapiro, MD**

Dr. Shapiro currently serves as Associate Medical Director for Hospital Services with St. Joseph Health Medical Group-Sonoma County and has 13 years of clinical experience as a Hospitalist in full time non-academic practice. He is also the creator and host of [Explore The Space podcast](#), which looks at the interface of healthcare and society while seeking to close gaps between those providing healthcare and those seeking it. Dr. Shapiro has also been featured on numerous podcasts and articles both for his work in the podcasting space as well as around disaster management for physicians. He previously served as Medical Director for Hospital Medicine at Santa Rosa Memorial Hospital and Chief of Medicine at Sharp Memorial Hospital.

## **Charlie Wray DO, MS**

Dr. Wray is an Assistant Professor of Medicine at the University of California, Francisco (UCSF) and a practicing Hospitalist and health services researcher at the San Francisco VA Medical Center. He completed medical school at Western University – College of Osteopathic Medicine, Internal Medicine residency at Loma Linda University Medical Center, and a Hospital Medicine Research Fellowship at The University of Chicago. Dr. Wray’s research interests have focused on inpatient care transitions and care fragmentation in the hospital setting, over-utilization of hospital resources, and the use of telemedicine-based resources to improve care for socially-vulnerable patients. Additionally, Dr. Wray is an Associate Editor and Deputy Digital Media Editor for the Journal of Hospital Medicine (JHM) where he helped establish the use of Visual Abstracts and the Twitter-based journal club; #JHMChat. Dr. Wray is also the Director of the JHM Editorial Fellowship.

## **Background**

Over the past two decades, there has been rapid and pervasive growth of platforms like podcasts, blogs, and social media (Twitter, Instagram, YouTube, Facebook, etc) across all layers of society. The profession of medicine is no exception; as these media outlets have become a vital component of scholarship, content creation, advocacy, and creativity for physicians and healthcare providers. Much of this content is novel and has or is poised to have a dramatic impact on many aspects of healthcare operations. Concurrently, most of these avenues have easily trackable and obtainable metrics associated with them.

In the span of just a few years, many physicians and other health care providers have quickly stepped in to create impactful and important content and have become clear “influencers” in the profession. Additionally, more and more medical professionals are moving into these avenues and creating their own unique content. The medical profession is at the first part of what appears to be a wave of influence, and as the importance of these contributions have grown, so too have questions emerged about whether such work belongs in a professional CV and, more deeply if it should have a role in professional advancement.

In this White Paper, we set out to resolve these questions. While attending the Society of Hospital Medicine Annual Meeting (Washington, DC) in 2019, Drs. Arora, Shapiro, and Wray convened to record an episode of [Explore The Space podcast](#) to break down the key questions and provide summary recommendations.

## **Conclusions**

### **I. Digital Media Including Podcasts, Blogs, & Social Media Belong On A Professional CV**

This is a unanimous opinion of the panel. A CV should be designed to demonstrate your mission, show your output and impact on the world, and how you differentiate yourself. If an individual's work in these digital spaces relates to your professional work-life and your mission and possesses demonstrable impact; it should be included.

### **II. Impact & Engagement Should Be Measured & Shared**

This is felt to be the most important selection driver for what content should be included. It is also felt that data should be made transparent on the CV.

Examples include: net reach, impressions, [Altmetrics scores](#), blog mentions, views, polling data, CME certificates awarded

### **III. Content to Include**

1. Blogs
  - founder
  - guest contributor
  - subject of a post(s)
2. Podcasts
  - founder
  - guest
  - production staff
3. Social Media (e.g. Twitter, Facebook, Instagram, etc)
  - mission-based content which demonstrates skills & what you stand for
  - starting a Journal Club/Chats on Twitter
  - starting a Facebook group with demonstrable impact & memberships
  - YouTube content with associated metrics
4. Other Content
  - art, illustration, cartooning
  - filmmaking
  - live content

### **IV. CV Formatting**

1. Hyperlinks
  - embed hyperlinks to relevant web-based content

### **V. Content To Avoid**

1. Paid endorsements
2. Material with potential conflict of interest
3. Any content that reflects poorly on the individual

## VI. Title & Location

There is no clear consensus on title or location. This is dependent on the requirements of an institution or position being applied for. A suggested title is: “Digital Media Content Creation and Contributions”

## Final Thoughts

Like many other professions, medicine is undergoing significant change that is driven by digital and social media. More and more individuals are stepping into this work with a clear mission and demonstrable talent. They are able to alter and improve the professional practice of others through their work. While currently viewed as “nontraditional”, contributions in digital and social media have a huge role to play which appears to increase on a daily basis. Forward-thinking candidates should include these contributions on their professional CV and employers should be actively encouraging this and using these citations as a way to find the candidates best suited for the position in question.

For further guidance on how to enact the above mentioned suggestions, we have provided a framework from which readers can work. We believe there is an important role in establishing one’s mission and capturing the quantitative impact of your contributions. This guide may not fit every situation, and is meant to act as a framework from which to begin. Please feel free to reach out to the authors via email or Twitter with questions or feedback.

We are entering a fascinating time in the profession of medicine; individuals are able to contribute and express themselves in new and impactful ways. As we continue to learn and share together, it is vital that those who have a clear mission and create a demonstrable impact can represent that work in their professional Curriculum Vitae.

## Suggested Reading & Listening

Madanick, Ryan D. “Education Becomes Social: The Intersection of Social Media & Medical Education” Gastroenterology 10/2015, Vol 149, Issue 4, Pg 844-847

Shapiro, M “Vinny Arora & Charlie Wray on Social Media & CVs” Explore The Space Podcast 4/2/19, Date accessed 4/2/19

Sherbino, Jonathan. Arora, Vineet et al “Criteria for Social Media-Based Scholarship in Health Professions Education Postgrad Med J 2015;91:551–555

## **Digital Media Mission Statement**

In my role as an XXX at YYY, I utilize multiple social media outlets to connect with colleagues, experts in my field, national leaders, patient advocates, and ZZZ. My personal mission in engaging on social media is AAA and it is something I find both meaningful & effective. As the Director of XYZ<sup>1</sup> at YYY, my goal is to share our institutions success and increase our visibility as a top 10 XXX in our region and nation.

Given our institution's goal of increasing its visibility to our community, I aim to advocate and share the success we've had within this realm<sup>2</sup>. As a result of my digital media presence, I have been invited to speak at local, regional and national events, provided interviews for medical news media and the general public, and have contributed to the development of YYY program/curriculum<sup>3</sup>. (Customize with examples)

Below please find a summary of notable digital media contributions I've made and the impact it they have had. Additionally, I have included names of references who can speak to my abilities and impact in this work.

### Notes

<sup>1</sup>Highlight how your role/expertise at your institution gives you a reputable voice in the social media realm

<sup>2</sup>Align your presence and contributions on social media to your institutions goals

<sup>3</sup>Highlight the ancillary benefits that have arisen because of your digital media presence

## Sample Curriculum Vitae Entry

### Digital Media Content Creation and Contributions

Twitter (@SoMeGuru)			
Type (Feed, Chat, etc)	Dates Active	Participants (No.)	Impressions
Podcast			
Title	Dates Active	Role	Listeners
Blog Posts			
Title	Dates Active	Society/Organization	Views (No.)
Facebook Live, Event or Page			
Event	Date	Participants	Views
Instagram (@SoMeGuru)			